



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Eva Ossiansson

Department of Business Administration  
Marketing  
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### Academic degrees

1997                      Ph.D., University of Gothenburg  
1988                      Bachelor, Business Administration, University of Gothenburg

### Academic experience

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#### International academic experience:

2015 - 2015              Accepted as Top Professor, Faculty Row, Network for Educators and  
                                 Researchers (International academic network)  
2014 - 2015              Member of the Scientific and Reviewing Committee, 14th and 15th  
                                 International Marketing Trends Conference Paris-Venice (International  
                                 academic network)

### Publications

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#### Journal article (peer-reviewed)

Johansson, Barbro, Ossiansson, Eva, Dreas, Jessica, Mårild, Staffan (2013) Proper Food and a Tight Budget: German and Swedish Parents Reflecting on Children, Food and Health. *Food, Culture and Society*, 16:3, p. 457-477.

Johansson, Barbro, Ossiansson, Eva (2012) Managing the everyday health puzzle in Swedish families with children. *Food and Foodways*, 20:2, p. 123-145.

### **Journal article (other academic)**

Ossiansson, Eva, Hansson, Henrik (2013) Förtroendekrisen måste hanteras nu!. *Göteborgs-Posten*, Söndag 1 december:Debatt, p. 38-39.

Engström, Johan, Hansson, Henrik, Ossiansson, Eva (2011) SJ spårar ur i ny reklamkampanj. *Göteborgs-Posten*, Fredag 15 april:Debatt.

Engström, Johan, Hansson, Henrik, Ossiansson, Eva (2010) Grå bild av Västsverige för potentiella turister. *Göteborgs-Posten*, Torsdag 29 juli:Debatt.

Ossiansson, Eva (2010) Bilindustrin är fel ute - premium är passé. *Göteborgs-Posten*, Torsdag 13 juni:Debatt.

Ossiansson, Eva (2010) En svensk tiger - eller säger sin mening?. *MIG-Aktuellt*, :4.

### **Book chapter**

Johansson, Barbro, Ossiansson, Eva (2012) Hälsopusslet - en utmaning för familjen. In *Forskning för en friskare generation. Levnadsförhållanden, vanor och hälsosam mat*, p. 45-53. Göteborg : University of Gothenburg.

Hast, Lennart, Ossiansson, Eva (2010) Sociala medier - myter och möjligheter. In *Medie-Sverige, 2010 \, MedieSverige 2010*, p. 67-80. Göteborg : Nordicom-Sverige.

Ossiansson, Eva (2010) Facebook "Friendship" as Educational Practice. In *Cutting-Edge Social Media Approaches to Business Education*, p. 117-140. Charlotte : Information Age.

### **Conference paper**

Brembeck, Helene, Johansson, Barbro, Bergström, Kerstin, Hillén, Sandra, Jonsson, Lena, Ossiansson, Eva, Shanahan, Helena (2010) Emancipatory consumer research - Working with children as co-researchers. *The Roots and Fruits of the Nordic Consumer Research (eds) Pirjo Laaksonen & Henna Jyrinki*.

Johansson, Barbro, Ossiansson, Eva (2010) Children as co-researchers of foodscapes. *International Conference in Childhood Studies. The 3rd Finnish Childhood Studies Conference*.

Johansson, Barbro, Brembeck, Helene, Bergström, Kerstin, Hillén, Sandra, Jonsson, Lena, Ossiansson, Eva, Shanahan, Helena (2010) Children as Co-Researchers – Problems and Possibilities. *The 4th International Conference on Multidisciplinary Perspectives on Child and Teen Consumption : interdisciplinary, theory and practice : June 21-23 2010 Campus Norrköping, Sweden : abstracts*.

Johansson, Barbro, Ossiansson, Eva (2010) Managing the everyday health puzzle. *International Conference in Childhood Studies. The 3rd Finnish Childhood Studies Conference. June 9-12 2010*.

### **Report**

Johansson, Barbro, Ossiansson, Eva (2014) *Livspussel med utmaningar. Tolv svenska barnfamiljers berättelser om mat och hälsa*. Göteborg: Centrum för konsumtionsvetenskap vid Göteborgs universitet.

Brembeck, Helene, Johansson, Barbro, Bergström, Kerstin, Jonsson, Lena, Ossiansson, Eva, Shanahan, Helena, Hillén, Sandra (2010) *Barn som medforskare av matlandskap. Del 1: Medforskning*. Göteborg: University of Gothenburg.

### **Other publication**

Brembeck, Helene, Johansson, Barbro, Bergström, Kerstin, Engelbretsson, Pontus (2013) Exploring children's foodscapes. *Children's Geographies*, 11:1, s. 74-88.

Johansson, Barbro (red), Karlsson, Marianne (red), Hillén, Sandra, Brembeck, Helene (2013) Att involvera barn i forskning och utveckling.

Brembeck, Helene, Johansson, Barbro, Bergström, Kerstin, Engelbretsson, Pontus (2010) Exploring Children's foodscapes. *Proceedings from the 4th International Conference on Multidisciplinary Perspectives on Child and Teen Consumption. June 21-23 2010, Campus Norrköping, Sweden.*

Brembeck, Helene, Karlsson, MariAnne, Ossiansson, Eva, Shanahan, Helena (2010) Ju mer vi är tillsammans - fyrtioåringarna och maten.