



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Cecilia Soler

Department of Business Administration  
Marketing  
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### Academic degrees

1997 Ph.D., Att köpa miljövänliga dagligvaror, University of Gothenburg  
1986 Bachelor, Business Administration with French, University of Gothenburg

### Positions within academia:

2014 - 2016 Programme Coordinator for the Master in Marketing and Consumption, Business administration, School of Business, Economics and Commercial Law, Göteborg university

### Main research fields:

Sustainable consumption, Sustainable marketing, Sustainable supply chain

### Main teaching fields:

Consumption, Sustainable marketing, , ,

## Academic experience

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### Head of research project:

2014 - 2017 CHANGE  
2003 - 2006 Mistra sustainable information in food supply chains

### International research projects:

2014 - 2018 CHANGE, Aalto univeristy, Helsinki

### Supervision of PhD students:

2015 - 2019 Robin Bankel, Göteborg (Head supervisor)  
2015 - 2017 Sandhiya Goolaup, Göteborg (Co-supervisor)  
2014 - 2017 Bianca Koroschetz, Göteborg (Head supervisor)

### Opponent and/or examiner of PhD and licentiate theses:

2012 Erik Lundberg, Göteborg (Member of examining committee)

**Reviewer assignments:**

Journal of Cleaner Production, Journal of Macromarketing

**Pedagogical training:**

2012                      PIL kurs i forskarhandledning.

**International academic experience:**

2015 - 2015

**Other experience**

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**Participation in media:**

2015                      Jag är inte min mobiltelefon  
2013                      Regeringen motverkar klimatsmart konsumtion

**Writing in journal for practitioners:**

2015 - 2015              Organisation och Samhälle

**Publications**

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**Journal article (peer-reviewed)**

Solér, Cecilia, Sandström, Cecilia, Skoog, Hanna (2016) How Can High-Biodiversity Coffee Make It to the Mainstream Market? The Performativity of Voluntary Sustainability Standards and Outcomes for Coffee Diversification. *Environmental Management*, 59:2.

Solér, Cecilia, Baeza, Julia, Svärd, Camilla (2015) Construction of silence on issues of sustainability through branding in the fashion market. *Journal of Marketing Management*, 31:1-2, p. 219-246.

Solér, Cecilia (2012) Conceptualizing Sustainably Produced Food for Promotional Purposes: A Sustainable Marketing Approach. *Sustainability*, 4:3, p. 294-340.

Solér, Cecilia, Plazas, M. C. (2012) Integration of ethnic food into Swedish food rituals. The cultural fitness of tacos. *Appetite*, 58:3, p. 928-935.

Solér, Cecilia, Bergström, Kerstin, Shanahan, Helena (2010) Green Supply Chains and the Missing Link Between Environmental Information and Practice. *Business Strategy and the Environment*, 19, p. 14-25.

Bergström, Kerstin, Solér, Cecilia, Shanahan, Helena (2005) Professional food purchasers' practice in using environmental information. *British food journal*, 107:5, p. 306-319.

**Journal article (other academic)**

Solér, Cecilia (2015) Hållbar konsumtion eller "corporate branding". *Organisation & Samhälle*, 2015:1, p. 36-39.

### **Book chapter**

Solér, Cecilia (2010) Existentiell konsumtion - hinder för hållbar utveckling. In *Sverige i nytt klimat - våtvarm utmaning*, Formas.

Grankvist, Gunne, Bergström, Kerstin, Fuentes, Christian, Shanahan, Helena, Solér, Cecilia (2006) Exploring the perceptions and use of environmental information in the food system. In *Environmental information in the food supply system*, p. 31-53. Stockholm : FOI.

Solér, Cecilia (1999) Att köpa miljövänliga dagligvaror, meningsskapande och relevans. In *Den flerdimensionella konsumenten : [en antologi om svenska konsumenter]* Ed by: Ekström, K. M. & Forsberg, H, Göteborg : Tre Böcker Förlag AB.

Solér, Cecilia (1995) Att förstå miljövänlig konsumtion. In *Miljöstrategier : ett företagsekonomiskt perspektiv (kapitel 7)*, p. 129-142. Stockholm : Nerenius & Santéus Förlag.

Solér, Cecilia (1995) Ecologically Friendly Buying - theoretical implications of a phenomenological perspective. In *Environmental management - where do we stand? : selected papers from the second Nordic Network Conference, December 1994, Norwegian School of Management(BI), Oslo / Rolf Wolff, Bjarne E. Ytterhus(ed.)*, Oslo : Cappelen Akademisk Forlag A/S.

### **Doctoral thesis**

Solér, Cecilia (1997) *Att köpa miljövänliga dagligvaror*. Doct. thesis, Stockholm: Nerenius & Santéus Förlag.

### **Conference paper**

Hallberg, Annika, Fogelberg, Charlotte Lagerberg, Solér, Cecilia, Johansson, Eva B (2009) Market Communication of Small-Scale Food Products. *Poster, Proceedings, 1st Nordic Organic Conference 18-20 May Gothenburg Sweden*.

### **Report**

Solér, Cecilia (1995) *Ecologically Friendly Buying - theoretical implications of a phenomenological perspective*. Göteborg: GRI.

### **Other publication**

Andersson, David, Hedenus, Fredrik, Biel, Anders, Bryngelsson, David (2015) LRF och Svenskt flyg svarar inte om klimatmålen. *Dagens Nyheter*.

Andersson, David, Azar, Christian, Biel, Anders, Bryngelsson, David (2015) Nu krävs kraftfulla åtgärder mot nötkött och flygresor. *Dagens Nyheter*, 2015-02-27.

Larsson, Jörgen, Bryngelsson, David, Hedenus, Fredrik, Wirsenius, Stefan, Nässén, Jonas, Drakenberg, Olof, Azar, Christian, Biel, Anders, Gärling, Tommy, Holmberg, John, Jagers, Sverker C., Solér, Cecilia, Sterner, Thomas (2015) DN debatt: Nu krävs kraftfulla åtgärder mot nötkött och flygresor.