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Academic degrees and evaluations

- 2019 Professor of Business Administration specialising in Marketing at School of Business, Economics and Law at University of Gothenburg.
- 2015 Associate Professor, Business Administration, School of Business, Economics and Law at University of Gothenburg.
- 2008 PhD, Business Administration, School of Business, Economics and Law at University of Gothenburg.
- 1997 MSc, Business Administration, University College of Borås. Including courses at University of Central Queensland, Australia and School of Business, Economics and Law at University of Gothenburg.

Academic positions

- 2019- Professor in Business Administration with a Specialisation in Marketing. School of Business, Economics and Law at University of Gothenburg.
- 2010-2019 Tenured Senior Lecturer in Business Administration with a Specialisation in Marketing. School of Business, Economics and Law at University of Gothenburg.
- 2008-2010 Postdoc. Centre for Retailing, School of Business, Economics and Law at University of Gothenburg. Two-year post doc scholarship granted by The Swedish Retail and Wholesale Development Council.
- 2001-2010 Tenured Lecturer in Business Administration with a Specialisation in Marketing. School of Business and Informatics, University College of Borås.

Academic responsibilities and assignments

- 2017 Member of project group with development of a new course structure for the PhD program in business administration. The group included representatives from the different sections in collaboration.
- 2015- Substitute, Board of Research and Third-Cycle Education, The Department of Business Administration, School of Business, Economics and Law at University of Gothenburg.
- 2011-2015 Director, Centre for Retailing, School of Business, Economics and Law at University of Gothenburg.
- 2011-2012 Board member, The Department of Business Administration, School of Business, Economics and Law at University of Gothenburg.
- 2006-2010 Coordinator, Master programme in Business Administration with a specialization in Direct Marketing. School of Business and Informatics at University College of Borås.
- 2005-2006 Director of Studies (deputyship), School of Business and Informatics at University College of Borås.
- 2003-2005 Board member, School of Business and Informatics, University College of Borås.

2001-2002 Assistant coordinator, Master programme in Business Administration with a specialisation in Direct Marketing, School of Business and Informatics, University College of Borås.

RESEARCH QUALIFICATIONS

Research grants

- 2019 Appointed professor Centre for Retailing, donation from Traders' Research Foundation in Gothenburg. Research leadership and research 60% in five years. Total budget 6,0 million SEK.
- 2018 Länsförsäkringar Forskningsfond. Försäkringsbolaget i de digitala ekosystemen – nya former av intermediering (The insurance company in the digital ecosystems – new forms of intermediation). Main applicant. Research team: Viktor Elliot, Jonas Nilsson, Jeanette Carlsson Hauff and Johan Magnusson. Total budget 3,9 MSEK.
- 2017 SFO (Strategic Research Area) Transport, financed by the Swedish Government. Retail shopping and the last mile transport: past, present and future transformations. Co-applicant. Research team Per Lundin (project leader) and Kajsa Hulthén. Total budget 2,72 million SEK.
- 2014 Traders' Research Foundation in Gothenburg. Handelns digitalisering och förändrade affärsmodeller. Scholarship 0,2 million SEK.
- 2014 Swedish Retail and Wholesale Council. Handelsrådet. Handelns digitalisering och förändrade affärsmodeller. 2,6 million SEK. Two year grant. Co-applicant. Research team: Anna Jonsson (project leader), Niklas Egels-Zandén, Catrin Lammgård and Malin Sundström.
- 2014 Sustainable Transport Initiative Chalmers/University of Gothenburg. 0,8 million SEK. For research in sustainable transport, with a specific focus on consumer-, retailing-, and city logistics. 2014-2017.
- 2013 The foundation for economic research in West Sweden (Stiftelsen för ekonomisk forskning i Västsverige). "Planning for sustainable logistics operations in city areas". Co-applicant with PhD Catrin Lammgård. 0,5 million SEK. 2013-2014.
- 2013 Swedish Research Council. Framework grant "Digcon: Digitalizing consumer culture". 19,8 million SEK. Co-applicant. Research team: Associate Professor Magdalena Peterson-McIntyre (project leader), Professor Franck Cochoy, PhD Lena Hansson, PhD Niklas Hansson, and Associate Professor Hans Kjellberg. My commitment is 50% of full-time during four years. 2013-2018.
- 2012 Traders' Research Foundation in Gothenburg. "Centre for Retailing". 5,7 million SEK. Project leader/director. Funds for research infrastructure, project seed money, publishing activities, trade and industry collaboration etc. 2012-2015.
- 2011 The Swedish Retail and Wholesale Development Council. "Centre for Retailing publishing activities", Main applicant and project leader. Participants: Petra Adolfsson, Niklas Egels-Zandén, Lena Hansson, Kajsa Lindberg, Magdalena Peterson-McIntyre. 0,4 million SEK. 2011-2012.
- 2010 Formas URBAN-NET, "Consumer Logistics". Main applicant: PhD Daniel Normark. Research team: Professor Helene Brembeck, Professor Franck Cochoy, PhD Niklas Hansson, PhD Ulrika Holmberg, Associate professor Roland Canu, Professor Michèle Lalanne-Lestieu, and PhD Cédric Calvignac. Total grant for the Swedish part of the project: 7,2 million SEK.
- 2008 The Swedish Retail and Wholesale Development Council. Two year post doc scholarship (2008-09-01—2010-08-31), 0,6 million SEK. 2008-2010.

Publications

Scientific journal articles

- Hagberg, J., Kjellberg, H. (2020). Digitalized markets. *Consumption Markets & Culture*, 23(2): 97-109.
- Hagberg, J., Kjellberg, H., & Cochoy, F. (2020). The Role of Market Devices for Price and Loyalty Strategies in 20th Century U.S. Grocery Stores. *Journal of Macromarketing*, 40(2), 201-220.
- Cochoy, F., Hagberg, J., Kjellberg, H. (2019). Price tag technologies and price ceiling policies. Governing prices in the WWII and Postwar US economy (1940-1953). *Socio-Economic Review* 2019-08-30. <https://doi.org/10.1093/ser/mwz045>
- Caboni, F. Hagberg, J. (2019). Augmented reality in retailing: a review of features, applications and value", *International Journal of Retail & Distribution Management*, 47(11): 1125-1140.
- Normark, D., Cochoy, F., Hagberg, J., (2019). Funny bikes: A symmetrical study of urban space, vehicular units and mobility through the voyeuristic spokesperson of a video lens, *Visual Studies*, 34(1): 13-27.
- Fuentes, C., Hagberg, J., Kjellberg, H. (2019). Soundtracking: Music listening practices in the digital age. *European Journal of Marketing*, 53(3): 483-503.
- Cochoy, F., Hagberg, J., Kjellberg, H. (2019). The ethno-graphy of prices: on the fingers of the invisible hand (1922-1947). *Organization*, 26(4), 492–516.
- Cochoy, F., Hagberg, J., Kjellberg, H. (2018). The technologies of price display: Mundane retail price governance in the early 20th century. *Economy and Society*, 47(4): 572-606.
- Normark, D., Cochoy, F., Hagberg, J., Ducourant, H. (2018). Mundane intermodality: a comparative analysis of bike-renting practices. *Mobilities*, 13(6): 791-807.
- Hagberg, J. & Fuentes, C. (2018). Retail formations: Tracing the fluid forms of an online retailer. *Consumption Markets & Culture*, 21(5): 423-444.
- Hagberg, J., Jonsson, A., & Egels-Zandén, N. (2017). Retail digitalization: Implications for physical stores. *Journal of Retailing and Consumer Services*, 39C: 264-269.
- Soutjis, B., Cochoy, F., & Hagberg, J. (2017). An ethnography of Electronic Shelf Labels: The resisted digitalization of prices in contemporary supermarkets. *Journal of Retailing and Consumer Services*, 39C: 296-304.
- Hagberg, J., Kjellberg, H., & Cochoy, F. (2017). Managing leaks: Shoplifting in US grocery retailing 1922-1969. *European Management Journal*, 35(6): 766-775.
- Hagberg, J., & Holmberg, U. (2017). Travel modes in grocery shopping. *International Journal of Retail & Distribution Management*, 45(9): 991-1010.
- Cochoy, F., Hagberg, J., Normark, D., Ducourant, H., Holmberg, U., & Calvignac, C. (2017). Bicycles, cyclists and loads: a comparative analysis of cycling practices in Gothenburg and Toulouse. *Applied Mobilities*. <http://doi.org/10.1080/23800127.2017.1347026>
- Hagberg, J., Sundström, M., & Egels-Zandén, N. (2016) The digitalization of retailing: An exploratory framework. *International Journal of Retail & Distribution Management*, 44(7): 694-712. Selected as the Outstanding Paper in the 2017 Emerald Literati Network Awards for Excellence.
- Hagberg, J. & Kjellberg, H. (2016) Ständigt slölyssnande: Om digitaliseringens påverkan på musikkonsumtionen. *Kulturella Perspektiv*, 25(2): 16-23.
- Hagberg, J. (2016) Agencing practices: a historical exploration of shopping bags. *Consumption Markets & Culture*, 11(1): 111-132.
- Hagberg, J. & Normark, D. (2015) From basket to shopping bag: Retailers' role in the transformation of consumer mobility in Sweden 1940-1970. *Journal of Historical Research in Marketing*, 7(4): 452-475. Received the Emerald Publishing Literati Highly Commended Award for 2015.
- Hagberg, J. & Kjellberg, H. (2015) How much is it? Price representation practices in retail markets. *Marketing Theory*. 5(2): 179-199.

- Mason, K., Kjellberg, H., & Hagberg, J. (2015) Exploring the Performativity of Marketing: Theories, Practices and Devices. *Journal of Marketing Management*. 31(1-2): 1-15. doi: 10.1080/0267257X.2014.982932
- Cochoy, F., Hagberg, J., & Canu, R. (2015) The Forgotten Role of Pedestrian Transportation in Urban Life: Insights from a Visual Comparative Archaeology (Gothenburg and Toulouse, 1875-2011). *Urban Studies*, 52(12): 2267-2286.
- Hagberg, J., Normark, D. (2013) Fyrkantifieringen av handeln. *Kulturella perspektiv*. 22(3-4): 19-26.
- Fuentes, C. & Hagberg, J. (2013) Socio-cultural retailing: What can retail marketing learn from this interdisciplinary field? *International Journal of Quality and Service Sciences*. 5(3): 290-308.
- Hagberg, J. & Styhre, A. (2013) The production of social space: Shopping malls as relational and transductive spaces, *Journal of Engineering, Design and Technology*. 11(3): 354-374.
- Hagberg, J. (2011). Acheter à domicile en Suède. *Revue d'Histoire Nordique*. 12: 49-68. Translated by Lise Froger-Olsson.
- Hagberg, J. & Kjellberg, H. (2010). Who performs marketing? Dimensions of agential variation in market practice. *Industrial Marketing Management*. 39 (6): 1028-1037.
- Sundström, M. & Hagberg, J. (2010). Bridging marketing theory and practice for consumer behaviour Master's students: a case study from Sweden. *Industry & Higher Education*. 24 (5): 377-380.

Books and edited books

- Cochoy, F., Hagberg, J., Petersson McIntyre, M. & Sörum, N. (ed., 2017). *Digitalizing Consumption: How devices shape consumer culture*. Routledge.
- Mason, K., Kjellberg, H., & Hagberg, J. (ed., 2017). *Marketing performativity: theories, practices and devices*. Routledge.
- Hagberg, J. & Jonsson, A. (ed., 2016) *Handelns digitalisering: Undran inför framtidens affärer*. Lund: Studentlitteratur.
- Hagberg, J., Holmberg, U., Sundström, M. & Walter, L. (ed., 2012). *Nordic retail research: Emerging diversity*. Göteborg: BAS Publishers. ISBN/ISSN: 978-91-7246-311-0.
- Hagberg, J. (2008). *Flytande identitet NetOnNet och e-handelns återkomst*. Borås: Högskolan i Borås. ISBN/ISSN: 978-91-85659-13-5

Book chapters

- Cochoy F., Hagberg J., Kjellberg H. (2020) The Tower of Labels: Labelling Goods in the US Grocery Store (1922–2018). In: Laurent B., Mallard A. (eds) *Labelling the Economy*. Palgrave Macmillan, Singapore.
- Hagberg, J. (2019). E-handel: vilken frekvens? I *Konsumtionsrapporten 2019*, edited by John Magnus Roos, Göteborg, Centrum för Konsumtionsvetenskap, 39-51.
- Kjellberg, H., Hagberg, J. and Cochoy, F. (2019), "Thinking Market Infrastructure: Barcode Scanning in the US Grocery Retail Sector, 1967–2010", Kornberger, M., Bowker, G., Elyachar, J., Mennicken, A., Miller, P., Nucho, J. and Pollock, N. (Ed.) *Thinking Infrastructures (Research in the Sociology of Organizations, Vol. 62)*, Emerald Publishing Limited, pp. 207-232. <https://doi.org/10.1108/S0733-558X20190000062013>
- Hagberg, J. & Kjellberg, H. (2017). Digitalized music: Entangling consumption practices. In *Digitalizing Consumption: How devices shape consumer culture*, edited by Cochoy, F., Hagberg, J. Petersson McIntyre, M. & Sörum, N. Routledge.
- Cochoy, F., Hagberg, J., Petersson McIntyre, M. & Sörum, N. (2017). *Digitalizing Consumption: An introduction*. In *Digitalizing Consumption: How devices shape consumer culture*, edited by Cochoy, F., Hagberg, J. Petersson McIntyre, M. & Sörum, N. Routledge.
- Cochoy, F. & Hagberg, J. (2016) Win, Earn, Gain: Gamification in the History of Retailing. In *The Business of Gamification: A Critical Analysis*, edited by Dymek, Mikolaj and Zackariasson, Peter. - London & New York : Routledge. - 9781138824164 ; s. 81-98.

- Holmberg, U., Hagberg, J. (2013) Konsumenters logistik vid matinköp. In Lennart Weibull, Henrik Oscarsson & Annika Bergström (ed.) *Vägskäl*. Göteborgs universitet: SOM-institutet.
- Hagberg, J. (2013) Tid och rytm på Veljekset Keskinen. In Karin M. Ekström (ed.) *Veljekset Keskinen – Finlands mest besökta shoppingdestination*. *Vetenskap för profession*, 24: 59-71.
- Hagberg, J., Holmberg, U., Sundström, M. & Walter, L. (2012). *Nordic retail research: An introduction*. *Nordic retail research: Emerging diversity*. p. 19-32. Göteborg: BAS Publishers. ISBN/ISSN: 978-91-7246-311-0
- Gustavsson, E., Hagberg, J., Holmén, C. & Javefors, H. (2010). Visioner och praktik - om examensarbetet i professionslärosätet. Peter Sigrén (red.) *PUH - Pedagogiska utvecklingsprojekt i högskolan 2010, Rapport från Västra Götalands högskolor*. p. 15-25. Borås: Högskolan i Borås.
- Hagberg, J. (2010). Att få det att flyta på Gekås Ullared. Karin M. Ekström (red.) *Fenomenet Ullared - en förstudie*. *Vetenskap för profession* 2010:11, p. 31-42.
- Hagberg, J. (2010). Exchanging agencies: The Case of NetOnNet. Luis Araujo, John Finch & Hans Kjellberg (Eds.) *Reconnecting Marketing to Markets*. p. 50-73. Oxford: Oxford University Press. ISBN/ISSN: 9780199578061

Reports

- Jonsson, A., Egels-Zandén, N., Hagberg, J., Lammgård, C., Sundström, M. (2017). *Handelns digitalisering och förändrade affärer*. Stockholm: Handelsrådet.
- Diedrich, A., Eriksson-Zetterquist, U., Ewertsson, L., Hagberg, J., Hallin, A., Lavén, F., Lindberg, K., Raviola, E., Rindzeviciute, E., Walter, L. (2013) *Exploring the Performativity Turn in Management Studies*. GRI-report Nr 2013:2, ISSN 1400-4801.
- Sundström, M. & Hagberg, J. (2010). *Undervisning i en ICA-butik*. : Högskolan i Borås. ISBN/ISSN: 978-91-85659-64-7

Popular science publications

- Hagberg, J. (2020). Retailing: a growing field of research. *The Link – Swedish Chamber of Commerce for the UK*, No 350, April, p. 17.
- Hagberg, J. & Kjellberg, H. (2019). Ständigt slölyssnande – om digitaliseringens påverkan på musikkonsumtionen In Petersson McIntyre, M., Johansson, B. et al. *Hur konsumtionen digitaliseras*, 31-33. <https://gupea.ub.gu.se/handle/2077/59071>
- Cochoy, F. & Hagberg, J. (2019). Spelifiering i detaljhandelns historia. In Petersson McIntyre, M., Johansson, B. et al. *Hur konsumtionen digitaliseras*, 51-55. <https://gupea.ub.gu.se/handle/2077/59071>.
- Hagberg, J. (2017). Recension: *Digitalisering (BeGreppbart)*. *Organisation & Samhälle*, 2: 16.
- Hagberg, J. & Jonsson, A. (2017). Slutreplik: Digitaliseringen kräver ett holistiskt perspektiv. *Market*.
- Hagberg, J. & Jonsson, A. (2017). Debatt: Sätt digitaliseringen i rätt ljus. *Market*, 7-8: 3.
- Hagberg, J. (2016). Bärkassen - Hur blev den oundgänglig?. *Nord-emballage*. 82 (2) s. 36-41.
- Hagberg, J. (2013) Glöm inte konsumenten i logistikkedjan. *Transportnytt*, 56(6): 50.
- Hagberg, J. (2009). Debatt: Ordning i butiken?. *Market*. (18 mars)
- Sundström, M. & Hagberg, J. (2008). *ICA-Citykunderna i Borås: Fältstudier av konsumentbeteende i dagligvarubutiker*. . ISBN/ISSN: 978-91-85659-30-2
- Hagberg, J. & Sundström, M. (2008). Att handla dagligvaror. Sundström, M. & Hagberg, J. (Red.) *ICA-Citykunderna i Borås: Fältstudier av konsumentbeteende i dagligvarubutiker*. p. 8-13. ISBN/ISSN: 978-91-85659-30-2
- Khodabandehloo, A. & Hagberg, J. (2003) *Strategier för postorderhandeln i Sverige*, Borås: Centrum för direktmarknadsföreläsning, Högskolan i Borås.
- Persson, L., Khodabandehloo, A., Hagberg, J., Peterzon, V. & Ström, R. (2001) *En analys av utvecklingen inom postorderhandeln i Sverige*, Borås: Centrum för direktmarknadsföreläsning, Högskolan i Borås.

Conference papers

- Hagberg, J., Hulthén, K., Lundin, P. (2018). A typology of last mile transport in retailing. Paper presented at the NRWC 2018, Reykjavik 8-9 November.
- Caboni, F., Hagberg, J. (2018). Augmented Reality Apps and the Digitalization of Retail Settings. Paper presented at the NRWC 2018, Reykjavik 8-9 November.
- Fuentes, C., Hagberg, J., Rawls, M. (2018). Digitalizing Consumer Activism: Concerning, agencing and the re-shaping of markets. Paper presented at the Consumer Culture Theory Conference, Odense 28 June – 1 July.
- Fuentes, C., Hagberg, J., Rawls, M. (2018). Digitalizing Consumer Activism: Concerning, agencing and the re-shaping of markets. Paper presented at the Interdisciplinary Market Studies Workshop Copenhagen 6-8 June.
- Cochoy, F., Hagberg, J. & Kjellberg, H. (2018). Price tag technologies and price ceiling policies: Their ambivalent contribution to the resilience of the WWII and Postwar US economy (1940-1953). Paper presented at Laemos Conference 2018, Organizing Resilience, Sub-Theme 21, Technology: a steel cage or an amplifier of resilience (Buenos Aires, March 22-24).
- Kjellberg, H., Hagberg, J. & Cochoy, F. (2017). Enacting market infrastructure in U.S. grocery retailing, 1967–2010. Paper presented at EGOS Copenhagen 6-8 July, Sub-theme 63: Thinking Infrastructures.
- Hagberg, J., Arvidsson, A., Anselmi, G. (2017). “Why people share cats on facebook”. Paper presented at the workshop Digitalization of markets and consumption, Gothenburg, May 18-19.
- Kjellberg, H., Hagberg, J. & Cochoy, F. (2017). “Enacting digital market infrastructure in U.S. grocery retailing, 1965-2016”. Paper presented at the workshop Digitalization of markets and consumption, Gothenburg, May 18-19.
- Hagberg, J., Kjellberg, H. and Cochoy, F. (2017) "Retail cycles: shifting from price to loyalty (and vice versa) in U.S. grocery stores (1922-2016)." Paper presented at the workshop From Prices to Prizes and Vice Versa, 13-14 January 2017, University of Bologna, Italy.
- Cochoy, F., Hagberg, J. and Kjellberg, H. (2016), “The ethno-graphy of prices: on the fingers of the (in)visible hand (1922-1947)”, On the Development of Ethnographic Organization Studies, Organization Special Issue Workshop, O’Doherty, D., Neyland, D. and Czarniawska B. (eds.), University of Manchester, November 23rd.
- Egels-Zandén, N., Hagberg, J., Jonsson, A. (2016) ”Digitalizing IKEA: From a strategy-as-practice perspective”, Nordic Retail and Wholesale Conference, Aarhus, Denmark, 9-10 November.
- Thomé, K., Hagberg, J., Kjellberg, H. (2016) ”Digitalisation diffusion in grocery retailing: a tropicalization case, Nordic Retail and Wholesale Conference, Aarhus, Denmark, 9-10 November.
- Cochoy, F., Hagberg, J., Kjellberg, H. (2016) ”On the origins and challenges of price digitization”, Nordic Retail and Wholesale Conference, Aarhus, Denmark, 9-10 November.
- Cochoy, F., Hagberg, J. and Kjellberg, H. (2016) "Origines et enjeux de la numérisation des prix : un siècle de codage et d’affichage des prix dans la distribution", 19ème colloque Étienne Thil, IMMD – 13 et 14 Octobre, Roubaix.
- Cochoy, F., Hagberg, J., and Kjellberg, H. (2016) ”The Tower of Labels: ‘Labeling’ in the US grocery store (1922-2016)”, LaPIn workshop, CSI-Mines Paris Tech, Paris, France, October 6-7, 2006.
- Hagberg, J., Kjellberg, H. and Cochoy, F., (2016) “Loyalty and price mediations: Tracing devices in the history of US grocery retailing”, 2nd workshop on the evolution of the retail trade in the 20th century, Uppsala, Sweden, 22-23 September 2016.
- Cochoy, F., Hagberg, J. and Kjellberg, H., “On the digitalization of price tags: looking at the mundane fingers of the (in)visible hand (1922-2015)”, 4S/EASST conference, Mundane

- Market Matters: On the ordinary stuff (and actions and sometimes people) that make markets, Barcelona (Daniel Neyland ed.), August 31-September 3, 2016
- Soutjis, B.; Cochoy, F.; Hagberg, J. (2016). "How Electronic Shelf Labels 'coopete' with paper price display: on the resistible digitization of prices in contemporary supermarkets, 23rd International Conference EIRASS, Edinburgh, 11-14 July 2016.
- Cochoy, F.; Normark, D; Hagberg, J.; Ducourant, H. (2016). Funny bikes: A symmetrical study of urban space, vehicular units and mobility through the voyeuristic spokesperson of a video-lens, IVSA 2016 Annual Conference Visualizing Sustainability: Imagined Futures, Lillehammer, Norway June 22-24, 2016.
- Cochoy, F; Hagberg, J.; Kjellberg, H. (2016). "Fixing, sticking and computerising prices: a contemporary archaeology of price tags", 4th Interdisciplinary Market Studies Workshop, School of Management, University of St Andrews, St Andrews, 8-10 June 2016.
- Cochoy, F.; Hagberg, J.; Kjellberg, H. (2016). "On the origins and challenges of price digitization: A century of price coding and price display in grocery stores", Colloquium on European Research in Retailing (CERR), Toulouse Business School, Toulouse, 2-4 June 2016.
- Lammgård, C., Sundström, M., Hagberg, J. (2016) The challenge of building customer value in delivery of online grocery - a comparison between a pure player and a multichannel grocery chain, ACRA Conference, April 13-16, Secaucus, New Jersey, USA.
- Hagberg, J. Lammgård, C. (2015). Retailing, digitalization and urban freight: A multiple case study of consumer logistics innovations in urban areas. Metrans International Urban Freight Conference 21-23 October 2015 Long Beach, CA.
- Hagberg, J. ; Sundström, M. ; Egels-Zandén, N. (2015). Digitalization of retailing: A review and framework, 18th EAERCDC Conference Rennes, France 1-3 July 2015.
- Hagberg, J. ; Holmberg, U. (2014). Caring about carrying: Retailers' role in assisting their customers to perform consumer logistics, 4th Nordic Retail and Wholesale Conference, Stockholm 5-6 November 2014.
- Hagberg, J. ; Sundström, M. ; Egels-Zandén, N. (2014). Digitalization of retailing: Beyond e-commerce, 4th Nordic Retail and Wholesale Conference, Stockholm 5-6 November 2014.
- Holmberg, U. & Hagberg, J. (2014). Consumers' logistics in grocery shopping. 3rd Nordic Conference on Consumer Research on 21st-22nd May 2014 in Vaasa, Finland.
- Hagberg, J. (2013) Agencing mobile consumers: An exploration of the shopping bag and the shaping of consumer agencies in retailing. ESF Exploratory Workshop "Agencing Markets", Institut d'Etudes Scientifiques de Cargèse (IESC) – FRANCE, 17-20 September 2013.
- Cochoy, F., Ducourant, H., Calvignac, C., Canu, R., Hagberg, J. and Normark, D. (2013), "Funny bikes': A comparative/quantitative video analysis of biker logistics (Göteborg and Toulouse)", Mobility Futures, Global Conference, 4-6 September 2013, Lancaster University, UK.
- Holmberg, U. & Hagberg, J. (2013) Consumer logistics – portability and mobility during shopping trips. Nordic Academy of Management Conference, Reykjavik 21-23 August.
- Lammgård, C. ; Hagberg, J. (2013). Designing for sustainable logistics in urban areas– What do we know?, World Conference on Transport Research (WCTR), Rio de Janeiro 15-18 July.
- Hagberg, J. ; Kjellberg, H. (2013). Exploring the performativity of price representation practices in retailing, 38th Macromarketing Conference, Toronto.
- Cochoy, F., Hagberg, J. & Canu, R. (2012). "Cityzen" logistics: A visual archaeology of consumer logistics, Making Sense of Consumption 2nd Nordic Conference on Consumer Research May 30 - June 1, 2012 Gothenburg, Sweden.
- Hagberg, J. (2012). Get a life(style)! – Marketing efforts to shape lifestyles and to satisfy their demands, 2nd Interdisciplinary Market Studies Workshop, Dublin, Ireland June 7-8, 2012.
- Holmberg, U. & Hagberg, J. (2012). Performing consumer logistics: Students as co-researchers exploring mundane practices, Making Sense of Consumption 2nd Nordic Conference on Consumer Research May 30 - June 1, 2012 Gothenburg, Sweden.

- Hagberg, J. & Holmberg, U. (2012). Exploring student's assemblages involved in consumer logistics, Nordic Retail and Wholesale Conference (NRWC) 2012, Lund 7-8 November.
- Normark, D. & Hagberg, J. (2012). Counter, encounter: materials, voids and trial of skill, Nordic Retail and Wholesale Conference (NRWC) 2012, Lund 7-8 November.
- Hagberg, J. & Kjellberg, H. (2011). Cheapest on the market? Representing prices in retail trade, 27th IMP Conference, University of Strathclyde, Glasgow, 31 August - 3 September 2011.
- Hagberg, J. & Normark, D. (2011). Consumer Logistics: Equipping the consumers as human-container-thing assemblages, CRESC Annual Conference 2011 - Framing the City, The University of Manchester/Open University, 6-9 September.
- Normark, D. & Hagberg, J. (2011). From basket to paper-bag: the reconfiguration of the housewife assemblage in the transformation of shopping mobility, urban infrastructures and retailing in the 20th century Sweden, 9th International T2M Conference, Berlin, October 6-9, 2011.
- Hagberg, J. & Kjellberg, H. (2011). Cheapest on the market?, Market Encounters Workshop, Copenhagen Business School, 10-12 March 2011.
- Hagberg, J. (2010). Cheapest, largest and best: Representation disputes in the Swedish Market Court, 1st Interdisciplinary Market Studies Workshop, 3-4 June, Sigtuna.
- Hagberg, J., Haraldson, S. & Lind, M. (2010). Long Tails and Lean Chains: Supply Chain Alternatives for e-Commerce, 2nd Nordic Retail and Wholesale Conference, Gothenburg 10-11 November.
- Salomonson, N. & Hagberg, J. (2009) The order of the order: buyer-seller interactions in an industrial setting, Paper presented at the 25th IMP Conference, Euromed Marseille 2009.
- Hagberg, J., Lind, M. & Salomonson, N. (2008) Energy customers in dialogue – Exploring boundaries in energy use and environmental concern, Paper presented at the Energizing markets conference at Copenhagen Business School, October 3-November 1, 2008, Denmark.
- Hagberg, J. (2008). Retail change and the practice of classification, Nordic Retail and Wholesale Conference at Stockholm School of Economics - The Nordic School of Retail Management, Norrtälje, November 6-7, 2008.

Reviewer for academic journals

- AMS Review (2020-)
- Consumption Markets & Culture (2019-)
- Industrial Marketing Management (2013-)
- InMedia (2018-)
- International Journal of Quality and Service Sciences (2013-)
- International Journal of Retail & Distribution Management (2016-)
- Journal of Business Research (2019-)
- Journal of Cultural Economy (2018-)
- Journal of Engineering, Design and Technology (2011-)
- Journal of Global Scholars of Marketing Science (2020-)
- Journal of Historical Research in Marketing (2015-)
- Journal of Macromarketing (2020-)
- Journal of Marketing Management (2019-)
- Journal of Retailing and Consumer Services (2013-)
- Journal of Urban Design (2016-)
- Marketing Theory (2012-)
- Qualitative Market Research: an International Journal (2014-)
- Scandinavian Journal of Management (2009-)
- The International Review of Retail, Distribution and Consumer Research (2019-)
- Urban Geography (2014-)
- Urban Studies (2013-)

Evaluations of dissertations and academic positions

- 2020 Expert evaluator. Application for promotion to Associate Professor. Anna Fyrberg Yngfalk, Karlstad University.
- 2020 Member of dissertation committee. Zeeshan Raza, University of Gothenburg.
- 2020 Expert evaluator. Application for promotion to Associate Professor. Andrea Lucarelli, Stockholm University.
- 2019 Member of dissertation committee. Riiikka Murto, Stockholm School of Economics.
- 2019 Member of dissertation committee. Gabriella Wulff, University of Gothenburg.
- 2019 Opponent. Internal final seminar. Milan Jocevski, KTH Royal Institute of Technology/Politecnico di Milano.
- 2019 Member of dissertation committee. Angelica Blom, Stockholm School of Economics.
- 2018 Member of dissertation committee. Ida de Wit Sandström, Lund University.
- 2018 Expert evaluator. Application for dosent, Oslo University (OsloMet).
- 2018 Member of dissertation committee. Johan Kaluza, Karlstad University.
- 2018 Reviewer for promotion to docent, Jan Ivar Fredriksen, HSN University College of Southeast Norway.
- 2017 Opponent. Internal final seminar. Gabriella Wulff, University of Gothenburg. Manuscript title: Behind the scenes of transparency – the construction of transparency in a Swedish clothing company.
- 2017 Faculty opponent. Ingrid Stigzelius, Stockholm School of Economics. Dissertation: Producing Consumers. Agencing and Concerning Consumers to Do Green in Everyday Food Practices.
- 2016 Opponent. Planning seminar. Irina Balog, University of Gothenburg. Manuscript title: Sex, clutter and advertising: Studies on gender in marketing.
- 2016 Faculty opponent. Elin Nilsson, Umeå University. Dissertation: Where to shop? Understanding consumers' choices of grocery stores.
- 2016 Opponent 90% seminar. Johan Nilsson, Linköping University. Manuscript title: Constructing consumer knowledge in market research: an ethnography of epistemics.
- 2013 Opponent planning seminar Sandhiya Goolaup, The influence of self-identity on the food tourists' consumption behaviours.
- 2011 Opponent internal final seminar Marcus Gianneschi, Vara och märkas: En studie om konsumtion, stil och varumärken i ungdomslandskapet, School of Business, Economics and Law at University of Gothenburg.
- 2010 Opponent internal final seminar Tina Ingdahl, Människor, skjortor och siffror – Möten mellan säljare och köpare, School of Business, Economics and Law at University of Gothenburg.
- 2009 Opponent planning report Stavroula Giannakis, Kundtjänsts roll i en servicedominant logik - hur kunskap sprids och utvecklas i kundsamtal, School of Business, Economics and Law at University of Gothenburg.
- 2002 Opponent planning report Nicklas Salomonson, Förändrade kundkontakter genom elektroniska affärer, School of Business, Economics and Law at University of Gothenburg.

Other editorial and reviewer activities

- 2018- Associate Editor, Consumption Markets & Culture.
- 2018 Reviewer of proposals for the CCT Conference 2018 in Odense.
- 2017-2019 Guest editor special issue "Digitalized markets" with Professor Hans Kjellberg, Consumption Markets & Culture.

- 2016-2017 Guest editor special issue "Retail digitalization: Implications for physical stores" with Associate professor Anna Jonsson and Professor Niklas Egels-Zandén, Journal of Retailing and Consumer Services.
- 2014-2015 Guest editor Special issue "Exploring the Performativity of Marketing: Theories, Practices and Devices", with Dr Katy Mason and Dr. Hans Kjellberg. Journal of Marketing Management, 31(1-2): 1-246.
- 2012 Academic expert reviewer of application for new Bachelor programme Store Manager with a specialisation in textile and fashion, University College of Borås.

Other research activities

- 2020- Board member. Hakon Swenson Research Foundation.
- 2020 Research visit. IIMB, Bangalore, India. January.
- 2019 Research visit. Università degli Studi di Cagliari, Italy. May.
- 2018 Special session organizer "Market shaping and consumer agency". CCT conference in Odense, Denmark 2018.
- 2017- Program and outreach committee, CCT conference in Odense, Denmark 2018.
- 2016-2020 Board member, the Foundation of Prins Bertil's fund for research and knowledge exchange on international markets. Chair 2019-2020.
- 2015 Research visit. University of Toulouse Jean-Jaurès. May.
- 2014-2017 Member of steering group for the Nordic Retailing and Wholesale Conference (NRWC).
- 2013 Organiser of "Gamification colloquium" together with Peter Zackariasson and Mikolaj Dymek. Participants from Sweden, Denmark, Great Britain, Spain, Germany and France.
- 2013 Organiser of special track "Exploring the Performativity of Marketing: theories, practices and devices" at the Macromarketing conference in Toronto 2013.
- 2012 Scientific committee and track chair at NRWC 2012 at Lund University
- 2010 Research visit. Lancaster University. September.
- 2010 Co-organiser NRWC 2010 at University of Gothenburg. Responsible for conference program. Track chair for two tracks.
- 2009 Presentation at FEKIS, Stockholm School of Economics.

PEDAGOGICAL QUALIFICATIONS

University pedagogy training

- 2012 Supervision in Postgraduate Programmes (Handledning i forskarutbildning), HPE201, 5 ECTS, University of Gothenburg.
- 2010 Teaching and learning in higher education (Högskolepedagogisk grundutbildning), 15 ECTS, Centrum för lärande och undervisning, University College of Borås.
- 2001 Introduction for university teachers (Introduktionsutbildning för nyblivna högskolelärare), Centrum för lärande och undervisning, University College of Borås

Course coordination and development

- 2018- Consumption & Markets, master level, School of Business, Economics and Law at University of Gothenburg.
- 2017- Practice theory in the study of consumption and markets, PhD course, School of Business, Economics and Law at University of Gothenburg.

- 2011- Retail marketing, master level, School of Business, Economics and Law at University of Gothenburg.
- 2011-2013 Consumption & Markets, master level, School of Business, Economics and Law at University of Gothenburg.
- 2011 Strategic Marketing (Strategisk Marknadsplanering), undergraduate level, School of Business, Economics and Law at University of Gothenburg.
- 2006-2009 Direct marketing in theory & practice (Direktmarknadsföring i teori & praktik), master level, University College of Borås.
- 2008 Relationship marketing & CRM (Relationsmarknadsföring & CRM), master level, University College of Borås.
- 2008 Logistics (Logistik för företagsekonomer/informatiker), undergraduate level, University College of Borås.
- 2007-2008 Bachelor thesis in business administration with a specialisation in marketing, undergraduate level, University College of Borås.
- 2006 Logistics (Logistik för företagsekonomer), undergraduate level, University College of Borås.
- 2005 Data Mining for marketers (Data Mining för marknadsförare), undergraduate level, University College of Borås.
- 2002 Direct marketing (Direktmarknadsföring), undergraduate level, University College of Borås.
- 2001-2003 Electronic commerce (Elektronisk handel), undergraduate level, University College of Borås.

Teaching at undergraduate, masters and executive level

- 2019- International Distribution and Retailing, master level, Jönköping International Business School.
- 2019 Marketing in the service economy, master level, School of Business, Economics and Law at University of Gothenburg.
- 2019 Retail digitalization, undergraduate level, University College of Borås.
- 2019 Retail digitalization, Università degli Studi di Cagliari, Italy. May.
- 2017- Managing markets, master level, School of Business, Economics and Law at University of Gothenburg.
- 2017- Management of Growing Enterprises, master level, School of Business, Economics and Law at University of Gothenburg.
- 2016- Marketing trends, undergraduate level, School of Business, Economics and Law at University of Gothenburg.
- 2015- Organizational change, Executive MBA, School of Business, Economics and Law at University of Gothenburg.
- 2015- Supervision, master thesis Executive MBA, School of Business, Economics and Law at University of Gothenburg.
- 2014- Marketing, undergraduate level, University College of Borås.
- 2012- Supervision, master thesis (30 ECTS), School of Business, Economics and Law at University of Gothenburg.
- 2012- Supervision, bachelor thesis, School of Business, Economics and Law at University of Gothenburg.
- 2012 Retailing, wholesaling and logistics, master level, School of Business, Economics and Law at University of Gothenburg.
- 2011- Retail marketing, master level, School of Business, Economics and Law at University of Gothenburg.
- 2011- Supervision, master thesis (magister, 15 ECTS)

- 2011- Supervision, thesis work for Degree of Master of Science in Business and Economics (Civilekonomexamen), 30 ECTS.
- 2011 Strategic Marketing (Strategisk Marknadsplanering), undergraduate level, School of Business, Economics and Law at University of Gothenburg.
- 2010-2011 Advanced Qualitative Methods, master level, School of Business, Economics and Law at University of Gothenburg.
- 2010- Marketing (Marknadsföring), undergraduate level, School of Business, Economics and Law at University of Gothenburg.
- 2009-2011 Direct and interactive marketing (Direkt- och interaktiv marknadsföring), master level, University College of Borås.
- 2010 Retail Fashion Marketing, master level, Swedish School of Textiles, University College of Borås.
- 2010-2011 Retail management, master level, Campus Helsingborg, Lund University.
- 2006-2009 Direct marketing in theory & practice (Direktmarknadsföring i teori & praktik), master level, University College of Borås.
- 2008-2009 Consumer behaviour (Konsumentbeteende), master level, University College of Borås.
- 2008- Consumption and markets, master level, School of Business, Economics and Law at University of Gothenburg.
- 2008 Relationship marketing & CRM (Relationsmarknadsföring & CRM), master level, University College of Borås.
- 2008 Logistics (Logistik för företagsekonomer/informatiker), undergraduate level, University College of Borås.
- 2002-2008 Business design, undergraduate level, University College of Borås.
- 2001-2008 Supervision master thesis, University College of Borås.
- 2001-2008 Supervision bachelor thesis, University College of Borås.
- 2006 Logistics (Logistik för företagsekonomer), undergraduate level, University College of Borås.
- 2006 Entrepreneurship (Entreprenörskap), master level, University College of Borås.
- 2006 Event as experience production (Event som upplevelseproduktion), undergraduate level, University College of Borås.- Campus Varberg.
- 2005 Methodology and research methods (Metodologi och forskningsmetodik), undergraduate level, University College of Borås.
- 2005 Marketing (Grundläggande marknadsföring), undergraduate level, University College of Borås.
- 2005 Purchasing (Inköp), undergraduate level, University College of Borås.
- 2005 Data Mining for marketeters (Data Mining för marknadsförare), undergraduate level, University College of Borås.
- 2002-2004 Direct marketing (Direktmarknadsföring), undergraduate level, University College of Borås.
- 2001-2003 Electronic commerce (Elektronisk handel), undergraduate level, University College of Borås.
- 2001 Business and business theories (Företag och företagsteorier), undergraduate level, University College of Borås.

Doctoral tutoring

- 2013-2016 Co-supervisor. PhD student Eva Maria Jernsand. "Inclusive place branding – What it is and how to progress towards it". PhD thesis defended 2016-12-16.
- 2015-2019 Co-supervisor. PhD student Bianca Koroschetz. Antifouling practices in the Baltic Sea. PhD thesis defended 2019-06-05.

- 2014-2019 Main supervisor. PhD student Hanna Borgblad. Exchangification of art: transforming street art into market products. PhD thesis defended 2019-12-19.
- 2015- Main supervisor. PhD student Misty Rawls. Consumer activist movements and coordination.
- 2015- Co-supervisor. PhD student Robin Bankel. Institutionalizing Human Rights on Mainstream Markets: Prospects and Challenges.

Teaching in PhD courses

- 2020 Methods in Retail Research. PhD Course. CFR Research School in Retailing, Stockholm School of Economics.
- 2017- Business administration as a research field, 15 hp. PhD course, School of Business, Economics and Law at University of Gothenburg. Course coordinator: Christian Ax.
- 2017- Practice theory in the study of consumption and markets, PhD course, School of Business, Economics and Law at University of Gothenburg. Course coordinator: Johan Hagberg.
- 2016- ANT in business administration research. School of Business, Economics and Law at University of Gothenburg. Course coordinator: Petra Adolffson.
- 2016 Retail research fundamentals. Course coordinator: Cecilia Fredriksson. Lund university.
- 2015- Marketing and Consumer Experiences. Course coordinator: Lena Mossberg, School of Business, Economics and Law at University of Gothenburg.
- 2014- Theory of Science. Course coordinator: Niklas Egels-Zandén, School of Business, Economics and Law at University of Gothenburg.
- 2013 Theoretical Perspectives in Swedish Business Administration Research. National course in Business Administration. Course coordinator: Professor Ulla Eriksson-Zetterquist, School of Business, Economics and Law at University of Gothenburg.
- 2012-2013 Research process. Course coordinator professor Alexander Styhre, School of Business, Economics and Law at University of Gothenburg.
- 2009 Actor-network theory and organisation theory (Aktör-nätverksteori och organisationsteori). Course coordinator: Professor Barbara Czarniawska, School of Business, Economics and Law at University of Gothenburg.

Pedagogical development projects

- 2017 Member of project group for development of the course structure for the PhD programme in Business Administration at the School of Business, Economics and Law, University of Gothenburg.
- 2016 Member of project group for development of new courses within the marketing specialization of the bachelor program in Business Administration.
- 2010 Member in the project “Thesis work at the university for the professions” presented at a pedagogical conference in Trollhättan, Sweden 15-16 april.
- 2008 Member in a project group for development of a complementary application to The Swedish National Agency for Higher Education for exam rights in Business Administration concerning the Swedish title “civilekonomexamen at the University College of Borås.
- 2008 Member in working group for development of new master programme in Fashion Management at the Swedish School of Textiles, University College of Borås.
- 2006 Member in working group for development of new programme in Event Management at Campus Varberg.

- 2005-2006 Member in working group for development of master programme in Business Administration with a specialisation in Direct Marketing at University College of Borås.
- 2004-2005 Member in working group in considering the application from the University College of Borås to the Swedish National Agency for Higher Education to achieve University status.
- 2001-2002 Assistant programme coordinator with the assignment to evaluate and propose a new programme structure for the master programme Business Administration with a specialisation in Direct Marketing.

Stakeholder collaboration

- 2019 Invited speaker. Retail digitalization and the last mile. TREFF Transport Efficiency Day. August 29.
- 2018 Moderator. Prins Bertil seminar: The digital transformation challenges existing structures.
- 2019 Podcast, Consumer oriented logistics. Postnord.
- 2018 Panel discussion: "Amazon and Alibaba: will logistics win the battle?" Industry fair, Logistic and Transport.
- 2018 The digital transformation in retailing. Centre for Retailing 10-year anniversary. 18 October.
- 2018 Digitalization in retailing - Trend seminar organized by the Swedish Retail and Wholesale Council during the spring 2018: Örebro 22 April, Jönköping 23 April, Umeå 24 April, Uppsala 25 April.
- 2018 GP Live: The Retail Revolution: Winners and Losers. Panel discussions. 11 April.
- 2017 Digitalization in retailing - Trend seminar organized by the Swedish Retail and Wholesale Council during the fall 2017: Gothenburg 7 Nov, Sundsvall 21 Nov, Stockholm 24 Nov.
- 2017 Retail digitalization and physical stores. Presentation for retailers and politicians, Lerum City Association, 25 October.
- 2017 Retail digitalization. Panel debate. D-congress. 9 March.
- 2016 Retail digitalization. Workshop Centre for Retailing, 23 November.
- 2015 Digitalization transform the physical stores. Speech. D-Congress. 12 March.
- 2015 Consumption, mobility and design. ADA Lunch seminar. 24 February.
- 2014 Digitalization of consumption. Seminar HUI Research/The Swedish Retail and Wholesale Development Council, Stockholm. 26 September.
- 2014 Digitalization of consumption. Workshop Centre for Retailing Breakfast workshop. 25 February.
- 2013 Invited speaker at Retailing Day (Handelns Dag), organised by Göteborg & Co, Swedish Traders Association and School of Business, Economics & Law.
- 2013 Invited speaker at Transport Efficiency Day, Lindholmen Science Center, Gothenburg.
- 2013 Invited speaker to the industry fair Logistik & Transport in a seminar on logistics in retailing.
- 2013 Organiser of Meeting Point: Retail and consumption. In cooperation between the Partnership program, Centre for Consumer Science and Centre for Retailing at School of Business, Economics and Law. 7 May.
- 2013 Jury for Film Competition organised by School of Business, Economics and Law at University of Gothenburg.
- 2013 Organiser of public seminar on Mobile payments. Arranged in cooperation between Centre for Retailing and Centre for Business Solutions. 8 april.

- 2013 Consumer logistics. Workshop at Centre for Retailing Breakfast workshop. 7 March.
- 2013-2015 Organiser for Centre for Retailing Breakfast workshops. The workshops are held every other month at School of Business, Economics and Law on various topics. Invited are professionals in retailing and related areas as well as general public interested in retailing issues.
- 2012-2015 Board member. Higher Vocational Education. E-business management, Handelsakademin i Göteborg.
- 2012-2015 Board member. Reference group. High school Business Program, Hvitfeldtska gymnasiet.
- 2012 Organiser of public seminar “Shop IT” on IT in retailing. Arranged in cooperation between Centre for Retailing and Centre for Business Solutions.
- 2011-2015 Board member. Higher Vocational Education. Store manager and Visual merchandiser. Handelsakademin i Göteborg.
- 2011-2015 Convener for Centre for Retailing reference group, with representatives from trade and industry. Meetings are held 4-5 times a year.
- 2011 Development of checklist for startups in retailing and e-commerce. Trygghetsrådet.
- 2010- Annual meetings with the Swedish Trade Federation (Svensk Handel) Region West concerning research and retailing.
- 2009-2010 Participant in development project with researchers in informatics and logistics, retailers (Ellos, Design Online), trade organisations (Sweden logistics), distributors (DHL), consultants (Proflow) and IT companies (Centiro) with the aim to develop cost efficient solutions for e-commerce supply.
- 2004-2005 Participant in development project “Competitive customer relations with the internet – an arena for development and shared learning”. Financed by the Knowledge Foundation. Participating companies: Haléns, H&M and Netonnet. Among other things the event “The e-commerce day” was held twice as part of the project.
- 2001-2003 Participant in development project with Swedish Mail order. The project aimed at a knowledge exchange and learning about structural changes in the trade.