FREDRIK NORDIN, PROFESSOR OF BUSINESS ADMINISTRATION



Born: July 21, 1967, Stockholm, Sweden, Citizenship: Swedish, Academic Address: Stockholm Business School, Stockholm University, SE-106 91 Stockholm, Sweden, Tel: +46 8 16 33 09, Email: fn@sbs.su.se, website: www.sbs.su.se, Residence: Travarevägen 9, 187 54 Täby, Sweden. Tel: +46 8 510 506 31, Mobile: +46 732 527 517, Personal webpage: https://sites.google.com/view/fredriknordin, X (formerly Twitter): http://twitter.com/fredriknordin

Research interests

B2b/Industrial and Service Marketing, Strategic Marketing, High-Tech/Digital Marketing, Business Relationships, Decision-making, Transcendental Marketing, Innovation, Qualitative Methods

Academic Degrees

2000-2005: Ph.D. in Business Administration, Stockholm School of Economics

1986-1991: M.Sc. in Vehicle Engineering (specialization in systems engineering), "Civilingenjör", Royal Institute of Technology (KTH), Stockholm

Additional Education

1996-1998: Free-standing courses in Business Administration, Stockholm University (90 ECTS)

1995-1997: Free-standing courses in Spanish, Stockholm University (45 ECTS)

1983-1986: Mechanical Engineering, Thorildsplans Gymnasium (upper secondary technical school)

1980-1983: Comprehensive School, Adolf Fredrik's Music School

Professional Experience

2016-present: Full Professor of Business Administration, especially marketing, Stockholm University

2009-2016: Senior Lecturer (Associate Professor) in Business Administration, Stockholm University

2007-2009: Research Fellow and assistant professor, Linköping University, Department of Management and Engineering, Industrial Marketing Division

2005-2007: Assistant Research Professor. Centre for Marketing, Distribution and Industry Dynamics, Stockholm School of Economics

2007: Visiting Lecturer at Växjö University, School of Management and Economics.

1997-2003: Partnering and Sourcing Executive at Ericsson AB, including roles such as Team Leader, Process Manager and Project Manager

1993-1997: Team Leader and Corporate Consultant at Ericsson Saab Avionics AB, responsible for Service Development, Service Engineering and Spare Parts Pricing.

1988-1999: Security Officer at Securitas AB (part-time except for 1991-1993)

1991: Full-time Scholarship leading to Master's Thesis at Ericsson Telecomunicaciónes SA in Leganés (Madrid), Spain (3 months)

1988-1989: Military Services as a Staff Sergeant in the Swedish Army

Peer-reviewed publications in international journals

1. Nordin, F., & Ravald, A. (2023). The making of marketing decisions in modern marketing environments. Journal of Business Research, 162. https://doi.org/10.1016/j.jbusres.2023.113872.
2. Yakhlef, Ali, and Fredrik Nordin. (2021). "Effects of firm presence in customer-owned touch points: A self-determination perspective." Journal of Business Research, 130, pp. 473-481. https://doi.org/10.1016/j.jbusres.2019.12.044.
3. Nussipova, G, Nordin, F., and Sörhammar, D. (2020), "Value formation with immersive technologies: an activity perspective", Journal of Business & Industrial Marketing, 35(3), pp. 483-494, https://doi.org/10.1108/JBIM-12-2018-0407.
4. Nordin, F. and N. Kumar (2019). "Guest editorial", Journal of Business & Industrial Marketing.
5. Nordin, F. and J. Lindbergh (2019). "Foreign market learning: an integrative model of its antecedents, processes and outcomes" Journal of Business & Industrial Marketing, 34(6), pp. 1248-1258. https://doi.org/10.1108/JBIM-12-2018-0398.
6. Kumar, N., F. Nordin, and M. A Hitt (2019). "Leveraging learning in distant contexts: an interview with Professor Michael A. Hitt", Journal of Business & Industrial Marketing. Vol. 34 No. 6, pp. 1259-1263. https://doi.org/10.1108/JBIM-07-2019-404.
7. Kumar, N., Yakhlef, A., and Nordin, F. (2018). "Validation of organizational innovation as a creative learning process", Journal of Business & Industrial Marketing, https://doi.org/10.1108/JBIM-02-2017-0026
8. Nordin, F., Ravald, A, Möller, K, and Mohr, J (2018). "Network management in emergent high-tech business fields: Critical capabilities and activities" Industrial Marketing Management 74: 89-101. https://doi.org/10.1016/j.indmarman.2017.09.024.
9. Viio, P. and F. Nordin (2017). "Double-Loop Sales Adaptation: A Conceptual Model and an Empirical Investigation." Journal of Business-to-Business Marketing, 24(2), pp. 123-137, http://dx.doi.org/10.1080/1051712X.2017.1313673
10. Nordin, F. and A. Ravald (2016). "Managing relationship gaps: A practitioner perspective." Journal of Business Research, 69(7), pp. 2490-2497. http://dx.doi.org/10.1016/j.jbusres.2016.02.018
11. Brozovic, D., F. Nordin and D. Kindström (2016). "Service Flexibility: Conceptualizing Value Creation in Service." Journal of Service Theory and Practice, 26(6), pp. 868-888, http://dx.doi.org/10.1108/JSTP-09-2014-0219.
12. Brozovic, D., A. Ravald and F. Nordin (2015). "Making sense of service dynamics: the honeybee metaphor." Journal of Services Marketing 29(6/7): 634-644. http://dx.doi.org/10.1108/JSM-01-2015-0046
13. Nordin, F., D. Brozovic, C. Kowalkowski and M. Vilgon (2015). "CASE: Managing Customer Relationship Gaps at SKF." Journal of Business Market Management 2: 455-463. http://jbm-online.net/index.php/jbm/article/view/110
14. Nordin, F., D. Brozovic, C. Kowalkowski and M. Vilgon (2015). "Teaching note for case: Managing Customer Relationship Gaps at SKF." Journal of Business Market Management 2: 464-475.
15. Andéhn, M., F. Nordin and M. E. Nilsson (2015). "Facets of country image and brand equity: Revisiting the role of product categories in country-of-origin effect research." Journal of Consumer Behaviour. http://dx.doi.org/10.1002/cb.1550
16. Nordin, F., Brozovic, D, and Holmlund M. (2013). "Disintermediation in business-to-business service channels: Mechanisms and challenges". Journal of Business-to-Business Marketing 20(4): pp. 179-192. http://dx.doi.org/10.1080/1051712X.2013.813717
17. Nordin, F., Lindahl, I., and Brege, S. (2013). "The applicability of integrated solutions: exploring the role of technological complexity". Journal of Relationship Marketing, 12(1), 2013. http://dx.doi.org/10.1080/15332667.2013.763715
18. Kindström, D., Kowalkowski, C, and Nordin, F. (2012). "Visualizing the value of service-based offerings – empirical findings from the manufacturing industry", Journal of Business & Industrial Marketing, 27(7), pp. 538-546. http://dx.doi.org/10.1108/08858621211257301
19. Lindahl, I. and Nordin, F. (2011). "The Interplay of Design and Marketing: A General Model. Irish Journal of management", 30(1), pp. 1-20.
20. Nordin, F., Kindström D., Kowalkowski, C. and Rehme, J. (2011). "The Risks of Providing Services: Differential Risk Effects of the Service-Development Strategies of Customisation,

Bundling, and Range". Journal of Service Management, 22(3), pp. 390-408. http://dx.doi.org/10.1108/09564231111136881

21. Nordin, F., Öberg, C., Kollberg, B. and Nord, T. (2010). "Building a new supply chain position: An exploratory study of companies in the timber-housing industry". Construction Management and Economics, 28(10), pp. 1071-1083. http://dx.doi.org/10.1080/01446193.2010.494680
22. Nordin, F. and Kowalkowski, C. (2010). "Solutions offerings: a critical review and re-conceptualisation". Journal of Service Management, 21(4), pp. 441-459. http://dx.doi.org/10.1108/09564231011066105
23. Nordin, F. (2009). "Transcendental Marketing: A Conceptual Framework and Empirical Examples", Management Decision, 47(10), pp. 1652-1664. http://dx.doi.org/10.1108/00251740911004736
24. Agndal, H., and Nordin, F. (2009). "Consequences of Outsourcing for Organisational Capabilities: Some Experiences from Best Practice". Benchmarking: An International Journal, 16(3), pp. 316-334. http://dx.doi.org/10.1108/14635770910961353
25. Nordin, F. and Agndal, H. (2008). "Business Service Sourcing: A Literature Review and Agenda for Future Research". International Journal of Integrated Supply Management, 4(3/4), pp. 378-405. http://www.inderscienceonline.com/doi/pdf/10.1504/IJISM.2008.02076
26. Nordin, F. (2008). "Linkages between service sourcing decisions and competitive advantage: a review, propositions, and illustrating cases". International Journal of Production Economics, 114(1), pp. 40-55. http://dx.doi.org/10.1016/j.ijpe.2007.09.007
27. Lindberg, N. and Nordin, F. (2008). "From Products to Services and Back Again: Towards a New Service Procurement Logic". Industrial Marketing Management, 37(3), pp. 292-300. http://dx.doi.org/10.1016/j.indmarman.2007.07.006
28. Agndal, H., Axelsson, B., Lindberg, N. and Nordin, F. (2007). "Trends in Service Sourcing Practices". Journal of Business Market Management, 1(3), pp. 187-207. http://dx.doi.org/10.1007/s12087-007-0010-y
29. Åhlström, P. and Nordin, F. (2006). "Problems of Establishing Service Supply Relationships: Evidence from a High-Tech Manufacturing Company". Journal of Purchasing and Supply Management, 12(2), pp. 75-89. http://dx.doi.org/10.1016/j.pursup.2006.05.002
30. Nordin, F. (2006). "Outsourcing services in turbulent contexts: Lessons from a multinational systems provider". Leadership and Organization Development Journal, 27(4), pp. 296-315. http://dx.doi.org/10.1108/01437730610666046
31. Nordin, F. (2006). "Identifying Intraorganisational and Interorganisational Alliance Conflicts - A Longitudinal Study of an Alliance Pilot Project in the High Technology Industry". Industrial Marketing Management, 35(2), pp. 116-127. http://dx.doi.org/10.1016/j.indmarman.2004.12.010
32. Nordin, F. (2005). "Searching for the Optimum Product Service Distribution Channel: Examining the Actions of Five Industrial Firms". International Journal of Physical Distribution and Logistics Management, 35(8), pp. 576-594. http://dx.doi.org/10.1108/09600030510623348
33. Nordin, F. (2004). "Managing the Process of Adopting Service Logic in Collaboration with Suppliers". Journal of Change Management, 4(4), pp. 339-350. https://doi.org/10.1080/14690701042000313126.

Books

1. Nordin, F. (Ed.) (2013) Managing industrial service in dynamic landscapes: A flexibility perspective, Solna: MTC.

Conference Papers (sample)

1. Fridner and Nordin, Customer attractiveness in the public sector. IPSERA, 2019. Milan. Italy.
2. Yakhlef and Nordin. Effects of firm presence in customer-owned touchpoints. GMC, 2018, Tokyo.
3. Nordin, Ravald, and Viio. Making marketing decisions in turbulent business contexts. CBIM Academic Conference, 2018, Madrid, Spain
4. Nussipova, G., Kumar, N., & Nordin, F., Value creation with augmented reality in an industrial context. CBIM Academic Conference, 2018, Madrid, Spain

5. Fridner, D., Nordin, F., & Parment, A., Customer attractiveness across power configurations. CBIM Academic Conference, 2018, Madrid, Spain
6. Kumar, N., & Nordin, F. 2017. International Market Strategies of Emerging Market Firms: Case of Indian Knowledge-Intensive Firms, AMA Global Marketing SIG. Havana, Cuba.
7. Kumar, N., & Nordin, F., Managerial innovation process: antecedents, activities, and outcomes, CBIM Academic Workshop, 2016, Bilbao, Spain.
8. Kumar, N., & Nordin, F. 2016. The role of networks in the exploration of international market opportunities by new ventures, Full paper presented at the 32nd IMP-conference. Poznan, Poland.
9. Nordin, F., & Brozovic, D. 2016. The Spineless Organization: The Most Extreme Form of Service Organization?, SERVSIG. Maastricht, the Netherlands.
10. Kumar, N. and F. Nordin (2015). Customer Selection as Internationalisation Strategy: Cases from Indian Knowledge-Intensive Service Firms. Full paper presented at AIB-UKI, Manchester, UK, 2015.
11. Nordin, Ravald, and Mohr. Capabilities for managing high-technological business networks. Full paper presented at the 31st IMP-conference in Kolding, Denmark in 2015.
12. Nordin, Ravald, and Mohr. Capabilities for managing high-technology business networks. Full paper presented at the 7th Bi-Annual International Conference on Business Market Management (BMM 2015), London, UK.
13. Kumar, N. and F. Nordin. Retail Innovation in Emerging Market: Cases from Indian Retail Sector. Full paper presented at British Academy of Management, Portsmouth, UK, 2015.
14. Viio and Nordin. Sales mindset adaptation: A critical review resulting in a conceptual framework. Full paper presented at the Industrial Marketing and Sales Management Symposium in Helsinki in November, 2013.
15. Nordin and Viio. Marketing Decisions: Linking decision approach to decision task. Full paper presented at NFF, Reykjavik, Iceland, 2013.
16. Nordin, Ravald, and Servadio. The Complexity of Value Creating Networks: Multiplicity, Heterogeneity, and Contingency. Presented at Naples Forum on service, 2013, Ischia, Italy.
17. Servadio, Nordin & Brozovic. Models of innovation and contextual complexity: a conceptual contingency model. Abstract accepted for presentation at Naples Forum on service, 2013, Ischia, Italy.
18. Nordin, Magnusson and Ravald. Options for dealing with incompatible industrial service buyers. Presentation at SERVSIG International Research Conference 2012, Helsinki, Finland.
19. Servadio and Nordin. Critical issues during servitization: An in-depth case study of an innovative new service. Presentation at SERVSIG International Research Conference 2012, Helsinki, Finland.
20. Servadio, Brozovic & Nordin. Smart Machines: a teaching case on intermediary challenges in high technology service marketing channels. Paper accepted for presentation at the Academy of Marketing Conference, 2012, Southampton, UK.
21. Nordin, Brozovic and Kindström. A flexibility perspective on services and solutions: A three-level conceptualization". Abstract presented a NFF, Stockholm, Sweden.
22. Brozovic and Nordin. Servitization as Strategic Flexibility: Insights from an Exploratory Study. Abstract presented at NFF, Stockholm, Sweden.
23. Kindström, Carlborg, Kowalkowski and Nordin. Service selling in industrial organizations: An exploratory study of challenges and opportunities. Abstract presented at NFF, Stockholm, Sweden.
24. Lindahl, I. and Nordin, F. Consequences of Design Outsourcing on Firm-Level Product Strategy: A multiple case study within the furniture industry. Paper presented at the 18th International Product Development Management Conference, Delft, The Netherlands, 2011.
25. Kowalkowski, C., Kindström, D. and Nordin, F. Solution Profiling: A Multidimensional Approach. Presentation at ISBM Academic Conference 2010, Boston, USA.
26. Rehme, J. and Nordin, F. Influence of Sales Complexities on Sales Channel Strategies: Findings from four cases. Presentation at IMP Asia, Kuala Lumpur, Malaysia, 2009.
27. Lindahl, I. and Nordin, F. Integrating Design and Marketing: a Generic Model. Presentation at the 12th Annual Irish Academy of Management Conference, 2009, Galway, Ireland.
28. Nordin, F., Lindahl, I. and Brege, S. Extending the Perspective on Service Operations Strategy: An exploratory study of service infusion in low-tech industries. Paper presented at the 16th Annual International EurOMA Conference, 2009, Gothenburg, Sweden.

29. Nordin, F. and Kowalkowski, C. Solutions Offerings: a Critical Review and Reconceptualisation. Paper presented at QUIS 11, Wolfsburg, Germany.
30. Kindström, D., Kowalkowski, C. and Nordin, F. Visualization Strategies for Service Offerings: empirical findings from the manufacturing industry. Paper presented at 15th CBIM Academic Workshop, 2009, Atlanta, USA.
31. Rehme, J. and Nordin, F. Selling Complexity and Sales Channel Strategies in Industrial Markets. Presentation at 15th CBIM Academic Workshop, 2009, Atlanta, USA.
32. Nordin, F. Transcendental Marketing: A Conceptual Framework and Empirical Examples. Paper presented at the Australian & New Zealand Marketing Academy Conference (ANZMAC), 2008, Sydney.
33. Nordin, F., Kindström, D., Kowalkowski, C. and Rehme, J. The Risks of Providing Services: Influences of Degree of Customization, Range and Bundling. Presentation at 17th annual Frontiers in Service Conference, 2008, Washington, DC, USA.
34. Kindström, D., Kowalkowski, C. and Nordin, F. Visualization of Service-Enhanced Offerings – Empirical Findings from the Manufacturing Industry. Presentation at 17th Annual Frontiers in Service Conference, 2008, Washington, DC, USA.
35. Nordin, F. and Wickberg P. Buying Enhanced Service Offerings: Literature Review and Research Directions. Presentation at SERVSIG International Research Conference 2008, Liverpool, UK.
36. Agndal, H. and Nordin, F. Effects of Outsourcing on Organisational Capabilities. Presentation at GBID 2008 Global Business Innovation Conference, Rio de Janeiro, Brazil.
37. Nordin, F. Setting Up Electronic Procurement: The Role of Interorganisational Cooperation. Paper presented at the 15th Annual IPSERA Conference 2007, Bath, UK.
38. Nordin, F., Agndal, H. and Lindberg, N. The Sourcing of Business Services – An Overview of Extant Empirical Research. Paper pesented at the 14th Annual IPSERA Conference 2006, San Diego.
39. Agndal, H., Axelsson, B., Lindberg, N. and Nordin, F. Current Trends in Service Sourcing Practices – A Comparison with Goods Sourcing. Paper pesented at the 14th Annual IPSERA Conference 2006, San Diego.
40. Nordin, F. The Role of Service Sourcing in Achieving Competitive Advantage. Paper presented at the 11th International Symposium on Logistics, 2006 Beijing.
41. Nordin, F. Managing the Challenges of Outsourcing Services: Lessons Gleaned from a Systems Provider's Interorganisational Relationship Initiatives. Paper presented at British Academy of Management, St. Andrews, Scotland, 2004.
42. Nordin, F. Searching for the Optimum Product Service Distribution Channel: Examining the Actions of Five Industrial Firms. Paper presented at British Academy of Management, St. Andrews, Scotland, 2004.
43. Nordin, F. The Problematic Adoption of Service Logic - a Case Study of a Systems Provider. Paper pesented at the 11th Annual International EurOMA Conference 2004, Fontainebleau, France.
44. Nordin, F. Intra- And Interorganisational Conflicts - a Longitudinal Study of an Alliance Pilot Project. Paper presented at the 12th Annual IPSERA Conference 2003, Budapest.
45. Nordin, F. Implementing Business Service Alliances, Paper presented at the 1st EurOMA Doctoral Seminar, Denmark.
46. Nordin, F. Implementing Collaborative Relationships in Services, Paper presented at the Nordic Academy of Management Doctoral Seminar, Fejan, Sweden, 2001.
47. Åhlström, P. and Nordin, F. Implementing Collaborative Relationships in the Service Supply Chain. Paper presented at the 8th International Annual Conference of European Operations Management Association, Bath, UK, 2001.

Book section

1. Introduction, In Nordin, F., Managing industrial service in dynamic landscapes: A flexibility perspective, Solna: MTC. 2013
2. Managing relationship gaps, In Nordin, F., Managing industrial service in dynamic landscapes: A flexibility perspective, Solna: MTC, 2013 (together with Peter Magnusson and Annika Ravald).

3. Handling third parties on market channels, In Nordin, F., Managing industrial service in dynamic landscapes: A flexibility perspective, Solna: MTC, 2013 (together with Danilo Brozovic).
4. Postscript, In Nordin, F., Managing industrial service in dynamic landscapes: A flexibility perspective, Solna: MTC. 2013 (together with Danilo Brozovic).
5. Risks in complex offerings, In Kindström, D., Creating business out of industrial offerings, MTC, 2009 (together with Jakob Rehme).
6. Förändringsprocessen viktig för lyckad outsourcing av tjänster. In Ledarskapshandboken, Bonnier Business Publishing, 2007.

Doctoral Dissertation

1. Externalising Services: Walking a Tightrope between Industrial and Service Logics. Stockholm School of Economics, February 18th, 2005.

Other Work (sample)

1. Brege, S., Nordin, F., and Garpheden, M. Värdeskapande hos designmöbelföretag – erfarenheter från två fallstudier, Vinnova Report VR 2009:01, ISBN 978-91-85959-39-6.
2. Nordin, F., Kindström, D., Kowalkowski, C. and Rehme, J. The risks of providing services: influences of degree of customization, range and bundling. IMIE Working paper series No. 2008:3, ISSN 1403-4638, 2008.
3. Nordin, F. Lärdomar och reflektioner från SKEA-projektet: Ett samverkansprojekt med tre kommuner i Skåne, Skånes kommunförbund och Verva avseende införande av elektronisk handel, 2007. Assignment made for Verva focusing on the adoption of e-procurement, Verva report no 2006/228-2.
4. Nordin, F. Förändringsprocessen viktig för lyckad outsourcing av tjänster. Management of Technology, No 1, 2005.
5. Nordin, F. and Richtnér, A. Creating Lectures with Structured Lecture Planning - What are the Consequences? Working Paper in Pedagogy, 2005.
6. Björkman, H., Dahlsten, F., Gustafsson, C., Johansson, T., Kling, R., Kohn, K., Linnarsson, H., Nordin, F., Sundgren, M. and Westberg, J. The Spectre of the Grey Panthers: An inquiry into ageing professional as labour and consumers. Fenix Working Paper no 2001:10.

Granted funding

Principal applicant:

2020: Research Grant of 1200 KSEK from MIT Research School for the funding of a Ph.D. Student

2019: Collaboration grant of 80 KSEK from Vinnova (via Stockholm University), to establish "Stockholm MARknadsföringsForum" ("SMARF"), a network for collaboration with marketing practitioners.

2017: Grant of 100 KSEK from Stockholm University, together with Aji P Mathew, to write a research application on 4D printing of smart biological materials.

2017: Research Grant of 1700 KSEK from MIT Research School for the funding of a Ph.D. Student.

2016: Travel grant of 60 KSEK from Asian Forum, Stockholm University

2016: Conference grant of 270 KSEK from Handelsbankens forskningsstiftelser to arrange the 2017 CBIM Academic Workshop on Business and Industrial Marketing in 2017

2016: Conference grant of 72 KSEK from Vetenskapsrådet to arrange the 2017 CBIM Academic Workshop on Business and Industrial Marketing in 2017

2012: Research Grant of 733 KSEK from MIT Research School for the funding of a Ph.D. Student.

2011: Research Grant of 250 KSEK from MIT Research School for the funding of a Ph.D. Student.

2010: Research Grant of 6 MSEK from Vinnova, together with MTC, Linköping University and Karlstad University. Topic: Flexible business models for competitive advantage.

Co-applicant:

2019-2020: Research Grant of 479 KSEK from Trafikverket (PA: David Fridner). Topic: The attractive public customer.

2008-2010: Research Grant of 4 MSEK from Vinnova (PA: Professor Staffan Brege). Topic: Emerging Business Opportunities.

2005-2007: Research Grant of 3 MSEK. Jan Wallander and Tom Hedelius Foundation. (PA: Professor Björn Axelsson). Topic: Business Service Sourcing.

Appraisals

2010: My research was classified as "innovative practice" in Piekkari, R., Plakoyiannaki, E., & Welch, C. 'Good' case research in industrial marketing: Insights from research practice, Industrial Marketing Management, 39(1), 109-117. https://doi.org/10.1016/j.indmarman.2008.04.017.

2007: My research was described as "undoubtedly an example of good practice in case research" in Dubois, A. & Araujo, L. (2007), Case research in purchasing and supply management: Opportunities and challenges, Journal of Purchasing & Supply Management, 13(3), 170-181. https://doi.org/10.1016/j.pursup.2007.09.002.

Other scientific qualifications

Expert Assignments:

2023: Expert evaluator for the promotion of Aku Valtakoski (Linköping University) to professor of Business Administration

2022: Member of the external Evaluation Committee (EEC) for the Evaluation and accreditation of the programme Business Studies and the Institutional Evaluation of Philips College, Nicosia, Cyprus, Greece, on behalf of the Cyprus Agency for Quality Assurance and Accreditation in Higher Education.

2022: Expert evaluator for the recruitment of a full professor of Marketing at Örebro University.

2020: Expert evaluator for the recruitment of a full professor of Marketing at Hanken School of Economics, Helsinki.

2020: Expert evaluator for the recruitment of a full professor of Business Administration at University of Skövde

2020: Expert evaluator for the promotion to full professor of Business Administration at Karlstad University

2020: Expert evaluator for the promotion of two senior lecturers to associate professor of Business Administration at Stockholm University

2019: Chair of the external Evaluation Committee (EEC) for the Evaluation and accreditation of three Programs of Study (B.Sc. in Digital business and distance/conventional M.Sc. in

Digital marketing) at the Neapolis University Pafos, Cyprus, Greece, on behalf of the Cyprus Agency for Quality Assurance and Accreditation in Higher Education.

2018: External pre-examiner for the Ph.D. degree of Anni Lindholm at Tampere University of Technology

2018-: Evaluation panel member for research project proposals in the field of business, on behalf of the Research Council for Culture and Society at the Academy of Finland.

2017: Expert evaluator for the promotion of Aku Valtakoski (Linköping University) to associate professor of Business Administration

2016: Expert evaluator for the promotion of Nishant Kumar (Stockholm University) to associate professor of Business Administration

Ph.D. student examination, grading and discussions:

2023: Grading Committee member for the Ph.D. degree of Jonathan, Gideon Mekonnen at Stockholm University

2020: Opponent during the midway seminar for the Ph.D. degree of Christoph Baldauf at Stockholm Business School.

2018: Opponent. Research proposal for the Ph.D. degree of Christoph Baldauf at Stockholm Business School.

2018: Grading Committee member for the Ph.D. degree of Kaisa Koskela-Huotari at Karlstad University

2017: Grading Committee chair the Ph.D. degree of Elia Giovacchini at Stockholm Business School.

2016: Opponent. Final seminar for Elia Giovacchini Ph.D. degree at Stockholm Business School.

2015: Grading Committee member for the Ph.D. degree of Elias Mturi at Stockholm University. Graduated on 2015-06-15.

2014: Grading Committee member for the Ph.D. degree of Peter Vaigur at Mälardalen University. Graduated on 2014-03-07.

2014: Opponent for the degree of Ph.D. for Jacob Mickelsson at Hanken School of Economics, Finland. Graduated on 2014-05-16.

2013: Examiner and main supervisor for the Ph.D. degree of Ingela Lindahl at Linköping University. Graduated on 2013-11-15.

2013: Examiner and main supervisor for the Ph.D. degree of Mikael Andéhn at Stockholm University. Graduated on 2013-10-11.

2013: Grading Committee member for the Ph.D. degree of Nina Hasche at Örebro University.

2012: Opponent. Final seminar for the Licentiate degree of Per Carlborg at Linköping University

2012: Grading Committee member for the Ph.D. degree of Jonas Colliander at Stockholm School of Economics

2012: Grading Committee chair for the Ph.D. degree of Carl Yngfalk at Stockholm University

2011: Opponent. Final seminar for Carl Yngfalk's Ph.D. degree at Stockholm University.

2011: Grading Committee chair for the Ph.D. degree of Kristina Lindh at Stockholm University

2011: Opponent. Final seminar for Kristina Lindh's Ph.D. degree at Stockholm University.

2010: Grading Committee member the Ph.D. degree of Mike Malmgren at Linköping University

2009: Opponent. Research proposal for the Ph.D. degree of Randy Shoai at Stockholm University

2009: Opponent. Final seminar for the Ph.D. degree of Mike Malmgren at Linköping University

2008-2009: Member of the Ph.D. panel of examiners and Examiner of two Ph.D. theses from Department of Commerce, Sri Vasavi College, India

2007: External opponent. Final seminar for the degree of doctor of technology. Daniel Nordigården at Linköping University.

2006: Discussant. Licentiate seminar of Anna Moses at Chalmers University of Technology, Gothenburg

2006: Opponent. Research proposal for the Ph.D. degree of Daniel Tolstoy at Stockholm School of Economics.

University-Related Responsibilities:

2022- Head of Stockholm Business School

2021-2022 Professor representative at the Marketing Section, Stockholm Business School

2019-: Founder and director of Stockholm MARketing Forum ("SMARF"), a collaboration between industry and academia.

2019-2022: Member of strategic working group for collaboration between Stockholm University and IBM

2017-2020: Member of the Gender Equality Group at the Faculty of Social Sciences, Stockholm University.

2016-2021: Head of the Marketing Section, Stockholm Business School

2012-2013: Interim Director of Master´s Program in Public Management. Stockholm University, School of Business.

2011-: Founder and Director of the research program on High Technology and Service marketing ("HITS"). Stockholm University, School of Business.

2011-2014: Director of Postgraduate Studies (Master's and Ph.D. Programmes), Stockholm Business School at Stockholm University

2009-2011: Director of Master's Program in Consumer and Business Marketing. Stockholm University, School of Business.

Editorial Assignments:

2017-2019: Guest Editor for a Special Issue in Journal of Business and Industrial Marketing on Value innovation in practice: Leveraging learning in distant contexts

Editorial Review Boards:

2016-2022: Journal of Business Research

2007-2017: Strategic Outsourcing: An International Journal
(Currently published as Journal of Global Operations and Strategic Sourcing)

2005-: Industrial Marketing Management Journal

Peer-reviewing (ad hoc):

2023-: Journal of Business Research

2011-: Journal of Business and Industrial Marketing

2009-: Journal of Service Management

2009: Scandinavian Journal of Management

2008: Asia Pacific Management Journal

2007-: International Journal of Production Economics

2006: International Journal of Service Technology and Management

2006: Leadership and Organization Development Journal

Session Chairs (sample):

2018: Channels, Power and Networks Track. 2018 CBIM International Conference, Madrid, Spain

2009: Modular Services Track, 16th International Annual EurOMA Conference, Gothenburg, Sweden

2008: Best Practitioner Paper Track, 17th Annual Frontiers in Service Conference, Washington, DC, USA

2008: Relationship Management Track, SERVSIG Conference, Liverpool, UK

Conference Panels:

2018: How can we get better supervisors for doctoral education? FEKIS Conference, Stockholm Business School.

2012: The problem of research problems. Stockholm University School of Business, 2nd Ph.D. Conference.

External assignments:

2017-: Member of the international board of professors for the Ph.D. in Management at the University of Naples "Federico II"

Educational qualifications

Teaching experience:

2022: Service Marketing, new master's level course, 7,5 ECTS credits. Course Director and lecturer. Stockholm University.

2021: Introduction to the Research Process (Ph.D. course), 7,5 ECTS credits. Two lectures.

2020-: Frontiers in Marketing Research, 7,5 ECTS credits. Lecturer. Stockholm University.

2015-2016: Service Marketing, new master's level course, 7,5 ECTS credits. Course Director and lecturer. Stockholm University.

2014-2015: Technology Marketing, 7,5 ECTS credits. Guest course Director and lecturer. Hanken School of Economics, Vasa.

2014-2015: Business-to-Business Marketing, 7,5 ECTS credits. Seminar leader. Stockholm University.

2012: Technology Marketing, 7,5 ECTS credits. Course Director and lecturer. Stockholm University.

2011-2016: The Research Process (Ph.D. course), 7,5 ECTS credits. Course Director and lecturer. Stockholm University.

2011: Marketing Management, 7,5 ECTS credits. Course Director. Stockholm University.

2010: The Research Process (Ph.D. course), 7,5 ECTS credits. Seminar. Stockholm University.

2010-2015: Marketing Theory. 7,5 ECTS credits. Course director, lecturer and seminar leader. Stockholm University.

2010-2019: Marketing and Management Analysis. 7,5 ECTS credits. Course director, lecturer and seminar leader, Stockholm University. From 2011 only lecturer.

2010: Applied Research Methods. 7,5 ECTS credits. Course director, lecturer and seminar leader, together with Darek Haftor. Stockholm University.

2009: Advanced Research Methodology for Master Students. 7,5 ECTS credits. Course director, lecturer and seminar leader. Stockholm University.

2009: Marketing Communication. 6 ECTS credits. Lecturer, seminar leader and tutor. Linköping University.

2009: Risks of providing complex services. Presentation at a conference about industrial offerings at Volvo, March 25.

2009: Industrial Economics 6 ECTS. Tutoring. Linköping University.

2008: The risks of providing services. Higher seminar at CTF, The Service Research Centre at Karlstad University, Oct 29.

2008: Business Strategy. Seminar leader and tutor. Linköping University.

2008: Basic Marketing. 6 ECTS credits. Lecturer, seminar leader and tutor. Linköping University

2007: Industrial Organization and Management, 7,5 ECTS credits. Course director and lecturer, foreign exchange students only, Växjö University.

2007: Organization Theories, 7,5 ECTS credits. Deputy course director and lecturer, Växjö University.

2007-: Strategic issues in sourcing. Seminar at executive course in purchasing management, Företagsekonomiska Institutet.

2007-2008: Risks in outsourcing. Seminars at executive course in risk management organised by the Swedish Risk Management Association (SWERMA)

2007: Supply Chain Management, 7,5 ECTS credits. Seminar on Global Sourcing, Stockholm School of Economics.

2006: Companies and Markets, 15 ECTS credits. Lecturer on first year course in organisation and marketing, Stockholm School of Economics.

2006-2009: Strategic Purchasing, 10 ECTS. Course director and lecturer, Stockholm International School of Commerce (Stockholms Internationella Handelsskola).

2006: Sourcing. Visiting lecturer at executive course for purchasing managers at DHL in Europe. In collaboration with Supply Management Institute, European Business School in Germany.

2005-2007: Purchasing Management, 7,5 ECTS credits. Seminars on service sourcing and outsourcing at Stockholm School of Economics.

2004: Innovation Management. Seminar on outsourcing Services and Adopting Service logic, as part of a course for visiting students from Ecole des Mines and Ecole Polytechnique, Paris.

2000: Class Assistant and coach on an executive course in Communication and Leadership at Dale Carnegie (12 weeks).

1998: Course Director for an executive course in Aircraft Maintenance for Military Aircraft Technicians.

1996: Industrial Tutor of Master Thesis Student from the Royal Institute of Technology (at Ericsson Saab Avionics).

Graduated Licentiates:

2011: Ingela Lindahl. "Design-led organisations: A multiple-case study of the interplay between design and marketing". Principal supervisor.

Graduated Ph.D.'s:

2023-10-12: Gulnara Nussipova, "Unpacking the Value of Emerging Technologies: Experimentation, Communication and Knowledge Brokering". Principal supervisor, Stockholm Business School.

2018-06-07: Luigi Servadio, "Customer Rituals: Ethnographic explorations of wine rituals with families and friends". Principal supervisor, Stockholm Business School.

2016-01-29: Danilo Brozovic, "Service Provider Flexibility: A Strategic Perspective". Principal supervisor, Stockholm Business School.

2013-11-15: Ingela Lindahl. "Visual aesthetics in product development: A balance between commercial and creative imperatives". Principal supervisor,. Linköping University.

2013-10-11: Mikael Andéhn. "Place-of-Origin Effects on Brand Equity: Explicating the evaluative pertinence of product categories and association strength". Principal supervisor, Stockholm Business School.

Ph.D. student supervision in progress:

2020-: Co-supervisor of Saba Samadi at Stockholm Business School.

2017-: Principal supervisor of David Fridner at Stockholm Business School.

2015-2022: Co-supervisor of Reema Akhtar at Stockholm Business School.

Master student supervision:

2010-: Supervisor and examiner of about 40 master's dissertations at Stockholm University.

2008-2009: Supervisor and examiner of three master's thesis students at Linköping University.

2007: Supervisor of master thesis students at Stockholm School of Economics.

2005: Examiner of Master Thesis Students at Stockholm School of Economics.

Studies in educational pedagogy, leadership, language, etc.:

2022-2023 Leadership program (chefsprogrammet "Att vara chef") at Stockholm University. One year[1].

2019: Rehabilitation processes course at Stockholm University, 1/2 day.

2019: Environment and equal conditions course at Stockholm University, 2 days.

2017: Education in the ReachMee recruitment system at Stockholm University (1/2 day)

2016-2017: Leadership program (chefsprogrammet "Att vara chef") at Stockholm University. One year.

2016: Conducting personal development discussions (Att hålla utvecklingssamtal, del 1) at Stockholm University

2009: Supervising MSc and PhD Students. European Operations Management Association Young Scholars Workshop (1 day, Gothenburg, Sweden)

2008: Supervision in Doctoral Studies (Universitetspedagogik step 3a) 3 ECTS (at Linköping University)

2008: University pedagogy, step 2 (Universitetspedagogik steg 2) 6 ECTS credits (at Linköping University)

2005: Pedagogy for Higher Education, 7,5 ECTS credits (at Stockholm School of Economics)

2005: English in the Classroom, 3 ECTS credits (at Stockholm School of Economics)

2005: Active Learning, pedagogy seminar, 2 days (with Mel Silberman, at Stockholm School of Economics)

1999: Communication and Leadership, 12 weeks (at Dale Carnegie)

1999: Cultural Awareness, 2 days (at Ericsson Radio Systems)

1995: Negotiation and Argumentation Techniques, 2 days (at Ericsson Telecom)

1995: Presentation Techniques, 3 days (at Ericsson Telecom)

1995: Spanish Course at La Universidad del País Vasco, San Sebastián, Spain, 1 month

1990: Spanish Course at La Universidad Internacional Menéndez Pelayo, Santander, Spain, 1 month.

Teaching cases:

1. Servadio, Brozovic & Nordin. Smart Machines: a teaching case on intermediary challenges in high technology service marketing channels. Unpublished manuscript.

[1] Revised program and myself in a new role.

2. Nordin, F., D. Brozovic, C. Kowalkowski and M. Vilgon (2015). "CASE: Managing Customer Relationship Gaps at SKF." Journal of Business Market Management 2: 455-463. http://www.jbm-online.net/index.php/jbm/article/view/110/92
3. Nordin, F. Buying Industrial Services. Unpublished manuscript.
4. Nordin, F. In-/Outsourcing. Unpublished manuscript.
5. Nordin, F. Beyond transactional marketing. Unpublished manuscript.
6. Nordin, F. Technology marketing and service systems. Unpublished manuscript.

Awards:

2000: Awarded for outstanding accomplishment and exceptional services rendered as class assistant to the members and instructors of Leadership and Communication Course at Dale Carnegie.

Other teaching expertise (sample):

2013: Introduction speech at a full-day seminar about flexibility and industrial service, at IVA.

2009: Risks of providing complex services. Presentation at a conference about industrial offerings at Volvo.

2007-2008: Risks in outsourcing. Seminars at executive course in risk management organised by the Swedish Risk Management Association.

2006: Sourcing. Visiting lecturer at executive course for purchasing managers at DHL in Europe. With Supply Management Institute, European Business School in Germany.

2004: Innovation Management. Seminar on outsourcing Services and Adopting Service logic, for visiting students from Ecole des Mines and Ecole Polytechnique, Paris.

2000: Class Assistant and coach on an executive course in Communication and Leadership at Dale Carnegie (12 weeks).

1998: Course Director for an executive course in Aircraft Maintenance for Military Aircraft Technicians.

1996: Industrial Tutor of Master Thesis Student from the Royal Institute of Technology (at Ericsson Saab Avionics).

Administrative assignments

Participation in planning and organising conferences:

2021-2022: Member of the scientific committee for the CBIM International Conference in Atlanta, USA.

2018-: Member of the scientific committee for the Naples Forum on Service Conference in Italy.

2017-2018: Member of the scientific committee for the 2018 CBIM International Conference in Madrid, Spain.

2016-2017: Conference chair and organizer of the 2017 CBIM Academic Workshop in Stockholm.

2010-2011: Member of the Nordic Academy of Management 2011 organising committee in Stockholm.

2010-2011: Responsible for planning and organizing the Ph.D. Workshop in conjunction with the Nordic Academy of Management conference 2011.