
Curriculum Vitae

Hans Mathias Thjøømø

Associate Professor of Marketing

Norwegian School of Management

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E-mail: hans.m.thjomoe@bi.no

Place and Year of Birth:

Oslo, Norway 1940

Nationality:

Norwegian

Civil Status

Married, 3 children born 1964, 1969, 1984.



Education

Doctor of Philosophy (Ph.D.). Copenhagen Business School, Copenhagen, Denmark, 1996.

Dissertation: "The Effects of Mere Exposure on Brand Preference".

Master of Science (Cand.merc.). Norwegian School of Economics and Business Administration, Bergen, Norway 1995 (NHH). Major in Marketing and Consumer Behavior.

Master of General Business. The Aarhus School of Business, Århus, Denmark 1967. Major in Marketing.

Bachelor of Business Administration. Norwegian School of Management, Oslo, Norway 1964. (BI).

International Professional Societies

AMA - American Marketing Association.

ESOMAR - European Society for Opinion and Marketing Research.

The Academy of Marketing Science Institute, USA.

Key Qualifications and Working Experiences

Working Experience

1983 to present: Associate Professor of Marketing, The Norwegian School of Management (BI).

1976-1983: Senior lecturer, The Norwegian School of Management.

1973-1976: Marketing Manager at Nycomed Amersham in Oslo (food, vitamin products).

1972-1973: Marketing Research Manager at Ervaco, Oslo (Scandinavian advertising agency).

1967-1972: Product Group Manager in marketing at Unilever/Lever Brothers LTD, Scandinavia (Lilleborg).

Teaching experience (undergraduate and graduate level)

Undergraduate Level – courses and teaching language

Marketing Management - Norwegian and English

Computer Based Decision Support Systems in Marketing. Norwegian

Consumer Behavior – International Bachelor Program. English

Graduate Level, Executive programs – courses and teaching language

Marketing Research. English

Consumer Behavior. Norwegian and English

Marketing Communication. Norwegian

Marketing Research. Norwegian and English

Marketing Management. Norwegian and English

Advanced Marketing Managements. English

Guest speaker at Florida Institute of Technology, Florida, USA. MBA Program.

Visiting Professor Fudan University, Shanghai, China. MBA program.

Visiting Professor at Gdansk School of Management, Gdansk, Poland.

Visiting Professor at Kaunas University of Technology, Kaunas, Lithuania.

Responsible for the Marketing Track for the Ericsson MBA Program in China.

-Basic Marketing and Advanced Marketing.

Repeating discussant and reviewer at the Consumer Behavior Track. American Marketing Association.

Repeating discussant and reviewer at the Consumer Behavior Track. The Marketing Science Institute.

Reviewer at the European Journal of Marketing.

Reviewer at the International Academy of E-Business.

Thesis advisor

Over the last ten years I have been the adviser for about 100 Master theses for International and Norwegian students.

Teaching Evaluations

Teaching evaluation scores (rated on a 7-point scale, 1=excellent, 7=poor). Average scores over several semesters:

Instructors Knowledge	1.80
Instructors Enthusiasm	1,71
Instructors use of cases from real world	2.00
Over all evaluation	1.86

Other professional skills

Excellent knowledge of several multivariate data analysis techniques.

Extensive knowledge of SPSS on DOS, Windows, IBM mainframe (VM/CMS) and Macintosh.

Extensive knowledge of DOS, Windows XP, MacOS, Microsoft Word, Excel, PowerPoint, Lotus 1-2-3.

Books

Author and co-author of 6 books: (All books in Norwegian)

1. *Marketing Management*. Norway University Press, Oslo. First edition published 1984. Last edition 2006. 658 pages. Co-author. Newest edition 2010.
2. *Consumer Behavior*. Norway University Press, Oslo. First edition published 1988. Last edition 2001. 323 pages. Co-author. New edition in progress (2010).
3. *SPSS for the Terrified*. Introduction to SPSS – Syntax files and examples, Singularis International Publishing, 2007.
4. *Marketing Planning and Computer Models*. Singularis Publishing, 1999.
5. *Advanced Marketing Management with Computer Based Spreadsheet Model*. Singularis Publishing, Oslo. First edition published 1991. Last edition 1993. 436 pages. Co-author.
6. *Computer Technologies and Marketing*. Norwegian Management Publisher, Oslo. First edition 1986. 196 pages. Co-author.

Research

Refereed Articles and Conference Proceedings:

- Olson, Erik L. and Hans Mathias Thjømmøe (2010), "Explaining and Articulating the Fit Construct in Sponsorship", *Journal of Advertising*, Forthcoming.
- Thjømmøe, Hans Mathias (2010), "Sponsing, forrening eller lek med penger", *MAGMA, Tidsskrift for økonomi og ledelse.*, 1. 2010, pp. 33-36.
- Olson, Erik L. and Hans Mathias Thjømmøe (2009), "How Bureaucrats and Bean Counters Strangled General Motors by Killing its Brands", *Journal of Product and Brand Management*, Vol. 19/2. Pp. 103-113.
- Olson, Erik L. and Hans Mathias Thjømmøe (2009), "Sponsorship Effect Metric: Assessing the Financial Value of Sponsoring by Comparisons to Television Advertising", *Journal of Academy of Marketing Science*, Vol. 34, pp. 54.
- Thjømmøe, Hans Mathias (2008), "Branding, cheating the customer and other heretical thoughts", *Journal of Brand Management*, Vol. 15 (June), pp.105-110.
- Thjømmøe, Hans Mathias (2008), "Hva er spesielt med merkevarer?", *Magma – tidsskrift for økonomi og ledelse*. Vol 11, No 2, pp 66-73.
- Olson, Erik and Hans Mathias Thjømmøe (2003), "The effects of peripheral exposure to information on brand preference," *European Journal of Marketing*, Vol. 37, pp.243-255.
- Thjømmøe, Hans Mathias (2003), "The Product and the Added Value - Conceptual Models for Defining, Building and Communicating the Brand," In *2nd International Conference on Research in Advertising*, University of Amsterdam, The Netherlands.
- Thjømmøe, Hans Mathias, Peggy Simcic Brønn and Erik Olson (2002), "Decision-Making Process Surrounding Sponsorship Activities," *Journal of Advertising Research*, Vol. 42, pp.6-15.

- Olson, Erik L. and Hans Mathias Thjømmøe (1998), "Cross-Cultural Segmenting and Brand Extension: The Case of the Mercedes-Benz A-Class Launch," In *The 5th ESOMAR International Automotive Marketing Conference*. Lausanne 2-4 March 1998.
- Thjømmøe, Hans Mathias and Erik Olson (1997) "The Mere Exposure Effect on Brand Preference in Low Involvement Settings" In *AMA Winter Educators' Conference Proceedings*, Vol. 8. pp. 297.
- Thjømmøe, Hans Mathias (1995) "The Mere Exposure Effect on Brand Building", *Association for Consumer Research Proceedings*, Copenhagen, Denmark.

In the pipeline – Journal articles

- Thjømmøe, Hans Mathias and Erik L. Olson (2010): "Explanations for Sponsor Identification Accuracy". *Journal of Advertising Research*. Second review.
- Olson, Erik L. and Hans Mathias Thjømmøe (2010) "Assessing the Financial Value of TV Billboards by Comparisons to Television Advertising". *European Journal of Marketing*. Third review.
- Thjømmøe, Hans Mathias, Erik L. Olson and Vegard Arntsen (2010) "Sponsor boards around and arena, do different positions create different effects?" In progress.

In the pipeline – Books

- Biong, Harald and Hans Mathias Thjømmøe. "*Separating Branding from Marketing. A Financial Approach*". Norway University Press. 2010.
- Erik L. Olson, Hans Mathias Thjømmøe, Vegard Arntsen. "Sponsoring – what we really know". Norway University Press. (In English).

Selected published research reports:

- Attitude towards Nutrition Information in Norway*. For the Norwegian Government.
- Attitude towards the use of Solar Energy in the Engineering Industry*. For the Norwegian Government.
- Attitude towards Energy and Environmental Issues among Norwegian Engineers*. For the Norwegian Government.
- Hans Mathias Thjømmøe and Carl Arthur Solberg: *Doing Business in the Middle East*. A qualitative study of potential market opportunities for Norwegian industry in United Arab Emirates and Qatar. For the Royal Norwegian Embassy in Abu Dhabi, 1998.

Consulting

Several marketing research studies for Norwegian companies within the following areas: Computers and computer software, telecommunications, banking, insurance, real estate, food, auto dealers, traveling, transportation, non-profit organizations and many others.

Selected companies:

IBM Norway, Comma Data Service, Telenor (Norwegian Telecom), Norwegian Solar Energy Program, Norwegian State Railway (NSB), Norwegian Dairies (Tine Norske Meierier), Orkla Industries, Carl Zeiss Norway, DnBNOR, Sparebanken Nord Norge, Stabburet AS, Jotun AS,

Nutreco Ltd, Ringnes AS, Jordan AS, Norsk Hydro, Shell Norway, Save the Children Norway, Matforsk, Norwegian Institute for Petrochemical Research, Gjensidige Insurance, Ringerike Regional Hospital, Synsam Optics, Arla Denmark, Carlsberg Breweries, Copenhagen Zoo, Ericsson China, NetCom, NBBL (Housing cooperative), Norwegian Airline, SAS, NRK (Norwegian Public Radio), Visma (Computer programs), Pfizer, MSC Merck Sharp & Dohme, Aller Publishing, Adidas, Hansa Breweries, Hafslund Energy, Rosenborg Football, Rikstoto (horse betting), Toyota Norway, Harald A Møller (Volkswagen, Skoda, Audi importer), Bertel O Steen (Mercedes-Peugeot importer), and others.

Main types of studies: Brand equity, positioning, brand image, product profiles, brand preference, brand loyalty, customer satisfaction, sponsoring and effect and market orientation.

Partner in Sponsor Insight AS. (Sponsoring and effect studies).

Member of the board at Synsam AS (optics).

Partner and chairman of the board at Sponsor Insight Nordic that consists of professionals from Norway, Sweden, Denmark and Finland. (Sponsoring and effect studies).

Partner in the KMC group (Knowledge Management Consulting).

Member of the board The Norwegian Sponsor and Event Organization.

Attended educational and research conferences in Norway, Sweden, Denmark, Finland, England, Switzerland, USA, Spain, The Netherlands, Hungary, Poland and China.

Presentations for companies and organizations

About 20 presentations pr year about sponsoring and effect, market orientation, consumer behavior, marketing strategy, organization behavior, leadership.

In the media

Interviews in all major newspaper, Norwegian TV and Radio and TV2

Military service

Sergeant in the Norwegian Army, Department of Reconnaissance. Northern Norway.

Other

Married to the US citizen June Edverson Thjømmøe. US attorney at Law, also holding a Master's Degree in English Literature.

Racer alpine skiing.

Certified ski instructor. The Norwegian Ski Association.

Racer: Sailing (Windsurfing, Laser, IOR class).

Semi professional Jazz musician (Clarinet).

Semi professional Photographer.

Runner: Gold Medal in the Norwegian Championship in the Master's Class on the 100m, July 2000 and July 2006. Silver medal in the Master's class on the 200m, July 2000. Gold Medal in the Norwegian Championship, 4 x 100m relay, 1998, 1999, 2000, 2001, 2006. Bronze medal in the indoor Nordic Championship in the Master's class on the 100m, 2004.

Language: Fluent in English, Norwegian, Danish and Swedish. Some knowledge of German.

