

Natalia Mæhle

EDUCATION

2008 Norwegian School of Economics and Business Administration, PhD in Marketing
2007 University of Illinois at Urbana-Champaign, College of Business, USA
Visiting scholar (6 months)
2004 Norwegian School of Economics and Business Administration, Master in
International Business
2002 Ural State University, Ekaterinburg, Russia, Master in Economics
2001 Erasmus University, Rotterdam, Netherlands, Exchange student
2000 Ural State University, Ekaterinburg, Russia, Bachelor in Economics

WORK EXPERIENCE

2015 - Western Norway University of Applied Sciences (HVL), Mohn Centre for Innovation
and Regional Development, Associate professor
Spring 2015 University of Agder, Associate professor in Marketing
Spring 2014 Oslo School of Management, Lecturer in Consumer Behavior (on an hourly basis)
Fall 2013 Norwegian School of Economics (NHH), Associate professor (40% position)
Fall 2014 Norwegian School of Economics (NHH), Associate professor (40% position)
2011 - 2014 Centre for Applied Research at NHH (SNF AS), Postdoctoral researcher / Researcher
2010 - 2011 Freelance researcher affiliated with Centre for Applied Research at NHH (SNF AS)
2009-2010 Nofima Market Tromsø, Researcher in Consumer Behaviour and Brand Management
2008-2009 FotoKnudsen AS, Marketing controller
2005- 2008 Norwegian School of Economics and Business Administration, Department of
Strategy and Management, Research scholar

REVIEWER

Tourism Management (Elsevier), Journal of Brand Management (Palgrave Macmillan), Journal of
Advertising (Taylor & Francis), Journal of Interactive Marketing (Elsevier), Journal of Consumer
Behaviour (Wiley), British Food Journal (Emerald), Journal of Business Research (Elsevier),
European Planning Studies (Taylor & Francis), European Journal of Marketing (Emerald),
International Journal of Entrepreneurial Behavior & Research (Emerald)

CONFERENCE REVIEWER

Association for Consumer Research Conference (ACR)
Association for Consumer Research European Conference (EACR)
Thought Leaders International Conference on Brand Management
European Marketing Academy Conference (EMAC)

INTERNATIONAL RESEARCH STAYS

Spring 2018 Eindhoven University of Technology (TU/e), the Netherlands
Spring 2007 University of Illinois at Urbana-Champaign, College of Business, USA
Fall 2012 University of Illinois at Urbana-Champaign, College of Business, USA

ACADEMIC ORGANIZATIONAL MEMBERSHIPS

Association for Consumer Research
European Marketing Academy

RESEARCH INTERESTS

Innovation and Entrepreneurship, Digital Economy, Marketing, Brand Management

TEACHING EXPERIENCE (selected courses)

Associate professor, Western Norway University of Applied Sciences:

- Business Models in the Digital Economy, 2016-2018
- Business-to-Business Marketing and International Strategy, 2015-2018
- Innovation Theory and Strategy, 2015

Visiting lecturer, University of Strathclyde, UK

- New Venture Planning, 2017
- Strategic Marketing in an International Context, 2017

Visiting lecturer, University of Illinois at Urbana-Champaign, USA

- Seminar for the Department of Business Administration, 2016

Associate professor, Norwegian School of Economics (NHH):

- Social Media Networks, 2013
- Social Media Networks, 2014

Lecturer, Oslo School of Management:

- Consumer Behavior, 2014

Supervising Master students:

- Master thesis, 2016-2018, Western Norway University of Applied Sciences
- Master thesis, 2015, University of Agder

Supervising PhD candidates:

- Co-supervisor, Daoyan Jin, University College of Southeast Norway
- Co-supervisor, Kaya Haugland Færøvik, Western Norway University of Applied Sciences

PARTICIPATION IN NATIONAL AND INTERNATIONAL PROJECTS LAST 5 YEARS (project name, financier and role in the projects)

Towards Sustainable Food and Drink Choices among European Young Adults: Drivers, Barriers and Strategic Implications (2018-2021). H2020 ERA-Net co-fund SUSFOOD2. Norwegian project leader.

Local Crowdfunding for a Low-Emission Society: Investigating the Concept of Local Climate Crowdfunding for Norway (2017-2020). Research Council of Norway. WP leader.

Drivers of Regional Economic Restructuring: Actors, Institutions and Policy (2017-2020). Regional research fund Vestlandet. Researcher.

Path Development in Different Regional Settings. Regional Policy Approaches in the Global Economy (2015-2017). Research Council of Norway. Researcher.

Gamification: A New Approach to Motivating Knowledge Workers (2014-2016). Research program "FOCUS: Future-Oriented Corporate Solutions" at the Norwegian School of Economics. Project leader.

Eco-values as Product Quality Attributes in Manufacturing of Agricultural Food Ingredients (2011-2015). Research Council of Norway. Researcher.

LIST OF PUBLICATIONS

Peer-reviewed journal publications

Hauge, Elisabet S., Nina Kyllingstad, **Natalia Mæhle**, and Ann Camilla Schulze-Krogh (2017). Developing Cross-Industry Innovation Capability: Regional Drivers and Indicators within Firms. *European Planning Studies*, Vol. 25 (3), 388-405, DOI: 10.1080/09654313.2016.1276158.

Presi, Caterina, **Natalia Mæhle**, and Ingeborg Kleppe (2016). Brand Selfies: Consumer Experiences and Marketplace Conversations. *European Journal of Marketing*, Vol. 50 (9/10), 1814-1834.

Kavaliova, Maya, Farzad Virjee, **Natalia Mæhle**, and Ingeborg Kleppe (2016). Crowdsourcing Innovation and Product Development: Gamification as a Motivational Driver. *Cogent Business & Management*, Vol. 3, <http://dx.doi.org/10.1080/23311975.2015.1128132>.

- Mæhle, Natalia**, Nina Iversen, Leif Hem and Cele Otnes (2015). Consumers' Food Choice: Exploring Consumers' Preferences for Different Product Attributes for Hedonic and Utilitarian Foods. *British Food Journal*, Vol. 117 (12), 3039-3063.
- Mæhle, Natalia** and Magne Supphellen (2015). Advertising Strategies for Brand Image Repair: The Effectiveness of Advertising Alliances. *Journal of Marketing Communications*, Vol. 21 (6), 450-462.
- Torelli, Carlos J., Aysegül Özsumer, Sergio W. Carvalho, Hean Tat Keh, and **Natalia Mæhle** (2012). Brand Concepts as Representations of Human Values: Do Cultural Congruity and Compatibility Between Values Matter? *Journal of Marketing*, Vol. 76 (4), 92-108.
- Mæhle, Natalia**, Cele Otnes, and Magne Supphellen (2011). Consumers' Perceptions of the Dimensions of Brand Personality. *Journal of Consumer Behaviour*, Vol. 10 (5), 290–303.
- Norberg, Hans Martin, **Natalia Mæhle**, Tor Korneliusen (2011). From Commodity to Brand Image: Antecedents and Outcomes. *Journal of Product & Brand Management*, Vol. 20 (5), 368-378.
- Mæhle, Natalia** and Magne Supphellen (2011). In Search of the Sources of Brand Personality. *International Journal of Market Research*, Vol. 53 (1), 95-114.
- Mæhle, Natalia** and Rotem Shneur (2010). On Congruence between Brand and Human Personalities. *Journal of Product & Brand Management*, Vol. 19 (1), 44-53.

Conference proceedings (selected, last 10 years)

- Mæhle, Natalia**, Ingeborg A. Kleppe, and Natalia Drozdova (forthcoming). Green Crowdfunding: New Consumer Roles in Sustainable Economy. *European Advances in Consumer Research*.
- Mæhle, Natalia**, Ingeborg A. Kleppe, and Natalia Drozdova (2018). Green Crowdfunding: Extending Consumers' Role in Driving Sustainable Innovations. *2018 AMA Summer Academic Conference Proceedings*, Vol. 29, IN12-IN15.
- Mæhle, Natalia**, Ingeborg A. Kleppe, and Natalia Drozdova (2018). Crowdfunding Sustainable Future: The Role of Ordinary Consumers in Green Fundraising. *Proceedings of the 47th European Marketing Academy Conference "People Make Marketing"*, Glasgow, UK, 69.
- Mæhle, Natalia**, Cele Otnes, Nina Iversen, and Leif Hem (2017). Towards a New Framework of Eco-Food Consumption: The Importance of Contextual Drivers. *Advances in Consumer Research*, Vol. 45, 766-767.
- Jin, Daoyan, Halgeir Halvari, **Natalia Mæhle**, and Christopher Niemiec (2017). Quantification and Experience in Effortful Task: Moderating Role of Causality Orientation, Gender. *Advances in Consumer Research*, Vol. 45, 1037.
- Mæhle, Natalia**, Nina Iversen, Leif Hem and Cele Otnes (2017). Consumers' Perceptions and Attitudes toward Eco-Food: Importance of Contextual Factors. *Proceedings of the 46th European Marketing Academy Conference "Leaving Footprints"*, Groningen, the Netherlands, 2017, 32.
- Hauge, Elisabet S., Nina Kyllingstad, **Natalia Mæhle**, and Ann Camilla Schulze-Krogh (2016). Cross-Industry Innovation Capability for New Path Development. *Proceedings of the Regional Studies Association (RSA) Annual Conference 2016*, Graz, Austria, 161.
- Hauge, Elisabet S., Nina Kyllingstad, **Natalia Mæhle**, and Ann Camilla Schulze-Krogh (2016). Cross-Industry Innovation Capability for Path Renewal. *Proceedings of the 2016 Annual Conference of the EU-SPRI Forum*, Lund, Sweden, 112-113.
- Mæhle, Natalia** (2016). The Role of Business Incubators in the Regional Innovation Systems: The Stakeholder Perspective. *Proceedings of the 11th Regional Innovation Policies Conference 2016*, Cardiff, UK, 3.
- Mæhle, Natalia** and Stig-Erik Jakobsen (2015). The Importance of Cross-Industry Innovation Capability for Regional Branching: The Case of the Hordaland Region in Norway. *Proceedings of the Fourth Global Conference on Economic Geography 2015*, Oxford, UK, 39.
- Mæhle, Natalia** (2015). Gamification in Marketing: How Games Help to Engage Consumers. *Advances in Consumer Research*, Vol. 43, 798.
- Pettersen, Inger Beate and **Natalia Mæhle** (2015). Investigating the Role of Intermediaries in Open Innovation Projects with SMEs: An Empirical Study of Creative and Artisan Firms in Norway. *Proceedings of Research in Entrepreneurship and Small Business Conference 2015*, Croatia, 15.
- Mæhle, Natalia** (2015). Gamification: Driving Consumer Engagement and Participation in a Brand". *Proceedings of the 44th European Marketing Academy Conference "Collaboration in Research"*, Leuven, Belgium, 170.

- Mæhle, Natalia**, Nina Iversen, Leif Hem and Cele Otnes (2014). Exploring Psychographic Differences between Preference-Based Segments in a Food Choice Situation. *Advances in Consumer Research*, Vol. 42, 798.
- Mæhle, Natalia**, Nina Iversen and Leif Hem (2014). Food Choice: Differences between Preference-Based Consumer Segments. *Proceedings of the 43rd European Marketing Academy Conference "Paradigm shifts & Interactions"*, Valencia, Spain, 261.
- Mæhle, Natalia** (2014). Finding New Ways to Motivate Knowledge Workers: Why Gamification Can Be a Solution. *Proceedings of the 7th Annual Conference of the EuroMed Academy of Business*, Kristiansand, Norway, 1847-1849.
- Mæhle, Natalia** (2013). Eco-Food Consumption: The Roles of Ethics, Healthstyles, and Environment (Roundtable session). *European Advances in Consumer Research*, Vol. 10, 334.
- Mæhle, Natalia**, Cele Otnes, Nina Iversen, Leif Hem and Julian Hartman (2013). Exploring Consumer's Food Choice: Utilitarian vs. Hedonic Products. *Advances in Consumer Research*, Vol. 41, 805.
- Mæhle, Natalia**, Nina Iversen and Leif Hem (2012). "Classification of the Factors Influencing Ethical Consumer Choice: The Framework". *Advances in Consumer Research*, Vol. 40, 1117.
- Mæhle, Natalia**, Cele Otnes and Magne Supphellen (2011). Exploring Consumers' Perceptions of Brand Personality: A Qualitative Approach. *European Advances in Consumer Research*, Vol. 9, 572.
- Mæhle, Natalia**, Chunyan Xie, and Magne Supphellen (2009). Forming Brand Personality: Company-Based Vs. Consumer-Based Sources. *Advances in Consumer Research*, Vol. 36, 899-900.
- Torelli, Carlos, Aysegul Ozsomer, Sergio Carvalho, Hean Tat Keh, and **Natalia Mæhle** (2009). A Measure of Brand Values: Cross-Cultural Implications for Brand Preferences. *Advances in Consumer Research*, Vol. 36, 41-44.

Book chapters

- Mæhle, Natalia** (2015). Forbrukernes preferanser for ulike produkttegenskaper ved valg av matvarer – en conjoint-studie (Consumer Preferences for Different Product Attributes in Food Choice: A Conjoint Study). *Norske matvarer: Verdier, muligheter og utfordringer (Norwegian Food: Values, Possibilities and Challenges)*, ed. N. M. Iversen. Fagbokforlaget, 205-227.
- Mæhle, Natalia** and Rotem Shneor (2008). Blue, Red, and Green Consumers and Their Preferences for Brands: Marketing Application of Diversity Icebreaker. *Diversity Icebreaker: How to Manage Diversity Processes*, eds. Bjørn Ekelund & Eva Langvik. Human Factors Publishing: Oslo, 149-168.

PhD dissertation

- Mæhle, Natalia** (2008). *In Search of the Sources of Brand Personality*. Dissertation (PhD). Bergen: Norwegian School of Economics and Business Administration.

Reports

- Jakobsen, Stig-Erik, Pelle Engesæter, Olav Kvitastein, Natalia Mæhle, Torstein Nesheim, and Jarle Aarstad (2017). *Midtveisevaluering av Sivas Inkubatorprogram og Næringshageprogram (Midterm evaluation of Siva's Incubator and Business garden program)*. Report, Centre for Applied Research at NHH.
- Ulstein, Heidi, Kristina Wifstad, **Natalia Mæhle**, Sveinung Fjose, and Erik W. Jakobsen, (2014). *Evaluering av Norges Sjømatråd* (Evaluation of the Norwegian Seafood Council). Report, Menon.
- Iversen, Nina, Leif Hem, and Natalia Mæhle (2013). Markedsundersøkelser for Mills DA (Marketing surveys for Mills DA). Report, SNF.
- Iversen, Nina, Leif Hem, and Natalia Mæhle (2013). Markedsundersøkelser for COOP (Marketing surveys for COOP). Report, SNF.
- Iversen, Nina, Leif Hem, and **Natalia Mæhle** (2013). *Markedsundersøkelser for Rieber & Søn ASA* (Marketing surveys for Rieber & Søn ASA). Report, SNF.
- Iversen, Nina, Leif Hem, and **Natalia Mæhle** (2013). *Markedsundersøkelser for Tine SA* (Marketing surveys for Tine SA). Report, SNF.
- Iversen, Nina, Leif Hem, and **Natalia Mæhle** (2013). *Markedsundersøkelser for Nortura SA* (Marketing surveys for Nortura SA). Report, SNF.
- Mæhle, Natalia** (2010). *Kommunikasjon av Gourmet Produkter* (Communication of Gourmet Foods). Report, NCE Culinology.