

CURRICULUM VITAE

ALEXANDER FARESTVEDT HEM

19.01.1987

EDUCATION

- 2014 – 2019 **Philosophiae Doctor (PhD) – Specialization in Marketing**
NHH Norwegian School of Economics, Department of Strategy and Management
- 2011 – 2013 **Master of Science (MSc) – Economics and Business Administration –
Specialization in Marketing and Brand Management**
NHH Norwegian School of Economics

EMPLOYMENT

- 2019 - **Associate Professor of Marketing**
Kristiania University of Applied Sciences, Department of Marketing, School of
Communication, Leadership, and Marketing
- 2022 - 2025 **Adjunct Associate Professor of Marketing**
NHH Norwegian School of Economics, Department of Strategy and Management
- 2018 – 2019 **Assistant Professor**
Kristiania University of Applied Sciences, Department of Marketing, School of
Communication, Leadership, and Marketing
- 2014 – 2018 **Research Scholar**
NHH Norwegian School of Economics, Department of Strategy and Management

PROJECT MANAGEMENT EXPERIENCE

- 2021 - 2023 **Research Network Leader**
Interdisciplinary researcher network, Kristiania University of Applied Sciences, Bergen

SUPERVISION

Extensive experience supervising theses at both master's and bachelor's levels. At the Master of Marketing Management program in Oslo, I have served as main supervisor for a total of 33 master's students, typically supervising 2–6 theses annually on topics related to marketing, branding, and consumer behavior. At the bachelor's level, I supervise 6–12 theses each year at Kristiania University of Applied Sciences in Bergen, covering a wide range of applied marketing and communication topics.

My supervision emphasizes academic rigor, conceptual clarity, and practical relevance, encouraging students to connect theoretical insights with managerial and societal implications.

TEACHING

Extensive teaching experience across bachelor, master, and Ph.D. levels in marketing, branding, and management. I have served as course responsible and lecturer for a range of large and small courses, combining theoretical depth with applied learning approaches. My teaching portfolio includes courses in brand management, marketing communications, pricing strategy, research methods, and international marketing, delivered both in Oslo and Bergen.

At the master's level, I have been responsible for courses such as *Brand Management and Marketing Communications* and *Communication- and Media Strategy*, while at the bachelor's level, I have led several core marketing and branding courses, including *Marketing, Branding and Marketing Communications*, and *Marketing Communications*, with class sizes ranging from 30 to 450 students. In addition, I have contributed as a guest lecturer at the Ph.D. level in *Foundations and Frontiers of Management* at NHH Norwegian School of Economics.

My teaching emphasizes active learning, critical reflection, and research-based pedagogy, aiming to help students connect academic insight with real-world marketing practice.

PEDAGOGICAL TRAINING

- 2019 - 2020 **Foundational Pedagogy in Higher Education (15 ECTS)**
Kristiania University of Applied Sciences
- 2015 **Pedagogical Training for NHH Academic Staff**
NHH Norwegian School of Economics

OTHER RELEVANT PROFESSIONAL EXPERIENCES

- 2026 **Member of expert evaluation committee**
Kristiania University of Applied Sciences
Appointed member of the expert committee (sakskyndig komité) assessing Gry Agerup's application for promotion to Associate Professor, with responsibility for evaluating scholarly output, pedagogical competence, and overall academic qualifications in line with national standards.
- 2022 **External reviewer, PhD midterm evaluation**
Mari Haugerud Sjøgren – "Weather's Effects on Consumer Behavior"
University of South-Eastern Norway
Provided critical feedback and assessment as part of the formal midterm evaluation process for a PhD candidate, focusing on research progress, theoretical contribution, and methodological rigor.
- 2022 - **Member, Brandinnova Research Group (<https://www.nhh.no/en/research-projects-and-groups/brandinnova/>)**
Active member of a national research network on branding, innovation, and market-based change. Participation includes collaborative seminars, academic exchange, and contributions to joint research initiatives.

- 2020 **Member of expert evaluation committee**
 Kristiania University of Applied Sciences
Served as a member of the expert committee (sakskyndig komité) evaluating applicants for the position of Associate Professor in Marketing. Responsible for assessing academic qualifications, research output, and teaching experience in accordance with national criteria for associate professorships.
- 2019 - **Peer review for international journals**
 Journal of Brand Management
 Beta – Scandinavian Journal of Business Research
- 2020 - **Peer review for national journals**
 Magma - Tidsskrift for økonomi og ledelse

BOARD AND COMMITTEE MEMBERSHIP

- 2017 - 2018 **Board Member**
 Department of Strategy and Management Board, NHH Norwegian School of Economics
- 2015 – 2018 **Representative for Nontenured Academic Employees**
 Academic Appointment Committee, NHH Norwegian School of Economics
- 2015 – 2017 **Board Member**
 The National Research School in Business Economics and Administration (NFB)

PUBLICATIONS

JOURNAL ARTICLES

1. Bolann, E., Halpern, N. & **Hem, A. F.** (2025). How self-congruity with adventure activity images affects behavioural intentions toward adventure tourism destinations. *Consumer Behavior in Tourism and Hospitality*. <https://doi.org/10.1108/CBTH-02-2025-0044>
2. **Hem, A. F.** (2023). Merkedifferensiering: Hvorfor unik ikke nødvendigvis er best. *Magma - Tidsskrift for økonomi og ledelse*, 26(2), 96–103. <https://doi.org/10.23865/magma.v26.1279>
3. **Hem, A. F.** & Hem, L. E. (2023). Merkeaktivisme – muligheter og utfordringer. *Magma - Tidsskrift for økonomi og ledelse*, 26(1), 122–130. <https://doi.org/10.23865/magma.v26.1295>
4. **Hem, A. F.** & Supphellen, M. (2022). Developing and testing a typology of brand benefit differentiation. *Journal of Product & Brand Management*. 31(2), 238-251. <https://doi.org/10.1108/JPBM-06-2019-2412>

DOCTORAL THESIS

Hem, A. F. (2019). *Beyond uniqueness: Developing and testing a new typology of brand benefit differentiation*. [Doctoral Thesis, Norges Handelshøyskole]. <https://openaccess.nhh.no/nhh-xmlui/handle/11250/2640768>

CONFERENCE PAPERS

1. **Hem, A. F.** & Hem, L. E. (2025, May 22–23 – accepted). *Brand Activism: Does the Side You Take on Sociopolitical Issues Matter?* Johan Arndt Marketing Conference, Kristiania University of Applied Sciences, Oslo, Norway. <https://www.kristiania.no/ja25/>
2. Mamen, A. M. & **Hem, A. F.** (2025, May 22–23 – accepted). *Exploring Consumer Perceptions of Fairness in Human-Developed vs. AI-Based Pricing Algorithms*. Johan Arndt Marketing Conference, Kristiania University of Applied Sciences, Oslo, Norway. <https://www.kristiania.no/ja25/>

3. Mamen, A. M. & **Hem, A. F.** (2025, May 25–30 – accepted). *Exploring Consumer Perceptions of Fairness in Human-Developed vs. AI-Based Pricing Algorithms*. The European Marketing Academy (EMAC) annual conference, Madrid, Spain. <https://www.emac2025conference.org/r/default.asp?id=JJGKLD>
4. Bolann, E., Halpern, N. & **Hem, A. F.** (2024, September 18-20) *Self-congruity and appraisals for tourism destinations with a hard versus soft adventure brand positioning: A two-condition within-participant approach*. [Conference presentation]. The 32nd Nordic Symposium on Tourism and Hospitality Research. Stavanger, Norway. <https://www.uis.no/en/about-uis/the-32nd-nordic-symposium-on-tourism-and-hospitality-research>

WORK IN PROGRESS

1. **Hem, A. F.** & Hem, L. E. Brand Activism: Does the Side You Take on Sociopolitical Issues Matter?
2. **Hem, A. F.** & Bergkvist, L. Promoting Less: Comparing Sufficiency and Demarketing Appeals Through the Lens of Psychological Reactance and Construal Level
3. Mamen, A. M. & **Hem, A. F.** Exploring Consumer Perceptions of Fairness in Human-Developed vs. AI-Based Pricing Algorithms