

USN's PhD Programme in Marketing Management

Midterm Evaluations 2016

December 15 at USN, Campus Ringerike

Welcome to the midterm evaluations of Afra Koulaei!

At a Midterm Evaluation, the PhD candidate present his or her work and is evaluated by two opponents who have been appointed by the Programme Board. The opponents shall assess the academic status and progress of the PhD work and provide feedback to the PhD candidate, the supervisor and the Programme Board. The intention of a midterm evaluation is primarily to assist the PhD candidate in identifying circumstances involving a risk that the project will stop or be delayed, along with providing input that can improve the quality of the work.

The School of Business at USN would like to invite colleagues and others interested to participate in the midterm evaluations taking place at Campus Ringerike. Please make sure you are seated before the session starts, and note that there might be changes in the program.

The midterm evaluation of Afra Koulaei, 15th of December

Supervisor: Professor Fred Selnes, BI and USN

Co-supervisor: Professor Håvard Ness, USN

Program

Time	Program/Presentation
13:00	Welcome and short introduction Marit Engeset , Associate Professor and member of the Programme Board
13:10	The effect of team member change on advertising creativity Afra Koulaei , PhD candidate
13:45	Discussant Miha Skerlavaj , Professor at BI
14:15	Break
14:30	Discussant Lise Feirud , Associate Professor at USN
15:00	Q&A from the audience, chaired by Marit Engeset
15:15	Break and the audience leaves
15:25	The evaluation group discuss with candidate, supervisors and the Board Member

About the PhD-candidate and the Evaluation Group:



Afra Koulaei is a PhD-student in the Marketing Management programme. Her research focuses on creativity and the psychological mechanisms and team dynamics that promotes team creativity. Her supervisors are professor Fred Selnes at BI/USN and professor Håvard Ness.

About her research: *How balancing novelty and relevance depends on team composition. The effect of team member*

change on advertising creativity: Given that advertising creativity is the result of an appropriate balance between creating novelty and relevance, how should managers organize teams that generate such an appropriate balance? Managers can change team composition by rotating members across teams allocated to different clients and various creative tasks. Changing team composition is likely to affect the two dimensions of creativity that is novelty and relevance. Newcomers are likely to contribute to novelty dimension of creativity, whereas old-timers are likely to contribute to relevance dimension of creativity. The current study develops testable propositions related to the relationship between team composition and advertising creativity, and tests the theory by analyzing a number of advertising teams across various ad agencies with different policies for organizing team compositions.



Miha Škerlavaj is a Professor of leadership and organizational behavior at BI Norwegian Business School and an adjunct professor at the University of Ljubljana. He is an engaged teacher and awarded researcher in the field of proactive and prosocial behaviors at work, interpersonal relationships and organizational development and change. Among many other venues, he published in prestigious international publications such as the Academy of Management Journal, the Leadership Quarterly and the Human Resource Management, and a book Capitalizing on creativity: Fostering the implementation of creative ideas at work. His research appeared in media such as The New York Times and Harvard Business Review official

FB page. He has extensive practical experience through workshops, trainings and consulting assignments predominantly for clients in Europe and Asia. He is involved in research collaboration projects with international organizations and regularly facilitates invited workshops with practitioners on organizational development and change, leadership and innovation management-related topics. More at his blog <http://www.mihaskerlavaj.net>, Twitter (@SkervlavajMiha), LinkedIn (mihaskerlavaj) and WeChat (Miha Skerlavaj).



Lise Feirud is an Associate Professor in marketing at USN. She holds a PhD in Marketing from the University of Melbourne, which focused on safeguarding mechanisms in channel relationships. She is an enthusiastic lecturer, mentor and supervisor. Inspired by her extensive practical experience within management, marketing, communication and strategy from computer and shipping industries, her research areas of interest include channel relationship management, marketing communication and strategy. More information on LinkedIn (www.linkedin.com/in/lisefeirud).