

## Welcome to the Midterm Evaluation of Kristin Bentsen

May 27, 2019 , Campus Drammen, A3502

### Program

Time	Program/Presentation
10:00	Welcome and short introduction <b>Marit Engeset</b> , Associate Professor and Program Board Member
10:10	<i>Co-creating local food markets: A Market System Dynamics Perspective</i> <b>Kristin Bentsen</b> , PhD candidate
10:45	Discussant <b>Cele Otnes</b> , professor at the University of Illinois at Urbana-Champaign.
11:15	Break
11:30	Discussant <b>Nina Veflen</b> , professor at BI and USN
12:00	Q&A from the audience, chaired by <b>Marit Engeset</b>
12:15	Break and the audience leaves
12:25	Discussions with evaluators and supervisors

### About the PhD-Candidate and Evaluation Group:



**Kristin Bentsen** is a PhD-student in the Marketing Management Program. Her research takes a market system dynamics perspective on innovation and entrepreneurship in the context of retailing and marketing. Of particular interest is how a market system dynamics perspective can be applied to renew our understanding of consumer adoption. Her supervisor is Professor Per Egil Pedersen, USN.

#### About her research:

The overall purpose of this research is to investigate how and why market innovations such as local food markets emerge, change and vary. In traditional marketing literature, adoption models explain why consumers choose to adopt products and services, developed by producers and providers. However, they fall short in explaining how multiple stakeholders create markets over time, because this is not the purpose of these theories. Currently, another approach, a market system dynamics perspective, is unfolding in the consumer culture literature of marketing. This perspective proposes a contrasting view. Markets are understood as social multilevel systems that are co-created between consumers and producers. This allows us to address the complexity of how and why markets emerge, change and vary.



**Cele Otnes** is the Anthony J. Petullo Professor of Business Administration, Professor of Marketing, and Head of the Department of Business Administration at the University of Illinois at Urbana-Champaign. She is an adjunct professor of marketing at the Norwegian School of Business and Economics (NHH). Her research primarily focuses on understanding how ritualistic consumption shapes the experiences of consumers within and outside of the marketplace (e.g., in broader cultural domains). She recently published *Royal Fever: The British Monarchy in Consumer Culture* with Pauline Maclaran (Univ. of California Press, 2015). With Elizabeth Pleck, she co-authored *Cinderella Dreams: The Allure of the Lavish Wedding* (University of California Press, 2003), and has co-edited several books on rituals and consumption, including *Gender, Culture, and Consumer Behavior* with Linda Tuncay Zayer (Routledge 2012). Her work appears in the *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Advertising*, and *Journal of Contemporary Ethnography*, among others. She primarily teaches courses in consumer behavior (undergraduate) and qualitative research methods (doctoral at Illinois and NHH). She has served as co-chair of the Association for Consumer Research European and North American conferences, and of the Qualitative Data Analysis workshop.



**Nina Veflen** is professor at BI Norwegian Business School, where she also received her Ph.D. in marketing back in 2006, and professor II at USN. Her main research interest is in the interface of consumer behavior and innovation and cover topics as sensory experience, emotion, thought and behavior, in relation to topics as safety, health, risk and novelty. Most of her research (>30 peer reviewed articles) is conducted within a food context.

### **About the Midterm Evaluations at USN**

At a Midterm Evaluation, the PhD candidate present his or her work and is evaluated by two opponents who have been appointed by the Program 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 Program 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 Drammen. Please make sure you are seated before the session starts, and note that there might be changes in the program.