

Exchange Week for foreign visiting professors
8 - 12 April 2024
Iscte, Lisbon

Professor Christina Öberg
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Country Sweden

Brief CV

Christina Öberg is professor/Chair in Marketing and International Business at Linnaeus University, and affiliated with the Ratio Institute, Stockholm. She obtained her PhD in 2008, became an associate professor in 2012 and a full professor in 2014. She has been a visiting scholar at Harvard University, Stanford University, and the University of Exeter, among others. She has an industrial background from leading positions in finance. Her research interests include new ways to pursue business, including the sharing economy and effects of additive manufacturing. She is the Chair of the Nordic Academy of Management. She has previously published in such journals as the Journal of Business Research, Industrial Marketing Management, Supply Chain Management: An International Journal, Entrepreneurship, and Regional Development, Information Technology & People, Production Planning & Control, and Journal of Product Innovation Management.

On-going research topic

The reorganising of markets and change, and how this affects incumbent actors as well as new firms/individuals as market actors. I have studied digital disruption, the sharing economy, 3D printing, etc. in the past and interest myself for market change.

Relevant publications

Öberg, C. (2023), "Disruption and the ecosystem: The changing roles of ecosystem stakeholders in the course of disruption", Technological Forecasting and Social Change.

Öberg, C. (2023), "Towards a typology of sharing economy business model transformation", Technovation

Öberg, C. (2023), "Neuroscience in business-to-business marketing research: A literature review, co-citation analysis and research agenda", Industrial Marketing Management

Topic of lecture for the students

Disruption in industry - more than just technology

Outline of lecture for the students

The seminar would focus on how in addition to technological disruption, we currently experience a disruption of the organising of markets and moreover: of logics. Examples from the music industry, sharing economy and other related industries will be provided and discussed related to sustainability, ownership and control. The seminar will start with an overview and then move into interactive workshops reflecting the organising and logics of markets ahead.