

PUBLICATIONS/PRESENTATIONS 2000-2020

Professor Svein Ottar Olsen, Tromsø University Business School, University of Tromsø

Publications in international referee journals

- Olsen, Svein Ottar** (1999), "Strength and Conflicting Valence in the Measurement of Food Attitudes and Preferences". *Food Quality and Preference* 10, 483-494
- Olsen, Svein Ottar** (2001). Consumer involvement in seafood as family meals in Norway: an application of the expectancy-value approach, *Appetite*, 36 (2), 173-186.
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- Olsen, Svein Ottar** (2002b)*. Comparative Evaluation and the Relationship Among Quality Performance, Customer Satisfaction and Repurchase Loyalty. *Journal of the Academy of Marketing Science*. 30 (3), 24-249.
- Olsen, Svein Ottar** (2003). Understanding the Relationship between Age and Seafood Consumption: The mediating Role of Attitude, Health Involvement and Convenience. *Food Quality and Preference*, 14(3), 199-209
- Toften, Kjell & **Olsen, Svein Ottar** (2003). The Effect of Export Market Information on Organizational Knowledge and Firm Performance. *International Marketing Review*, 20 (1), 95-110.
- Honkanen, Pijo, **Olsen, Svein Ottar**, & Myrland, Øystein (2004). Preference-Based Segmentation: A Study of Meal Preferences among Norwegian Adolescents. *Journal of Consumer Behavior* 3 (3), 235-250.
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- Olsen, Svein Ottar** (2004). Antecedents of Seafood Consumption Behaviour: An Overview. *Journal of Aquatic Food Product Technology*, 13 (3), 79-91.
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- Pienlak, Zuzanna, Verbeke, Wim, Vermer, Iris, Brunsø, Karen, & **Olsen, Svein Ottar** (2007). Consumer interest in fish information and labeling: Exploratory insights. *Journal of International Food & Agribusiness Marketing*, 19 (2/3).
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Publications under revision/review

- Khoi, N. H., **Olsen, S. O.** & Tuu, H. H. (2020). Patterns of forming entrepreneurial intentions: Evidence in Vietnam. *Entrepreneurship Research Journal (Under revision)*
- Nghia, H. T., **Olsen, S. O.**, & Trang, M. (2020). A dual process of shopping well-being across shopping contexts: The role of shopping values and impulse buying. *Asia Pacific Journal of Marketing and Logistics* (under first revision).
- Tuu, H.H., **Olsen, S.O.**, & Khoi, N. H. (2020). How consumer innovativeness, technological expertise, and consideration set size can explain mobile commerce use: An extended understanding using a moderation-mediation model. *Information Systems and e-Business Management*. (under first revision).
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Publication ready for submission (old stuff)

- Olsen, Svein Ottar** (2005). Explaining Adolescents' Attitudes and Intention to Consume: The Role of Ambivalence, Conflict and Self-Identity.
- Honkanen, Pirjo, **Olsen, Svein Ottar** & Verplanken, Bas (2005). The relationship between personal value and loyalty: A segment-based approach.

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- Rørtvedt, Asbjørn, Haugtvedt, Curtis, **Olsen, Svein Ottar** (2010). Goal-derived categories and convenience: Influences on consideration set formation. *Journal of Consumer Behaviour*.
- Skallerud, Kåre & **Olsen, Svein Ottar** (2011). An examination of consumers' impulse buying for ready meals. Under revision in *Food Quality and Preference*.
- Rørtvedt, Asbjørn & **Olsen, Svein Ottar** (2011). Dimensions for consumer knowledge and its effect on consideration set size. Ready for submission
- Cong, Chi Le & **Olsen, Svein Ottar** (2012). The relationship between quality, satisfaction and loyalty: A study of destination beaches among Vietnamese visitors (in progress).

Book-chapters

- Olsen, Svein Ottar** (2006). Issues in exploring consumer attitudes and choice of seafood. In Frank Asche (red). *Primary industries facing global markets: The supply chains and markets for Norwegian foods*. Universitetsforlaget, pp. 292-325
- Pieniak, Zuzanna, Verbeke, Wim, Brunsø, Karen & **Olsen, Svein Ottar** (2006). Consumer knowledge and interests in information about fish. In J.B. Luten et al (red). *Seafood research from fish to dish: Quality, safety and processing of wild and farmed seafood*. Warnings Academic Publishers, pp. 229-240.
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Presentations/publications in scientific conferences

- Olsen, Svein Ottar** (2000). Comparative Evaluation and the Relationship Between Beliefs, Attitudes and Behaviour, Research seminar in psychology, Department of Psychology, University of Tromsø, 24.11.00
- Olsen, Svein Ottar** (2002). Absolute versus Relative Evaluation: The Case of Perceived Quality and Customer Satisfaction. Dr. seminar in Marketing, Texas Tech University, School of Business administration, 08.02.02.
- Olsen, Svein Ottar** (2003), Antecedents of Seafood Consumption Behaviour. *Keynote presentation on Trans Atlantic Fisheries Technology Conference*, Reykjavik, Iceland, June 10-14, 2003.
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- Olsen, Svein Ottar** (2007). Satisfaction, loyalty and habit: An integrated discussion from an attitude-behavioural perspective. Research seminar in Marketing, Facultad de Economia y Empresa, Universidad de Murcia, 22 de marzo de 2007.
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- Honkanen, Pirjo & **Olsen, Svein Ottar** (2007). The role of ethical concern on evaluation of farmed cod. The 4th SEAFOODplus Conference, 4th-6th June 2007, Bilbao, Spain
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PhD veiledning

1. Kjell Toften, (PhD-2004)
2. Pirjo Honkanen, (phD-2006) m/ Bas Verplanken)
3. Alina Tudoran, (PhD-2010)
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5. Ho Huy Tuu, (PhD-2011)
6. Huynh Thi Xuan Mai (PhD-2013)
7. Anders Wien Hauge (PhD-2015)
8. Siril Alm (PhD-2015)
9. Morten Heide (PhD-2017)
10. Lars Moksness (PhD-2018)
11. Tatiana Pozolotina (2021)
12. Bjørn Tore Nystrand (2021/22)
13. Florent Govaerts (23/24)
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