



READY TO COLLABORATE

UMEÅ SCHOOL OF BUSINESS,
ECONOMICS AND STATISTICS

USBE
2018



UMEÅ SCHOOL OF BUSINESS,
ECONOMICS AND STATISTICS

UMEÅ UNIVERSITY

THE CHAIR HAS THE FLOOR

In 2018, Umeå University and the Umeå School of Business, Economics, and Statistics (USBE) earned AACSB accreditation. AACSB, the Association to Advance Collegiate Schools of Business, organizes business schools worldwide, and its accreditation sets an international standard for quality management. Already in 2012, the business school began the process of qualifying for this accreditation. Since this process began, the business school has systematically and continuously worked to a greater extent on improving the quality of its education, research, and collaboration.

Central to the system of accreditation is continuous improvement and that the school maintains its engagement and impact in education, research, and collaborative activities, and the school must regularly prove that it meets the requirements of the AACSB. Thus, the accreditation becomes an important steering instrument for further strengthening the school's already high quality of education, research, and collaboration in the long term.

I would like to thank all the employees and students of USBE for their solid commitment that has made this accreditation possible!

ANNA THOURSIE,
CHAIRPERSON OF THE BOARD





In the front: Sofia Lundberg, Maria Hedblom, Mikael Öhlund, Anna Thoursie, Ruth Mannelqvist. At the back: Marie Eriksson, Lars Silver, Rasmus Clausson, Xavier de Luna, Mikael Lindbäck, Gabriel Wallin, Lars Persson, Louise Ring, David Granlund, Sören Kock, My Persson. Missing in the photo: Ulrica Nylén and Per-Olof Ågren.

BOARD OF DIRECTORS OF USBE IN 2018

The Board of Directors is responsible for the USBE's overall, long-term mission, the school's vision, goals and strategies regarding education, research, as well as activities connected with business life and administration.

Anna Thoursie

Chairperson, Chief Economist, PhD, Management

Sören Kock *New member*

Vice Chairperson, Professor in Entrepreneurship and Management, Rector Executive Education and Operations, Vaasa, Hanken School of Economics

Sofia Lundberg

Dean of USBE

Maria Hedblom *New member*

CEO Sparbanksstiftelsen Norrland & Sparbanksstiftelsen Norrlands Riskkapitalstiftelse

Louise Ring

HR Director, Axfood

Mikael Öhlund *New member*

CEO Umeå Kommunföretag

INTERNAL BOARD MEMBERS

Xavier de Luna

Professor, USBE, Department of Statistics, teacher representative

David Granlund *New member*

Senior Lecturer, USBE, Department of Economics, substitute

Ruth Mannelqvist

Dean, Umeå University, Faculty of Social Sciences

Ulrica Nylén *New member*

Senior Lecturer, USBE, Department of Business Administration, teacher representative

Thomas Olofsson

Professor, Umeå University, Department for Applied Physics and Electronics, teacher representative

Gabriel Wallin *New member*

PhD student representative, Department of Statistics

Per-Olof Ågren *New member*

Senior Lecturer, Department of Informatics, teacher representative

STUDENTS REPRESENTATIVES

elected by the Umeå University students union

My Persson

Chairperson of HHUS Student Association

Rasmus Clausson

Chairperson, Quality Committee, HHUS Student Association

CO-OPTED MEMBERS

Marie Eriksson

Associate Head, USBE, Department of Statistics

Mikael Lindbäck

Head of Administration, USBE

Lars Persson *New member*

Associate Head, USBE, Department of Economics

Lars Silver

Associate Head, USBE, Department of Business Administration

WORDS FROM THE DEAN

I agree with our chairman's delight that at the beginning of 2018 we got the good news that Umeå University and USBE are now among the 5 percent of the world's business schools to have earned an AACSB accreditation.

The AACSB standards provide us with a framework for continuous improvement, and they positively affect us on a daily basis. The process of earning the accreditation has been truly rewarding in many respects; for example, it has contributed to the identification and recognition of activities related to faculty interaction with the business community. Another rewarding part is the assurance of learning system. All in all, the accreditation is a confirmation of our ambition to continuously improve, and through education, research, and collaboration make a difference - which is possible thanks to our students, employees, and partners.



The year has been eventful, and we conclude that in many ways we are a business school at the forefront in the field. This is evident by, among other things, our internationally strong research, our attractive education programs, our interesting and relevant collaborative activities, and our successful applications for research funding. In this summary of the year, we present some of the efforts and activities from the business school and its departments. We are at the same time looking forward to an exciting 2019 and the celebration of 30 years as a business school at Umeå University!

SOFIA LUNDBERG, DEAN OF USBE



BUSINESS ADVISORY BOARD

The Umeå School of Business, Economics and Statistics has a Business Advisory Board (BAB) which is made up of experts from the business community and the public sector collaborating with the school in order to develop the school's activities. BAB meets twice a year. Two new members was appointed during 2018.

BOARD MEMBERS INCLUDE
THE FOLLOWING:

Göran Ernstson,
Umeå Energi AB

Nils-Olof Forsgren,
Uminova Innovation AB

Marie Johansson,
Swedbank

Peter Juneblad,
Umeå Municipality

Torbjörn Lahti,
Planeco Nord

Sofia Lundberg,
USBE (convener)

Anna-Karin Nilsson,
Gullers Grupp

Anna Pettersson,
Region Västerbotten

Peter Renkel,
Konftel AB

Oskar Riby,
Uminova eXpression

Tom Sarin,
Log Max AB

Ann-Christine Schmidt, *New member*
Skellefteå Kraft

Kristina Säfsten, *New member*
Öviks Energi

Royne Söderström,
Akademiska Hus

INTERNATIONAL ADVISORY BOARD

The International Advisory Board (IAB) is an influential group of global policy and business leaders. The collaboration with IAB strengthens the school's international contacts and creates conditions for continuous dialogue with representatives of international business community and academia from many different countries. IAB meets once a year for a couple of days. In between the meetings we stay in touch with the individual members of the group as regards various questions which reflect their special areas of expertise.

BOARD MEMBERS INCLUDE
THE FOLLOWING:

Dr. Rob Britton, Principal AirLearn, and Adjunct Professor, Georgetown University, USA

Professor Stewart Clegg, University of Technology Sydney, Australia also Honorary Doctor at Umeå University

Professor Marian Geldner, Professor of Economics, Warszawa School of Economics, Poland

Dr. Devi R. Gnyawali, Professor and Director of Graduate Programs and Head of Department of Management, Pamplin College of Business, Virginia Tech, Colorado, USA

Håkan Olofsson, Vice President, Internal Audit at Ball Corporation, Colorado, USA

Guy Pfeffermann, Founder & CEO of the Global Business School Network, Washington, DC, USA

Professor Marianne Stenius *New member*
Professor and Rector Emerita, Hanken School of Economics, President of EIASM, Helsinki, Finland

Dr. Lois Stevenson, Entreprenologist (consulting) at Self-employed, Ottawa, Canada

Dr. Simone Raschig, Global Controlling, SAP SE, Walldorf, Germany

Dr Emma Zetterdahl, Economist, Amazon, Seattle, Washington, USA

CONTACT INFORMATION

MANAGEMENT TEAM 2019

Dean USBE

Sofia Lundberg
sofia.lundberg@umu.se
+46 90-786 52 06
+46 70-374 92 55



Associate Head of
Business Administration

Lars Silver
lars.silver@umu.se
+46 90-786 67 98
+46 70-931 08 72



Associate Head
of Economics

Lars Persson
lars.persson@umu.se
+46 90-786 58 45
+46 70-605 38 54



Associate Head
of Statistics

Marie Eriksson
marie.eriksson@umu.se
+46 90-786 61 08
+46 70-234 61 79



Head of Teaching and
Learning

Karl Johan Bonnedahl
karl.bonnedahl@umu.se
+46 90-786 65 24
+46 70-256 54 18



Head of Administration

Mikael Lindbäck,
mikael.lindback@umu.se
+46 90-786 54 40
+46 70-664 44 13



Communication

Susanne Schmidt
susanne.schmidt@umu.se
+46 90-786 56 42



Career Center/
Alumni Club

Rickard Lindberg
rickard.lindberg@umu.se
+46 90-786 68 04



THIS IS USBE

Umeå School of Business, Economics and Statistics (USBE) is a university-based business school firmly rooted in the region, nationally influential and internationally respected.

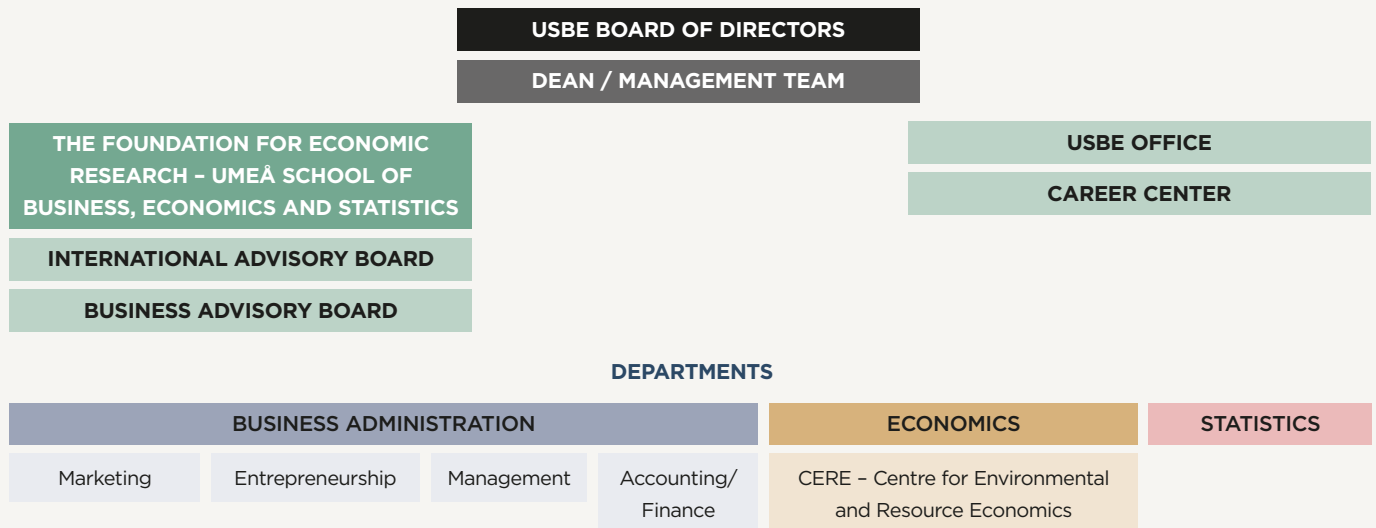
USBE with its units for business administration, economics, and statistics offers students, employees, and partners an international environment located centrally on the Umeå University campus. In collaboration with industry, the public sector, and selected partner universities, we take advantage of our own and our partners' strengths in order to ensure high quality in both education and research. Our researchers have international impact, and they engage at various levels in the social debate as experts and as members of councils, boards, and committees.

USBE'S MISSION

"USBE creates knowledge in interaction with stakeholders to develop responsible leaders with a sustainability orientation for a local and global society."

This goal is implemented at USBE by:

- providing a high-quality adaptive learning environment that stimulates professional independent thinking for future challenges;
- providing a dynamic environment enabling discipline-based research with high international standards in strong research profiles;
- acting as a catalyst and partner to generate and share knowledge and experience in cooperation with business and the community.





A WIDE RANGE OF PROGRAMS AND COURSES IN AN INTERNATIONAL ENVIRONMENT

We provide an excellent academic environment where teaching is closely linked to theory and practice. The knowledge and skills gained in the course of study give the students a solid foundation in business administration, economics, and statistics and allow them to choose a specialization in various fields.

In 2018, we welcomed 3333 students to the business school. We offer 12 programs and 165 courses as well as opportunities to study parts of the education abroad. Each year, a large number of ex-

change students come from different parts of the world, and this contributes to an international study and work environment.

With us, students learn analytical skills and develop critical thinking. Through the learning processes, they gain their knowledge in broader contexts and are encouraged to be creative and committed.

An important part of the quality work for education is our pedagogical and methodological development. The pedagogical seminar series contributes to this, as does the teacher's guide for group work - which was written as a result of a pedagogical project in 2018. Also, several of our teachers have received appointments this year in accordance with Umeå University's pedagogical promotion system.

STUDENT MOBILITY AT USBE



” *What I enjoyed most about this academic experience was the opportunity to work directly with companies. All the lectures were really concrete and we knew that our work will benefit a company.”*

Exchange student from France

During the past year, we have had the opportunity to sign a new student and teacher/staff mobility agreement with the AACSB accredited MCI Management Center Innsbruck in Austria. An agreement that helps us expand our portfolio of agreements to more countries within Europe.

172 *incoming students in 2018*

131 *outgoing students in 2018*

64 *student mobility agreements*

We welcomed 172 incoming students from all over the world during 2018, and these students contribute to the international and dynamic education environment at USBE. Among our students, 131 chose to undertake exchange studies and 19 chose to undertake internships abroad during the year.

” *I really liked the fact that the teachers try to cultivate our critical spirit by teaching us how to confront theories and how to critically analyze a topic, and they always encourage active participation during the lectures.”*

Exchange student from France

MANY OPPORTUNITIES

All programs at USBE have at least one semester open for studies abroad, and some of the programs have as many as three semesters designated for studies abroad. We have about 60 partner universities, chiefly in Europe, but also in Brazil, India, China, Mexico, South Africa, Russia, and China - all of them selected especially for our students. Students who would like to study further away can avail themselves of Umeå University's global agreement offering an opportunity to study in North America, Oceania, and Asia.

OUR STUDENTS

USBE is a top school at Umeå University with regards to student mobility. Of all the students who go on to study abroad under the Erasmus exchange program, 40% come from USBE.

Almost half of our students following the Professional Degree Programs study abroad in their third year, and one-fourth of our Professional Degree Programs and Master's Programs students do the same at the advanced level.

THE FUTURE

We offer our students a wide range of high-quality options, hoping that as many as possible will take this opportunity and gain valuable experience while studying abroad.

” *My exchange enabled me to take courses that was not offered at home and experience a different system of study. Apart from the academic gains of going on an exchange, I also gained friends from all over the world and got to experience how it is to live in a completely different country.”*

Outgoing exchange student to The Czech Republic

THE FOUNDATION OF PER AND EIVOR WIKSTRÖM

The aim of the Foundation is to support cooperation and integration in the teaching, research, and study of economics and law in French-speaking countries. The Foundation tries to achieve this aim primarily by funding scholarships granted to individual researchers and students at USBE at Umeå University.

40 *students were awarded scholarships by The Foundation of Per and Eivor Wikström in 2018*

139 *persons working at USBE, including 61 women and 78 men*

165 *courses offered at USBE in 2018*

139 *million SEK - turnover in 2018*

USBE'S GRADUATION CEREMONY 2018

USBE's annual graduation ceremony is a fine tradition and it is gratifying that so many relatives and friends to our students participate and give attention to their fine achievements. Aula Nordica with its thousand seats was also filled this year when 210 students received a diploma from the dean. During the ceremony also some awards were handed out.



THE USBE PEDAGOGICAL PRIZE

The USBE Pedagogical Prize in 2018 was awarded to Galina Biedenbach, Senior Lecturer in Business Administration, for her pedagogical efforts that challenge students while supporting student learning.

In her courses, Galina uses a variety of different teaching activities that support both group learning and the individual students' learning. This approach makes it possible for Galina to see and support individual students even in larger classes.

Her use of real-life cases and interactive exercises creates possibilities for students to test and apply their acquired knowledge. One example of successful work with such experiential learning is the advanced-level course on strategic marketing planning where students write marketing plans for organizations.

Galina's engagement in developing teaching and pedagogy is not only evident to her students, but also to her colleagues through her engagement in program development and assessment committees.

USBE SCIENTIFIC AWARDS

The scientific prizes are awarded by USBE Research Institute to celebrate scientific writing and to distinguish high-quality research in the fields of business administration, economics and statistics.

The prizes for 2018 went to Herman Stål, Department of Business Administration and Lina Schelin, Department of Statistics.



RISEB'S THESIS AWARD FOR SUSTAINABILITY AND BUSINESS ETHICS

The Research Institute for Sustainability and Ethics in Business (RiseB.se) at USBE announce an annual thesis award with a view to encouraging business students to become interested in and to acquire a deeper understanding of sustainability issues and business ethics. The cooperation partner is Umeå Energi, which finances the award.

In 2018, Matilda Bergman, Lina Håkansson, and Moa Dahlbacka from Mälardalen University were awarded the thesis prize scholarship for their thesis "The application of scarce resources to unlimited wants: Service organizations' economic responsibility for the future - Strategic management towards sustainability from a Scandinavian perspective."



THE ALUMNI SCHOLARSHIP PRIZE

The prize honors students who have contributed positively to the school's learning environment. The scholarship is awarded in cooperation with Swedbank, and the recipient of the 2018 scholarship was André Netzén Örn, a student in the Master's Program in Economics and also a student in Business Administration.

THE UMEÅ STUDENT UNION STUDY ADVISOR PRIZE



The Umeå Student Union Study Advisor Prize went to Gisela Taube Lyxzén, at USBE, for "inspiring and committed work in the role of study advisor".

She is a study advisor who, according to the motivation for the award, always encourages the students and "supports the student's ability to handle tough situations when it comes to choices in their education".

- My pedagogic focus is primarily on listening to the student and by asking questions helping the student to come to a conclusion about what he or she really wants, says Gisela.

Many times it helps to ease the burden just to be able to talk about things and to hear yourself say what you think and feel and to hear that someone believes in you.

Gisela has, during her 26 years as a study advisor at USBE, acquired a lot of experience and knowledge, and she is a problem solver with a broad network of contacts with administrators in different functions within the university who can be of help to the student in different situations.

- The fact that there are several study advisors at the business school has meant a lot for how our study advising routines have developed, says Gisela. We are a great team!

The prize was awarded at the Spring Graduation at Umeå University in May.

USBE AT SACO STUDENT FAIR 2018

Just as the year before, USBE participated last November in SACO Student Fair in Stockholm. It is one of Sweden's largest educational fairs.

PROGRAM PORTFOLIO AT USBE

PROGRAMS CONDUCTED IN SWEDISH

Undergraduate Program
Statistics Program 180 credits

PROFESSIONAL DEGREE PROGRAMS

Integrated Undergraduate and Master's level.
- Business Administration and Economics Program* 240 credits
- Service Management Program 240 credits
- Retail and Supply Chain Management Program 240 credits

PROGRAMS CONDUCTED IN ENGLISH

Professional Degree Programs
- International Business Program* 240 credits
**In these programs it is possible to choose to specialize in either the fields of business administration or economics.*

MASTER'S PROGRAMS

Master's Program in Accounting 120 credits
Master's Program in Business Development and Internationalization 120 credits
Master's Program in Economics 120 credits
Master's Program in Finance 120 credits
Master's Program in Management 120 credits
Master's Program in Marketing 120 credits
Master's Program in Statistical Sciences 60 credits

SINGLE SUBJECT COURSES

USBE offers a wide variety of courses in business administration, economics and statistics in both Swedish and English. A smaller number of courses are offered as online courses.

PHD STUDIES

USBE offers PhD programs in the subjects business administration, economics and statistics. The PhD programs consists of four years of full-time study and are composed of a course component and a thesis component.



Swedish Trade Federation - the Chairman's Award 2018
Rebecka Skoog, a student in the Retail and Supply Chain Management Program, received the Chairman's Award of the Swedish Trade Federation, a scholarship of

50 000 SEK. It is the fourth consecutive year that the prize goes to a student at USBE.



The Swedish Project Academy Award 2018
Viktoria Nacsas and Sandra Wennesjö in the Service management Program were awarded the Swedish Project Academy Award for their thesis written in 2018.



THE GLOBAL GOALS
For Sustainable Development

SUSTAINABILITY AT USBE

USBE is at the forefront at Umeå University when it comes to sustainability. We have been ISO 14001 certified since 2015, and we upgraded our certificate to the new ISO standards during 2018.

Our “product” is knowledge, and our main environmental impacts are thus indirect and positive. Based on our own research and the findings of others, we share knowledge about sustainable development. Our impact on sustainability is therefore mostly indirect through education, research, and collaboration at our three different departments. In addition, we are working to keep our direct impact on a sustainable level. A few of our activities on sustainability during 2018 are presented below.

17 GOALS IN 17 WEEKS

To highlight the 17 global sustainability goals, and to illustrate the wide array of involvement in sustainability one can find at USBE, we launched an initiative called #17goals17weeks in the fall semester. The idea was to present one global goal per week and examples of how we are working toward the goal in our education, research, and collaboration with others. We made over 40 posts in social media during the fall, and the initiative helped us to spread the image of a sustainability-oriented business school.

SUSTAINABILITY DAY

The USBE Sustainability Day is an annual event where faculty, students, and people from the surrounding community come together to be inspired by good examples from invited firms. The theme of 2018 was “Targeting sustainability”, and 117 participants listened to representatives from Max Burgers, PWC, Axfood/Willys, Polarbröd and Sustainergies.

IDEAS FOR LOCAL AND GLOBAL CHALLENGES

The students in the course “Social and Environmental Entrepreneurship” turned Lindellhallen for one day into an idea fair. The students took the opportunity to present their projects where they develop suggestions for products, services, and activities to solve local and global societal challenges. The fair became a part of the #17goals17weeks initiative, and Sveriges Radio broadcasted from the event.

WASTE ECONOMICS WORK-SHOP

USBE and CERE hosted a workshop on the theme “Waste Economics”. Approximately 50 participants from USBE, the public sector, and businesses gathered for a full day of work. The focus was on the waste hierarchy and how environmental effects and sustainability can be worked into a social welfare framework. The workshop was a part of a joint initiative from Umeå University and the Umeå Municipality companies Umeå Energi, VAKIN, and Dåva DAC.

HEALTHY MINDS

The Department of Economics, together with the Department of Epidemiology and Public Health, arranged a joint labor market day for students interested in health economics. Health economics is a potential major for students in the Master’s Program in Economics as well as for students in the Master’s Program in Public Health. Among the invited participants were the Swedish Agency for Health and Care Services Analysis and The Dental and Pharmaceutical Benefits Agency.

Health-related research has for a long time been a strong research area for our Department of Statistics, and during the fall Anita Lindmark was awarded research grants from the Swedish Research Council and Forte for a project using innovative statistical methods to uncover the mechanisms behind socioeconomic inequalities in stroke care and outcome.



RESEARCH FOR THE FUTURE

At USBE, research of a high academic standard is conducted in the three main fields of study of business administration, economics, and statistics. Our researchers collaborate with their colleagues at USBE, with researchers at Umeå University and at other Swedish and international universities.

The research at the school is financed by government grants as well as by competitive tendering for grants from external funding sources. The external funding sources include research councils and foundations as well as collaborators from the business community and the public sector. During the year, despite tough competition, our researchers have been successful in obtaining funding for their research projects from the Swedish Research Council for Health, Working Life and Welfare; the Swedish Competition Authority; the Swedish Agency for Economic and Regional Growth; the Swedish Research Council; and Sweden's Innovation Agency.

During the year, new assignments have come from the Swedish Agency for Participation, the Swedish National Agency for Education, and Umeå Municipality.

Over the past year, we can proudly state that our doctoral students' dissertations have continued to reach high standards as confirmed by two dissertations receiving scholarships from the Jan Wallander and Tom Hedelius Foundation. This is the fourth consecutive year that these from our doctoral students have received the scholarship.

For a long time now USBE has had a valuable collaboration with the USBE Endowment and the Foundation of Per and Eivor Wikström. This kind of collaboration strengthens our research environment and provides good possibilities for interaction and international mobility for researchers and students.

A selection of USBEs sponsors:

Forte, Handelsbanken, The Jan Wallander and Tom Hedelius Foundation, The Kamprad Family Research Foundation, The Marianne and Marcus Wallenberg Foundation, The Per & Eivor Wikström Foundation, The Swedish Competition Authority, The Swedish Energy Agency, The Swedish Research Council, The Tore Browaldh Foundation, USBE's Research Institute, Vinnova.

RESEARCH ENVIRONMENTS AND CENTERS AT USBE

AUDIT QUALITY

A central research issue is to understand the underlying factors determining the audit quality and demand for audit services. The key topics of the research include, inter alia, influential factors affecting, for example, the characteristics of an auditor signing an audit report, as well as the structure and roles of an audit team. Other topics have to do with the ways in which investors and creditors react towards different audit quality levels and different types of external attestation, auditors' salaries, factors affecting audit fees, and whether information contained in audit reports and management reports can be used in order to predict bankruptcies.

FINANCIAL DECISIONS AND RISK-TAKING BY INDIVIDUALS

The research focuses on individual financial decisions and risk-taking as well as on factors governing individual decisions relating to financial risk. The main topics include, for example, understanding of pension savings outcomes, individual participation in financial markets, as well as the role of financial accounting information in individual decision-taking.

PIN - PROJECTS, INNOVATION AND NETWORKS

Research in the field of PIN focuses on the profound challenges faced by society when trying to expand the organizational and business sector boundaries in order to make effective preparations for uncertainty and change in order to promote innovation and boost competitiveness. PIN consists of five partially overlapping research programs: Business incubation and business development, Extreme Environments - Everyday Decision (TripleED), Open innovation, Competition and Temporary Organization.

RiseB - RESEARCH INSTITUTE FOR SUSTAINABILITY AND ETHICS IN BUSINESS

Research in business sustainability focuses on ethical, social and environmental issues and how these affect the surrounding community in order to improve our understanding of problems and issues encountered by individuals and organizations over time. Sustainability in business consists of several research projects involving both senior researchers and doctoral students. These projects can be encountered in all the business administration sub-disciplines, and have to do with, for example, sustainable business models, social innovation, sustainable consumption and investments.

TEPN - THE ECONOMIC POLICY NETWORK

Economic policy has been a common theme for much of the research in Economics at Umeå University during the last two decades. It also represents a research area which the university prioritizes and which has received additional grants from Umeå University by means of a five-year start-up professor package. Researchers belonging to the network study economic policy approaching a wide range of issues relating to different areas, such as public economics, behavioral economics, markets where public and private actors meet, labour market economics and empirical methods.

CERE - CENTRE FOR ENVIRONMENTAL AND RESOURCE ECONOMICS

CERE is an interdisciplinary research center involving collaboration between Umeå University and the Swedish University of Agricultural Sciences in the field of environmental and natural resources economics. The center is located at USBE at the

RESPONSIBLE
FOR
RESEARCH



BUSINESS ADMINISTRATION
Professor
Tomas Blomquist



ECONOMICS
Professor
Gauthier Lanot



STATISTICS
Professor
Xavier de Luna

Department of Economics. CERE's research team belongs to one of the most prominent in Europe as regards issues concerning natural resources, green accounting, valuation methods of non-market goods and services, conflict resolution and design of policy documents in the areas of environment, climate and energy. They hold seminars and workshops in the subject area, link together various research groups and act as a platform for creative and robust research in the area.

STATISTICS TO SERVE SOCIETY

Research at the Department of Statistics focuses on developing statistical methods and software for the analysis of large and complex collections of data. This research is of great importance to society, and the researchers collaborate with various government authorities which perform evaluation studies based on registry data. Among interesting research projects can be mentioned those evaluating labour market employment policy programs, quality of medical care, large-scale proficiency tests and international knowledge assessments.

Stat4Reg – STATISTICAL RESEARCH LABORATORY FOR THE ANALYSIS OF REGISTRY DATA

Stat4Reg is a research laboratory at the Department of Statistics, being run in collaboration with partners from other university units, for example, CEDAR (Centre for Demographic and Aging Research) and Umeå's SIMSAM Laboratory which offers the world's most unique research infrastructure for registries. Registry-based research is a high priority research area at Umeå University, and Stat4Reg is financed by university grants by means of a five-year start-up professor package as well as external funding from the largest Swedish research financiers.

OTHER RESEARCH ENVIRONMENTS

In addition to our own research environments our researchers are also active in other research environments, such as CERUM (Center for Regional Science), CEDAR (Center for Demographic and Aging Research), CiiiR (Centre for Inter-organizational Innovation Research), USGS (Umeå Center for Gender Research), RSAI (The Regional Science Association Sweden) and UFBI (Umeå Center for Functional Brain Imaging).

USBE FACULTY IN BOARDS, COMMITTEES AND ACADEMIC SOCIETIES

An important form of collaboration is our researcher's positions of trust, participation in the debate and when they present their research for stakeholders outside academia. Together with organizations and companies we disseminate knowledge, develop business activities and contribute to social development.

A SELECTION OF POSITIONS OF TRUST Borgerskapets i Umeå Forskningsstiftelse

Associate Professor Sofia Lundberg, member
Professor Tomas Blomquist, substitute

Competition Council at the Swedish Competition Authority

Associate Professor Sofia Lundberg, member

European Courses in Advanced Statistics (ECAS)

PhD Maria Karlsson, member

Marcus Wallenberg Foundation

Professor Runar Brännlund, boardmember

Royal Swedish Academy of Engineering Sciences

Professor Runar Brännlund, elected member

Royal Skyttean Society

Professor Thomas Aronsson, elected member

Professor Runar Brännlund, elected member

Professor Tomas Blomquist, elected member

Statistics Sweden

Professor Xavier de Luna, member

The Erik Kempe Award

Professor Thomas Aronsson, chairman of the prize committee

The Royal Swedish Academy of Sciences

Professor Thomas Aronsson, elected member

Professor Karl-Gustaf Löfgren, elected member

The Scientific Council of the National Institute of Economic Research

Professor Runar Brännlund, chairman

Professor Thomas Aronsson, member

The Scientific Council of The Swedish Tax Agency

Professor Thomas Aronsson, member

The Swedish Project Academy

Professor Tomas Blomquist, elected member

Professor Markus Hällgren, elected member

Umeå University Board

Professor Marie Wiberg, first group substitute

Wallenberg Academy Fellowships

Professor Thomas Aronsson, vice chairman of the reviewer team in social sciences

TWO NEW PROFESSORS 2018

MARIE ERIKSSON
PROFESSOR IN STATISTICS



STROKE CARE ON EQUAL TERMS?

All people have equal value, and health care should be distributed on equal terms for everyone. Fair access to medical care has an ethical value in itself, but is also a means to sustain the health of the population at large. This is the starting point for Marie Eriksson's interdisciplinary research involving both statistics and medicine.

Marie Eriksson studies inequalities in Swedish stroke care and outcome related to factors like sex, age, geography, socioeconomic status, and country of birth. More advanced statistical methods can take into account differences in other measured factors, improve comparisons of quality of care, and increase our understanding of the mechanisms and pathways that lead to inequalities.

Based on data from the Swedish stroke register (Riksstroke), her research has shown that both access to treatment and prognosis after stroke are better in patients with a high compared with a low level of education, better in people with higher compared to lower income, and better in people who are cohabitant than who are single.

Today she is associate head of the Department of Statistics. She is also a member of the steering group for the national quality register Riksstroke, and the steering group for Stat4Reg.

Marie Eriksson's research has received support from the Swedish Research Council and the Swedish Research Council for Health, Working Life and Welfare (Forte).

Marie Eriksson was born in 1970 in Skellefteå. She graduated with a master's degree in mathematical statistics from Umeå University in 1995 and then worked in the pharmaceutical and biotechnology industry. In 2008, she defended her thesis on stroke outcome, and in 2012 she became an Associate Professor in experimental medicine.

TOBIAS SVANSTRÖM
PROFESSOR IN BUSINESS ADMINISTRATION
SPECIALIZATION IN ACCOUNTING



WITH A FOCUS ON AUDITORS, AUDIT TEAMS, AND QUALITY

Tobias Svanström's research focuses on auditors and the various factors that determine audit quality.

Private companies are studied in most of his research, which also include analyses of the demand for advisory services from audit firms and auditor independence.

Svanström has focused much of his interest on various auditor characteristics, and he has studied how education, age, and experience are associated with audit effort and audit quality. His research also involves studies on the effectiveness of disciplinary sanctions against auditors in Sweden and how auditor reporting has evolved over time and how it differs between the Nordic countries.

An audit is typically carried out by an audit team, but despite this we know relatively little about what is going on in these hierarchically structured teams. In an ongoing research project, the aim is to better understand different aspects of audit teams, for example, how resources and competencies are allocated to different teams, how stress is experienced by different team members, and ultimately how audit quality is affected. Svanström is a member of Svenska Revisionsakademien, and he has on two occasions received funding from Handelsbanken's research foundations for his research.

Tobias Svanström was born in 1978 in Umeå. He graduated with a licentiate degree in 2004 and a PhD in 2008 from Umeå University. During the period 2009–2013 he worked as a postdoctoral fellow at BI Norwegian Business School in Oslo. In 2013 he became an Associate Professor at Umeå University.

AWARDS



Maxim Vlasov, Business Administration has received "the best paper award" for his article "Ecological embedding of entrepreneurship for resilience - An empirical study of regenerative agriculture" vid Conference Sustainability, Ethics, Entrepreneurship (SEE 2018), Washington DC, USA.

Malin Näsholm and Maria Bengtsson, Business Administration, (and co-authors Paul Chiambaretto and Anne-Sophie Fernandez from Montpellier, France) received "the award for best paper" for the paper "Assessing Small and Large Firms' Willingness to Cooperate with Competitors for Innovation" at the Cooperative Strategies Interest Group at the 38th SMS Annual Conference", Paris, France, in September 2018.

Lars Lindbergh and Timothy L. Wilson, Business Administration, received the "ASC Outstanding Paper Award" for their paper titled "Developments in Swedish Rental Housing" at the "American Society for Competitiveness Conference", October 25-27, Washington, V.A., USA.

Hans Werthén Foundation Scholarship

Johan Lidström, PhD Student at Business Administration, received Hans Werthén Foundation Scholarship for his research in China during 2019.

Wallander scholarship 2018

PhD Irina Alexeyeva, Business Administration for the thesis "Essays on Audit Fees and the Joint Provision of Audit and Non-Audit Services".



Irina Alexeyeva



Tatbeeq Raza Ullah

PhD Tatbeeq Raza Ullah, Business Administration, for the thesis "A theory of experienced paradoxical tension in co-opetitive alliances".

The scholarships will enable the researchers to continue their full-time research for three years.

HANDELSGALAN 2018

USBE is a collaboration partner of Handelsgalan (the Umeå Trade Gala). We had the honor of presenting an award to the Sustainable Store of the Year 2018, which was conferred on the company ReBuy.



DISSERTATIONS 2018

Stefan Anchev – Business Administration

August 29
Information and Financial
Markets

Nicha Lapanan – Business Administration

September 7
Individual investors and socially
responsible mutual funds

Angel G. Angelov – Statistics

September 19
Methods for interval-censored
data and testing for stochastic
dominance

Virginia Rosales Orquera – Business Administration

November 9
The interplay of roles and
routines: Situating, patterning,
and performances in the
emergency department

ASSOCIATE PROFESSORS 2018

Galina Biedenbach, Business Administration
Erik Lindberg, Business Administration
Herman Stål, Business Administration

PEDAGOGICAL QUALIFICATIONS AT USBE 2018

Excellent teachers:

Gert-Olof Boström, Business Administration
Maria Karlsson, Statistics

Qualified teachers:

Karl Johan Bonnedahl, Business Administration
Jessica Eriksson, Business Administration
Malin Harrysson Näsholm, Business Administration
Mattias Jacobsson, Business Administration
Elin Nilsson, Business Administration
Lina Schelin, Statistics
Lars Silver, Business Administration
Anna Thorsell, Business Administration
Marie Wiberg, Statistics

A SELECTION OF PROJECTS AND RESEARCH COLLABORATIONS

REPORT WRITTEN ON BEHALF OF THE AUTHORITY FOR PARTICIPATION

In September 2019, public actors will also be covered by the so-called web accessibility directive, which means that public sector web, intranet, extranet, and mobile applications must be accessible to persons with disabilities. On behalf of the Swedish Agency for Participation (MFD), in 2018 have researchers from Department of Economics written a report describing methods for awarding tenders for public procurement that consider price and quality, where quality can be linked to direct properties of the object for the procurement or to special considerations such as accessibility. The focus and some examples have been based on participation and accessibility requirements when procuring various web services. Given this, how should the authority, under various circumstances, establish tender valuation models that consider both price and availability requirements?



Senior Lecturer
Johan Lundberg,
Department of
Economics

COOPERATION WITH THE SWEDISH NATIONAL AGENCY FOR EDUCATION

Achievement tests are increasingly important in today's society, and pupils in school as well as students in adult education are given both local tests as well as national tests given by the Swedish National Agency for Education. Researchers at the Department of Statistics, has an assignment from



Professor
Marie Wiberg,
Department of
Statistics

the Swedish National Agency for Education during the fall of 2018 and early 2019 to look into the tests given by the Swedish National Agency for Education. The mission is to propose a test model or several test models in order to ensure the security and control the item exposure of the national tests. In particular, it is about examining how the adult education programs can be offered in a less predictable manner. Further, within the framework of the system for national tests, the work seeks to present the principles required to construct equivalent tests. The assignment includes giving a workshop for the persons who are responsible for developing the tests and to give a final report that contains a proposal for a new test model.

CAR-FREE TRAVEL

Is it possible to live in Umeå without a car? What hinders and enables a car-free life? Umeå municipality wanted to answer these questions, and together with researchers at the Department of Business Administration ten households were chosen to try to live without a car for three months. The households, all with children of different ages, parked their cars and got access to electric and box bikes, bus passes for local traffic, and the possibility to use a car pool. The test period lasted between September and December 2018, and the households kept a logbook and were interviewed on three occasions about their experiences. The car-free venture was part of the overall project "The low-carbon site".



Senior Lecturer
Sofia Isberg,
Department
of Business
Administration

42 % of our activities consist of research

2 newly admitted PhD students in 2018

546 first choice applications to the Professional Degree Programs and Statistical Program

The project is undertaken in collaboration with support from the European Regional Development Fund, Umeå Municipality, Region Västerbotten, Upab, and Umeå Energi. All households felt that it was easier to change behavior than they had expected.

PROJECT TUNING EU-CHINA, PHASE II

During autumn the director of studies in business administration joined Tuning EU-China phase II as a subject-area expert for “Business”.

The action lines of the project include the development of a credit system for Chinese higher education and discussing in more detail the learning, teaching, and assessment strategies and methodologies to support a student-centered approach and to tailor these strategies to the Chinese higher education culture as part of its modernization process.

Further information is available at <http://tuningchina.org>.

The project is funded by the European Commission and is coordinated by the Tuning Academy at the University of Groningen in cooperation with the National Center for Education Development under the Research Ministry of Education of the People’s Republic of China.



Director of Studies
Dan Frost,
Department
of Business
Administration

RESEARCH COLLABORATIONS

POWERFUL INVESTMENTS THAT CHALLENGE TRADITIONAL BUSINESS MODELS AND HABITS

The rapid development of e-commerce is a challenge, and many of the smaller companies in the retail sector need to re-examine their traditional business models. There-



Senior Lecturer
Elin Nilsson,
Department
of Business
Administration

fore, Svensk Handel has decided to enter into cooperation with eXpression Umeå and the Umeå School of Business, Economics and Statistics in order to give retail companies the opportunity to develop their business concepts and extend their market areas beyond their local store establishments.

The research will, among other things, contribute to identifying and developing new business models, as well as exploring the importance of digital interactions and providing knowledge about consumer insights.

“EXTREME ENVIRONMENTS - EVERYDAY DECISIONS”

The research program “Extreme Environments - Everyday Decisions” (www.tripleEd.com) research how organizations are influenced by, and deal with, extreme contexts. Extreme contexts include environments where people and organizations might get hurt and at the same time are acting at their very limits. Within the research program we study emergency healthcare, the police, mountaineering expeditions, and global challenges. In one of the projects, we study a commercial mountaineering expedition on Mount Everest, finding that one of the major problems is boredom. In the project we are interested in what the consequences of boredom are in terms of conflicts and increased risks, and how boredom is dealt with by the group through the development of organizational routines. Boredom is recognized as a growing problem within organizations because it is related to a loss of meaning rather than having too little to do. The results of the project are thus relevant to organizations beyond those climbing the highest mountains in the world.



Professor
Markus Hällgren,
Department
of Business
Administration

95 % of the
teachers hold
a PhD degree

41 research applications
in 2018, 13 grants
obtained

19 full professors at
USBE of which 15 men
and 4 women

SELECTION OF PEER REVIEW JOURNAL ARTICLES

Abramowicz, K., Häger, C., Pini, A., Schelin, L., Sjöstedt de Luna, S., Vantini, S. (2018). Nonparametric inference for functional-on-scalar linear models applied to knee kinematic hop data after injury of the anterior cruciate ligament. *Scandinavian Journal of Statistics*.

Amjadi, G., Lundgren, T., & Persson, L. (2018). The Rebound Effect in Swedish Heavy Industry. *Energy Economics*.

Aronsson, T., & Johansson-Stenman, O. (2018). Paternalism against Veblen: Optimal Taxation and Non-respected Preferences for Social Comparisons. *American Economic Journal*.

Blomquist, T., Dehghanpour Farashah, A., & Thomas, J. (2018). Feeling good, being good and looking good: motivations for, and benefits from, project management certification. *International Journal of Project Management*.

Daniel, A. M., Persson, L., & Sandorf, E. D. (2018). Accounting for elimination-by-aspects strategies and demand management in electricity contract choice. *Energy Economics*.

Rezvani, Z., Jansson, J., & Bengtsson, M. (2018). Consumer motivations for sustainable consumption : the interaction of gain, normative and hedonic motivations on electric vehicle adoption. *Business Strategy and the Environment*.

Ekström, M., Esseen, P.-A., Westerlund, B., Grafström, A., Jonsson, B. G., & Ståhl, G. (2018). Logistic regression for clustered data from environmental monitoring programs. *Ecological Informatics*.

Gaim, M., Wählin, N., Cunha, M., Clegg, S. (2018). Analyzing competing demands in organizations: a systematic comparison. *Journal of Organization Design*.

Genbäck, M., de Luna, X. (2018). Causal inference accounting for unobserved confounding after outcome regression and doubly robust estimation. *Biometrics*.

Granlund, D., Sundström, D. (2018). Physicians prescribing originals causes welfare losses. *Economics Letters*.

Holsti, M., Wanhainen, A., Lundin, C., Björck, M., Tegler, G., Svensson, J., Sund, M. (2018). Circulating Vascular Basement Membrane Fragments are Associated with the Diameter of the Abdominal Aorta and Their Expression Pattern is Altered in AAA Tissue. *European Journal of Vascular and Endovascular Surgery*.

Hyytinen, A., Lundberg, S., Toivonen, O. (2018). Design of public procurement auctions: evidence from cleaning contracts. *The Rand Journal of Economics*.

Hällgren, M., Rouleau, L., De Rond, M. (2018). A matter of life or death: how extreme context research matters for management and organization studies. *The Academy of Management Annals*.

Jacobsson, M., Wilson, T. (2018). Revisiting the construction of the Empire State Building: have we forgotten something? *Business Horizons*.

Lindmark, A., de Luna, X., & Eriksson, M. (2018). Sensitivity analysis for unobserved confounding of direct and indirect effects using uncertainty intervals. *Statistics in Medicine*.

Lindvall, J., Helenius, O., & Wiberg, M. (2018). Critical features of professional development programs: Comparing content focus and impact of two large-scale programs. *Teaching and Teacher Education*.

Sandra, S., & Jaraite, J. (2018). Explaining the interplay of three markets: green certificates, carbon emissions and electricity. *Energy Economics*.

Stål, H., & Hervé, C. (2018). A decoupling perspective on circular business model implementation: illustrations from Swedish apparel. *Journal of Cleaner Production*.

Vesterberg, M., B. Krishnamurthy, C. K., Böök, H., Lindfors, A., Svento, R. (2018). Real-time pricing revisited: Demand flexibility in the presence of micro-generation. *Energy Policy*.

More publikacations at: www.umu.se/en/usbe/research/publications/

Read more at: www.umu.se/en/usbe



UMEÅ SCHOOL OF BUSINESS,
ECONOMICS AND STATISTICS
UMEÅ UNIVERSITY