



NORDLANDSFORSKNING
NORDLAND RESEARCH INSTITUTE

Curriculum Vitae

Ingrid H. E. Roaldsen

Business address:	Private address:
Nordland Research Institute	Gamle kongsvei 77
N-8049 Bodø, Norway	N-8020 Bodø, Norway
Tel.: +47 75 51 76 00	Tel.: +47 41 55 96 43
Fax.: +47 75 51 72 34	Norwegian citizen
E-mail: ingrid.roaldsen@nforsk.no	Date of birth: January 20th 1981

KEY QUALIFICATIONS

My research interests are in the field of strategic entrepreneurship, the field of innovation, the field of strategic management, and the field of marketing and consumer behavior. The empirical settings in which my research is conducted are within the food industry, agriculture and aquaculture, the experience economy, as well as the shipping industry.

LANGUAGES

Norwegian, English and French

EDUCATION

- PhD in Business Administration,
Bodø Graduate School of Business, Norway 2010- on going
- Master of Fisheries Science,
Norwegian College of Fisheries Science,
University of Tromsø, Norway 2006
- Basic university course in French,
University of Tromsø, Norway 2001

WORK EXPERIENCE

- Research expert, panel discussion , Norwegian research council 2012, April
- Researcher, Nordland Research Institute 2006- onwards
- Different part time work experiences in the service- and health

ON-GOING RESEARCH PROJECTS

- Researcher. "OPLOG – Operational logistics and business process management in high arctic oil and gas operations". Finances by the Norwegian Research Council. 11 Partners
- Researcher and PhD student. "Arctic lamb meat – competitive advantage in a national and international market". Financed by the Norwegian Research Council. 6 partners.
- Researcher. "Northern Insights. Service innovation and tourist experiences in the high north: The Co-creation of value for consumers, firms and tourism industry". Financed by the Norwegian Research Council. 7 partners.

COMPLETE RESEARCH PROJECTS

Researcher. "Creating competitive advantage within marine fish farming – a critical review of competitive positioning and organizational form". Financed by the Norwegian Research Council.

PUBLICATIONS

Articles

Roaldsen, I. (2014) Dynamic capabilities as drivers of business model innovation, "*Journal of Entrepreneurship and Innovation Management*"

Book contributions

Roaldsen (2014) The business model and entrepreneurial strategies – The case of SMEs in mature industries, in "*Entrepreneurship Research in Europe*". Eds. Liñan, F., Fayolle, A., and Kyrö, P., Edgar Elgar, UK

Kvidal, T. & Roaldsen, I. (2012). Å spise en identitet: et terroir-perspektiv på mat og identitet i Nord-Norge. In «*Lokal og regional mat*». Eds. Haugum, M. , Sæther, B., Tapir Forlag, Norway (in Norwegian)

Roaldsen, I. & Borch, O.J. (2011). Entrepreneurial strategies of SMEs in mature industries: -the role of R&D alliances and value chain configuration In Minola, T. (ed.) "*Entrepreneurship and Technology Change*". Edward Elgar publ. Cheltenham, UK.

Borch, O. J. & Roaldsen, I. (2009) Competitive positioning and value chain configuration in international markets for food specialties. In Canavari, M., Cantore, N., Castellini, A., Pignatti, E. and Spadoni, R. (eds.) "*International marketing and trade of food products*". Bookchapter in "*International marketing and trade of food products*". Wageningen Academic Publishers

Borch, O. J. & Roaldsen, I. (2009) Konkurransestrategier for spesialprodukter i norsk landbruksnæring. In Fløistad, E. & Munthe, K. (eds.) *"I Fokus"*. Bioforsk. Vol. 4. Nr. 2. ISBN 978-82-1700451-6 (In Norwegian)

Conference papers

Roaldsen, I. (2011) *"The Business Model and Entrepreneurial strategies – The Case of SMEs in a mature industry"* Paper presented at ESU2011, European University Network on Entrepreneurship, Seville, Spain, 12-16 September, 2011

Roaldsen, I. & Borch, O. J. (2009). *"Strategic Entrepreneurship in the value system – The role of R&D alliances in the value chain reconfiguration process of mature industries"*. Paper presented at the RENT XXIII Research in Entrepreneurship and Small Business, Budapest, Hungary, 19-20 November, 2009

Borch, O. J. & Roaldsen, I. (2007) *"Competitive positioning and value configuration in international markets for traditional food specialities"*. Paper presented at the 105 th. EAAE seminar on international marketing and international trade of quality food products, Bologna, Italia, 15 - 16 March, 2007

Presentations on non-academic conferences

Roaldsen, I. (2013) *Food and Food Experiences*, presentation for Novadis Experience economy lunch seminar, at Nordland Research Institute, Bodø, 14 November, 2013 (in Norwegian)

Roaldsen, I. (2011) *Nordlandsforskning – spiller på lag med matindustrien*, presentation for Kystnæringskonferansen, Leknes, 23.9.11 (in Norwegian)

Roaldsen, I. (2009) *Konkurransestrategier for spesialprodukter i norsk landbruksnæring*, presentation made on the conference Arctic Farming 2009, 16 April, 2009 (in Norwegian)

Roaldsen, I. (2007) *Strategic challenges – Results from a study among Norwegian cod farmers and exporters*, presentation made on the Altcod Seminar, Shetland, 23 – 26 October, 2007

Reports

Roaldsen, I. & Ljunggren, E. (2012) *"Thulefjord: En nordnorsk merkevare produsert i Sør-Norge? En faglig vurdering"*. NF arbeidsnotat nr. 1001/2012 (in Norwegian)

Roaldsen, I. (2009) *"Nisjematproduksjon i norsk landbruk – en studie av tilpasninger i verdikjeden"*. NF arbeidsnotat nr. 1005/2009 (In Norwegian)

Feature articles (in Norwegian)

Roaldsen, I. & Ljunggren, E. (2012) *"Bare en råvareleverandør"* *Nationen*, 30.3.2012; *Nordlys*, 21.6.12; *Bladet Vesterålen*, 22.6.12 (in Norwegian)

Roaldsen, I. & Ljunggren, E. (2012) "Søker nye produkter i nord" *Avisa Nordland*, 2.1.2012

Roaldsen, I., (2009) "Med årets norske lam på menyen" *Bondebladet*, 5.11.2009

Roaldsen, I., (2009) "Norsk lammekjøtt på menyen". *Avisa Nordland* (invitert), 26.10.2009

Roaldsen, I., (2007) "Produktstrategier i norsk kjøttindustri – betraktninger fra Grüne Woche", *Bondebladet nr. 8*,

Borch, O-J, Dreyer, B., Ottesen, G., og Roaldsen, I. (2007) "Torskeoppdrett på tur opp?", *Bladet-Tromsø*, 27.4.2007, *Adresseavisa* 03.05.2007, *Nordlys* 02.05.2007, *Rana Blad* 02.05.2007 (leserinlegg), *Fiskeribladet* 03.05.2007, *Norsk Fiskeoppdrett* nr. 5 2007

Borch, O-J, Dreyer, B., Roaldsen, I. og Sogn-Grundvåg, G. (2007) "Økologisk oppdrettstorsk – nye markedsmuligheter", *Fisk, Industri & Marked* nr. 7