

# VALDIMAR SIGURDSSON

## CURRICULUM VITAE

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### Education

*Ph.D. in Marketing with speciality in Consumer Psychology.* Cardiff Business School, Cardiff University, Wales, UK: 2008

- Primary Supervisor: Prof. Gordon Foxall - Distinguished Research Professor. External Examiner: Prof. Stephen Lea, Head of School of Psychology, University of Exeter, UK.

*M.Sc. in Business Administration.* University of Iceland/Aarhus University: 2005

*B.A. in Psychology.* Four years degree in Psychology/Business. University of Iceland: 2003

### Career after Ph.D.

2011: Visiting professor, Cardiff Business School

2009-: Associate Professor and Principal research fellow (Research level 3). School of Business. Reykjavik University

2009-2011: Director of research and Ph.D. program. School of Business. RU

2009: Research fellow. School of Business. Reykjavik University

2008-: Head of marketing group. School of Business. Reykjavik University

2008-2011: The Nova chair of marketing. Reykjavik University

2008: Assistant professor. School of Business. Reykjavik University

2007: Adjunct professor. School of Business. Reykjavik University

### Main Research Interests:

- Consumer behaviour analysis
- Experimental marketing and consumer psychology in retailing and digital marketing
- Consumer behaviour research/Market research (experiments and consumer databases)
- Behavioural economics/economic psychology

### Leadership and Fellowships:

- Reykjavik University Consumer Behaviour Group, (RU-CBG). Group constitutor
- Research collaboration with Cardiff Business School (Prof. Gordon Foxall).

- Research collaboration with Harstad University College (Dr. Nils Magne Larsen) and COOP Norway
- CBAR: Consumer Behaviour Analysis Research Group– an Interdisciplinary team of Researchers in Consumer Behaviour (Behavioural Economics and Marketing Science).
- ICEABA: Icelandic Association for Behaviour Analysis
- ABA: Association for Behaviour Analysis
- $\int_{QAB}$  Society for the Quantitative Analysis of Behaviour
- European Academy of Marketing
- INFORMS Society for Marketing Science

### ***Biographical References***

MARQUIS - *Who's Who in the World*

## **RESEARCH**

### ***Publication in Internationally recognised Peer-Reviewed Journals:***

- Sigurdsson, V. (2013). Commentary on consumer behavior analysis and ascription of intentionality to the explanation of consumer choice. *Marketing Theory*.
- Foxall, G. R., & Sigurdsson, V. (2013). Consumer behaviour analysis: Behavioural economics meets the market place. *The Psychological Record*.
- Sigurdsson, V., Menon, V. R. G., Sigurdarson, J. P., Kristjansson, J. S., Foxall, G. R. (2013). A test of the behavioral perspective model in the context of an e-mail marketing experiment. *The Psychological Record*.
- Sigurdsson, V., Khamseh, S., Larsen, N. M., Gunnarsson, D., & Foxall, G (2013). An econometric examination of the Behavioral Perspective Model in the context of Norwegian retailing. *The Psychological Record*.
- Foxall, G.R., & Sigurdsson, V. (2012). When loss rewards: The near-miss effect in slot machine gambling. *Analysis of Gambling Behavior*. In print.
- Foxall, G. R., & Sigurdsson, V. (2011). Drug use as consumer behavior. *Behavioral and Brain Sciences*, 35, 313-314.
- Sigurdsson, V., Larsen, N. M., & Gunnarsson, D. (2011). An in-store experimental analysis of consumers' selection of fruits and vegetables. *The Service Industries Journal*, 31, 2587-2602
- Sigurdsson, V., Larsen, N. M., & Gunnarsson, D. (2011). The behavioural economics of neutral and upward sloping demand curves in retailing. *The Service Industries Journal*, 31, 2543-2558.
- Curry, B., Foxall, G., & Sigurdsson, V. (2010). On the tautology of the matching law in consumer behavior analysis. *Behavioural Processes*, 84, 390-399.

- Sigurdsson, V., Engilbertsson, H., & Foxall, G. (2010). The effects of a point-of-purchase display on relative sales: An in-store experimental evaluation. *Journal of Organizational Behavior Management*, 30, 222-233.
- Sigurdsson, V., Saevarsson, H., & Foxall, G. (2010). In-store experimental approach to pricing and consumer behavior. *Journal of Organizational Behavior Management*, 30, 234-246.
- Sigurdsson, V., Saevarsson, H., & Foxall, G. (2009) Brand-placement and consumer choice: An in-store experiment. *Journal of Applied Behavior Analysis*, 42, 741-744.
- Foxall, G.R., Oliveira-Castro, J. M., Yani-de-Soriano, M., James, V., & Sigurdsson, V. (2006). Consumer behavior analysis and social marketing: The case of environmental conservation. *Behavior and Social Issues*, 15, 101-124.

### **Citations**

Over 70 citations according to Google Scholar

### **Work in Progress**

Healthy food marketing: An in-store experimental analysis. Submitted to *Journal of Applied Behavior Analysis* (second review).

### **Books, Chapters and Monographs**

- Sigurdsson, V., Engilbertsson, H., & Foxall, G. (2012). The effects of a point-of-purchase display on relative sales: An in-store experimental evaluation. In D. A. Hantula and V. K. Wells (eds). *Consumer Behavior Analysis: A Rational Approach to Consumer Choice*. New York: Routledge.
- Sigurdsson, V., Foxall, G., & Saevarsson, H. (2012). In-store experimental approach to pricing and consumer behavior. In D. A. Hantula and V. K. Wells (eds). *Consumer Behavior Analysis: A Rational Approach to Consumer Choice*. New York: Routledge.
- Sigurdsson, V., & Gudlaugsson, T. (2010). *Behaviour analysis and marketing*. In T. Gudlaugsson (ed.), *Research in marketing*. Reykjavík: University of Iceland Press.
- Foxall, G.R., Oliveira-Castro, J. M., Yani-de-Soriano, M., James, V., & Sigurdsson, V. (2008). Consumer behavior analysis and social marketing: The case of environmental conservation. In *social marketing - an appreciative appraisal*. The Institute of Chartered Financial Analysts of India.
- Gudlaugsson, T., & Sigurdsson, V. (2004). *Attitudes and expectations toward the University of Iceland*. Reykjavík: University of Iceland Press (89 pages). (in Icelandic).

### ***International Conference Proceedings & Presentations***

- Sigurdsson, V., Khamseh, S., Larsen, N. M., Gunnarsson, D., & Foxall, G (2012, September). A Test of the Behavioural Perspective Model in the Context of Norwegian Retailing. *The British Academy Conference hosted by Cardiff Business School*.
- Sigurdsson, V., Menon, V. R. G., Foxall, G. R. (2012, June). Consumer Behavior Analysis using the Behavioral Perspective Model from the context of E-mail Marketing. *The 34th ISMS (INFORMS) Marketing Science Conference*, Boston, USA.
- Sigurdsson, V., Menon, V. R. G., Sigurdarson, J. P., Kristjansson, J. S., Foxall, G. R. (2012, May). E-mail Marketing Experiment Based on the Behavior Perspective Model. *The 41st European Marketing Academy (EMAC) Annual Conference*, Lisbon, Portugal.
- Menon, V. R. G., Sigurdsson, V. (2011, October), Consumer Behavior Analysis in Digital Marketing. Paper presented at the International Conference on Behavioral Psychology, Samtök um atferlisgreiningu á Íslandi (SATÍS), Reykjavik, Iceland.
- Foxall, G. R., Sigurdsson, V., & Oliveira-Castro J. M. (2011, July). Consumer Behaviour Analysis: Behavioural Economics Meets the Market Place. *Annual Conference of the International Confederation for the Advancement of Behavioural Economics and Economic Psychology*, Exeter, UK.
- Sigurdsson, V., Larsen, N. M., & Gunnarsson, D. (2010, June). Consumer primrose path in the selection of fruit and vegetables: An in-store experimental analysis. *Annual Conference of the European Marketing Academy (EMAC)*. Copenhagen, Denmark.
- Sigurdsson, V. (2011, May). The experimental analysis of consumer behavior in retailing and e-mail marketing. *37th Annual Conference of the Association for Behavior Analysis*, Denver, Colorado.
- Foxall, G. R., Sigurdsson, V., & Oliveira-Castro J. M. (2011, August). Consumer behaviour analysis (in choice and decision making: Behavioural economics in the lab and the field). *Conference of the American Psychological Association (APA)*, Washington, DC.
- Sigurdsson, V., Larsen, N. M., & Gunnarsson, D. (2010, May). Preference reversal between stated and actual consumer buying behavior of fruits and vegetables. *36th Annual Conference of the Association for Behaviour Analysis 2010 in San Antonio, Texas*.
- Sigurdsson, V. (2010, May). Consumer behaviour & in-Store marketing. *The Nordic Workshop in Sensory Science 2010*. Reykjavik, Iceland.
- Sigurdsson, V., Larsen, N. M., & Gunnarsson, D. (2010, April). The behavioural economics of neutral and upward sloping demand curves in retailing. *CBAR 2nd International Symposium*, Cardiff Business School, UK.
- Sigurdsson, V., Larsen, N. M., & Gunnarsson, D. (2010, April). Consumer Primrose Path in Food Choices: The BPM and temporal discounting. *CBAR 2nd International Symposium*, Cardiff Business School, UK.
- Sigurdsson, V. (2009, August). In-store experiments in consumer behavior analysis: An example and future directions. A symposium on Consumer Behavior Analysis. *Association for Behaviour Analysis – 5th International Conference*. Oslo, Norway.

- On the tautology of the matching law in consumer behavior analysis. *Society for the Quantitative Analyses of Behavior*. Phoenix, May 2009. (Bruce Curry, Gordon Foxall, & Valdimar Sigurdsson).
- Sigurdsson, V., & Engilbertsson, H. (2009, May). Shelf placement and sales: An in-store experimental analysis using an alternating treatment design. *Annual Conference of the European Marketing Academy (EMAC)*. Audencia Nantes, France.
- Sigurdsson, V., & Engilbertsson, H. (2009, July). Vertical allocation of brands in retail shelf-space and its effect up on sales. *The 2009 World Marketing Congress (Academy of Marketing Science)*. Oslo, Norway.
- Jóhannsson, B., Hrafnsson, E. I., & Sigurdsson, V. (2009, October). Nova telecommunications: Service marketing training and consumer attitudes. In Ingjalður Hannibalsson (Ed.) *Research in social sciences X*, University of Iceland. (In Icelandic).
- Björnsdóttir, R., Jónsdóttir, H., & Sigurdsson, V. (2009, May). Ísland sem heiðursgestur á bókamessunni í Frankfurt árið 2011: reynsla fyrri heiðursgesta og leiðir til árangurs. Vorráðstefna Viðskiptafræðistofnunar (Institute of Business Research, University of Iceland). (In Icelandic).
- Conducting in-store experiments in the retailing environment: “Fruits and vegs in the sweets shelf”. (2008, October). *Wisconsin USA Research Seminar*. (With Nils Magne Larsen).
- Sigurdsson, V., & Engilbertsson, H. (2008, July). Shelf placement of brands in retailing: The application of on-site experiments for the evaluation of sales effect. *Academy of Marketing Conference*. Aberdeen, UK.
- Sigurdsson, V., & Engilbertsson, H. (2008, May). Point-of-purchase displays: The application of on-site experiments for the evaluation of sales effect. *Annual Conference of the European Marketing Academy (EMAC)*. Brighton, UK.
- Sigurdsson, V., & Sævarsson, H. (2007, December). Experimental marketing: Brand price and consumers’ buying behaviour. In Ingjalður Hannibalsson (Ed.) *Research in social sciences VIII*, Faculty of Economics and Business Administration, University of Iceland. (In Icelandic).
- Sigurdsson, V. (2007, September). In-store behavioural experiments. *International Symposium on Consumer Behaviour Analysis*. Hilton Hotel, Cardiff.
- Sigurdsson, V. (2006, May). *The Behavioral Economics of the Marketing Firm*. Symposium on consumer behavior analysis: Empirical extensions and the marketing environment of choice. *Annual Conference of the Association for Behaviour Analysis 2006 in Atlanta*. (with Gordon Foxall).
- Sigurdsson, V., Sævarsson, H., & Gudlaugsson, T. (2006). Experimental marketing: The influence of place on consumers’ buying behaviour. In Ingjalður Hannibalsson (ed.) *Research in social sciences VII*, Faculty of Economics and Business Administration, University of Iceland. (In Icelandic).
- Sigurdsson, V. (2005). Behaviour analysis as a conceptual system for the analysis of marketing mix applications. In Ingjalður Hannibalsson (ed.) *Research in social sciences VI*, Faculty of Economics and Business Administration, University of Iceland. (In Icelandic).

### ***Posters at Academic Conferences & Scientific Gatherings***

Over 20 posters presented at Academic conferences or other scientific gatherings (e.g., at European Academy conference, Science Eve in Reykjavik 2009 and 2010, Áttavitinn [RU], RU day, Annual Conference on Research in Social Science, University of Iceland [both Business and Psychology], Annual Conference of the Association for Behaviour Analysis 2006 in Atlanta).

### ***Invited Presentations***

Over 30 invited presentations at institutions and corporations

(e.g., Department of business, University of Tromsø, Vísindakaffi Rannis, Skýrr, IMG Gallup, Icelandic Media House [Birtingahúsið] seminar, Institute for Sustainable Development, University of Iceland, Department of Psychology. University of Iceland, RU School of Business Research Seminar, The Icelandic Waste Management and Recycling Association (Fagráð um endurnýtingu og úrgang [FENÚR]), IcePharma, The Icelandic Federation of Trade, Félag Viðskipta og hagfræðinga).

### ***Working Papers***

Curry, B., Foxall, G., & Sigurdsson, V. (2010). *On the tautology of the matching law in consumer behavior analysis*. Cardiff Marketing and Strategy WPS, M2010/1 (ISSN: 1753-1632). Cardiff Business School, Cardiff University.

Sigurdsson, V., Sævarsson, H., & Foxall, G. *Brand-Placement and Consumer Choice: An In-store Experiment*. (2007, May). Cardiff Marketing and Strategy WPS, M2007/2 (ISSN: 1753-1632). Cardiff Business School, Cardiff University.

Sigurdsson, V., & Gudlaugsson, T. (2006, June). *Behaviour analysis as one of the corner stones' for marketing*. Institute of Business Research, W06:01 (ISSN 1670-7168). Faculty of Economics and Business Administration, University of Iceland. (In Icelandic).

### ***Ph.D. Thesis***

Sigurdsson, V. (2008). *Relative sales and matching analysis of consumers' brand choices in open settings*. Ph.D. thesis. Cardiff Business School, Cardiff University.

### ***Research Grants***

*Post-doctoral grant* (nr. 090660043). The Icelandic Centre for Research (*Rannís*). 2009-2011.

*Proposal grant* (with Marel, Matís, UI-Unit for Nutrition Research, Landspítali University Hospital, and Innovation Centre Iceland). Centres of Excellence and Research Clusters – Research Program. The Science and Technology Policy Council (STPS). 2008.

*Ph.D. grant*. The Icelandic Research Fund for Graduate Students. The Icelandic Centre for Research (*Rannís*). 2006-2007.

*Field work grant* from Cardiff Business School (2006)

### ***Academic Service***

#### *Journal Editorships:*

The Psychological Record (guest editor, special issue on Consumer Behaviour Analysis, scheduled to appear in the Winter 2013)

#### *Editorial Board:*

The Psychological Record, Icelandic Journal of Behaviour Analysis

#### *Ad hoc Reviewer:*

Electronic Commerce Research Journal, European Journal of International Management, International Journal of Information Management, Journal of Organizational Behavior Management, The Psychological Record, The Service Industries Journal, Icelandic Journal of Behaviour Analysis (Atferli), Icelandic Journal of Business and Economics (Tímarit um viðskipti og efnahagsmál), European Marketing Academy (EMAC), Annual Conference, Academy of Marketing Science, International Conference.

### ***Presentations in the Media***

-Regular presentations in the Icelandic media about consumers, marketing, research and other related topics (e.g. Kastljós, RÚV news, Channel 2 news, Morgunblaðið, Fréttablaðið).

-Regular business commentaries in Frjáls verslun.

### ***Previous Research Projects***

- Nutrition and Innovation cluster, (Marel, Matís, UI-Unit for Nutrition Research, Landspítali University Hospital, RU-Consumer Behaviour Group, Innovation Centre Iceland, Icelandic Academy of Arts). Board member
- The Nova chair of marketing, Constitutor of Steering group, The NOVA [telecommunications] – Reykjavik University Research Alliance.
- E-mail marketing experiments built on the Behavioural Perspective Model and single-case research methodology. RU- Consumer Behaviour Group and Zenter digital marketing.
- In-store experimentation and models from behavioural economics. RU- Consumer Behaviour Group and Coop Norway and several Icelandic retail companies.

## **TEACHING**

### ***Supervision & Examination***

Primary PhD supervision for Saeed Khamseh. The behavioural economics of consumer behaviour and retailing – Reykjavik University.

Primary PhD supervision for Vishnu Menon. Consumer behaviour analysis and digital marketing – Reykjavik University.

Primary PhD supervision for Didrik Gunnarsson. In-store experiments and consumer panels in retailing– Reykjavik University.

External MSc examination for Cardiff Business School

Primary Supervision, M.Sc. theses and large research projects. International Business (Marketing). Reykjavik University, School of Business.

Primary Supervision, M.Sc. theses in Marketing, University of Iceland.

Pointed External Examiner for M.Sc. research thesis from 2008 – 2011, University of Iceland – Department of Business.

Numerous B.Sc. theses (both supervision and examination), RUSB.

### ***Teaching Record***

- MBA Consumer behaviour course, guest lecturer, Cardiff Business School, 2011, 2012
- M.Sc. in Marketing Strategy, Behavioural aspects of marketing, Cardiff Business School, 2011, guest lecturer,
- Market research (2007-), International Business, M.Sc. level, RU
- Consumer behaviour & marketing communications (2007-), B.Sc. in Business, RU.
- Marketing and sales in tourism, RU Open University.
- The psychology of marketing communications, RU Open University.
- Market analysis, Klak – Innovation Centre.
- New venture marketing, Klak – Innovation Centre.
- Market analysis, Klak – Innovation Centre.
- Branding, Klak – Innovation Centre.
- Marketing research, Klak – Innovation Centre.
- Advertising and promotion, Klak – Innovation Centre.



- Marketing of entrepreneurial firms, Klak – Innovation Centre.
- Consumer behaviour (advanced marketing), Harstad University College, Norway (2008-)
- Marketing research 1, B.Sc. in Business, Department of Business, University of Iceland.
- Marketing research 2, B.Sc. in Business, Department of Business, University of Iceland.
- Research in marketing. M.Sc. in Marketing, Department of Business, University of Iceland.

### *Short Seminars*

E.g. Marketing in recession, Customer relationship marketing (CRM), Consumer behaviour in a downturn, Marketing as investment, Connecting with consumers, Consumer experience on-line and off-line, Marketing metrics.

## **BUSINESS RELATIONS**

Consumer programs for Icelandair (2011-)

Extensive in-store experimentation and other consumer research in Coop Norway (in collaboration with Harstad University College, Department of Business). Since 2008.

The Nova Telecommunications – RU Marketing Collaboration. 2008 – 2011.

Involved in several committees and discussions for the Icelandic Government (e.g., “Marketing to Children – What Boundaries?”, for the Consumer Spokesman and the Office of the Ombudsman for Children; “The Image of Iceland”, for Office of the Prime Minister and also for Ministry of Education, Science and Culture.

Cooperation with Hugi Sævarsson, Birtingahúsið (The Icelandic Media House) and Ólafur Þór Gylfason (Marketing and Media Research [MMR])

Cooperation with Icelandic-American (Hugi Sævarsson) and Hagar (Extensive experimentation on situational effects on consumers’ brand buying).

Collaboration and/or consultancy to numerous firms and institutions such as:

Icelandair, Zenter digital marketing, Lazytown, Logos, Toyota, Nova, Matís, Marel, UI-Unit for Nutrition Research.

V. Sigurdsson and G. Foxall. REF Impact Case Study (UK) - CBAR Research and its impact on businesses and the community: In-store experiments.