

Torbjørn Trondsen

PUBLICATION LIST (2.1.2010):

In peer-reviewed journals and books.

International publications in peer-reviewed journals and books.

1. -with KG. Grunert, E. Gonzalo Campos, J.A. Young (2010): Market orientation in the mental models of decision-makers: two cross-border value chains. *International Marketing Review*, Vol 27, Issue 1
2. -with Joachim Scholderer (2008): The dynamics of consumer behaviour: On habit, discontent, and other fish to fry. *Appetite*, 51 (2008), pp 576–591
3. -with KB Lindkvist and Jinghua Xie (2008) Restructuring the Chinese seafood industry, global challenges and policy implications, *Marine Policy* 32, pp 432-441
4. - (2007) Quota prices and economic performance of the fishing fleet in Norway. European Parliament Workshop report on Fishing Rights. *Directorate General Internal Policies of the Union*
5. -with Lindkvist KB (2007): Kinesisk sjømatindustri som global utfordring og mulighet. I Aarseth B og G. Rusten (red): Havbruk: Akvakultur på norsk. Bergen: Fagbokforlaget ISBN 978-82-450-0631-5. s. 133-149
6. –with J.A. Young (2006): The role of fish auctions in value adding in fish marketing chains. In Ashe F (ed) *Primary Industries facing global markets. The supply chain for Norwegian food. Universitetsforlaget/Norges forskningsråd*
7. – with T Matthiasson, JA Young (2006): Towards a market-oriented management model for straddling fish stocks. *Marine Policy*, Vol. 30 pp 199-206
8. -(2005): Key Success Factors for performance of the Chinese international fish value chain -a cooperative research project. In Lindkvist KB, Z Wang, GH Hansen, H Haastad (eds) 2005: *The Chinese seafood Industry: Structural Changes and opportunities for Norwegians*. SNF Report 20/05. Bergen
9. -with K Helstad, J.A. Young, T. Vassdal (2005): Price links in a remote region: the case of auction and direct sales of fresh and frozen fish in North-Norway (1997-2003). *Marine Resource Economics* Vol 20, pp 305-322
10. -with Grunert KG., L. Fruensgaard Jeppesen, K. Risom Jespersen, AM. Sonne K.Hansen, JA. Young (2005): Market orientation of value chains: A conceptual framework based on four case studies from the food industry. *European Journal of Marketing*, Vol.39 No 5/6,2005
11. - (2004): Toward Market Orientation: The role of auctioning individual seasonal quotas (ISQ). *Marine Policy* Vol. 28 pp 375-382
12. -with T Braaten, E Lund and AE Eggen (2004): Consumption of seafood–The influence from overweight and health beliefs. *Food Quality and Preference*, Vol. 15, pp 361-364
13. -with T Braaten,; E Lund and AE Eggen (2004): Health and seafood consumption among women 45-69 years. A Norwegian Consumption Study. *Food Quality and Preference* Vol. 15, Issue 2, March, pp117-128
14. -with J. Scholderer, E Lund and AE Eggen (2003): Perceived barriers to Consumption of fish among Norwegian Women. *Appetite*, Vol. 41, Issue 3, Dec. pp 301-314
15. -with K Helstad and J Young (2003): Market-oriented regional fisheries management? An analysis of four fish regions in the North Atlantic. *Ocean & Coastal Management*, Vol. 46, Issues 9-10, pp 917-941
16. - with K.G. Grunert, L. Fruensgaard Jeppesen, K. Risom, AM. Sonne, K. Hansen (2002): Market orientation at industry and value chain levels: *Concepts, determinants and consequences*. *Journal of Customer Behaviour*, Vol. 1, No. 2: pp 167-194
17. - (2001): Fisheries Management and Market Oriented Value adding (MOVA). *Marine Resource Economics* Vol. 16 No. 1.
18. -with Ø Myrland, R.S.Johnston and E. Lund (2000): Determinants of Seafood Consumption in Norway: Lifestyle, revealed preferences, and barriers to consumption *Food Quality and Preferences* Vol. 11, Issue 3, pp169-188
19. -with R.S Johnston (1998): Market Orientation and Raw Material Control. *Journal of Market Focused Management* 3, pp193-210

20. - (1998): Blue whiting surimi: New perspectives on market value. *Fisheries Research* 34 pp 1-15.
21. - (1997): Trawling blue whiting for surimi: A study of catch variations in low season. *Fisheries Research* 32 (1997) pp 201-212.
22. - (1997): Marketing potential and barriers for fresh packed fish. A survey of buyer perception in UK and French seafood distribution. *Journal of Food Products Marketing* Vol. 4 (2) 1997, pp79-99
23. - (1997): Value-added fresh seafood. Barriers to growth. *Journal of International Food & Agribusiness Marketing* Vol. 8 (4) 1997, pp 55-78.
24. -(1985d): *Industriell nyskaping: En undersøkelse av institusjonelle forutsetninger.* (*Industrial Innovation. An investigation of institutional conditions*) Dr. Scient. Thesis. Institutt for Fiskerifag, Universitetet i Tromsø
25. -with T Robertsen, (1976): *Fiskeriplanlegging i lokalsamfunn og sektorer.* (Fisheries planning in local communities and industry sectors) Master thesis/Kandidatoppgave. Institutt for fiskerifag, Universitetet i Tromsø.

–In review process

1. – with Vassdal T (2007): Hvordan øke verdiskapningen av fiskeressursene. Second review Økonomisk Forum
2. –with Lindkvist KG, J Xie (2007): The global challenge of the Chinese seafood industry
3. -with J Scholderer, E. Lund. Effects of Age, Period and Birth Cohort on Seafood Consumption in Norway: The Moderating Influence of Seafood Type. Accepted for 2nd review. *Agribusiness: An international Journal*

Book chapters, proceedings and conference papers

1. - (2009): The League model. -a stewardship system for sustainable economic development in fisheries. Presentation European Association for Fishery Economists EAFE conference Malta 6-8th July 2009
2. - (2009): The increasing Norwegian ITQ (Transferable IQS) financial bobble. Presentation European Association for Fishery Economists EAFE conference Malta 6-8th July 2009
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4. -(2005) *Market oriented management of Individual seasonal quotas (ISQ). Working paper.* Shanghai Fisheries University. Workshop August 2005
5. (2005): [Towards a market oriented management \(MOM\) model for straddling fish stocks.](#) Working paper. The European Association of Fisheries Economists. Thessaloniki, Greece, March 2005
6. -with Grunert KG, EG Campos, JA Young (2005): [Market orientation in the mental models of decision-makers in two cross-boarder value chains: A pilot study using the laddering technique.](#) Best Paper Award. The Academy of Marketing/American Marketing Association 5th Biennial Joint Conference, Dublin July 2005
7. -with J. Scholderer (2004): Does perceived inconvenience diminish seafood consumption? A cross-lagged panel analysis. Paper presented at the International Institute for fisheries Economics and trade (IIFET) Tokyo July 2004
8. – with Grunert K.G., K. Hansen, L. Fruensgaard Jeppesen, K.R. Jespersen, A.M. Sonne, J. Young (2004). Four cases on market orientation of value chains in agribusiness and fisheries. Working paper no 83 MAPP, Aarhus Business School, Aarhus Denmark
9. -with J.A.Young (2004): Fisheries management as a regional business -The case of Norway. Paper presented to: EAFE, Rome 5-7th April 2004
10. -with K. Grunert & JA Young (2004): The strategic role of the value chain in fish marketing. Paper presented to: EAFE, Rome 5-7th April 2004

11. -with J. Scholderer (2004): Does perceived inconvenience diminish seafood consumption? A cross-lagged panel analysis. MAPP workshop on consumer convenience. Middelfart, Denmark 26-27 April 2004
12. - (2004) Regional models for market oriented fisheries management. The Norwegian debate. FAME workshop, Roskilde, Denmark 26-27.01.2004
13. –with J. A. Young & K. Helstad (2003): Some impacts of remote electronic auctions on peripheral maritime areas- is the clock ticking? Paper presented on the conference. People and the Sea II: Conflicts, Threats and opportunities. Center for Maritime Research (MARE) Amsterdam 4-6 September 2003.
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15. –with J Scholderer, E. Lund (2002): Age, Period, or Birth Cohort: What Determines Demographic Differences in Seafood Consumption? Proceedings of the XI IIFET Conference, “Fisheries in the Global Economy”, Wellington, New Zealand
16. -with T Braaten, E Lund and AE Eggen (2002): Consumption of seafood–The influence from overweight and health beliefs. Proceedings of the XI IIFET Conference, “Fisheries in the Global Economy” Wellington, New Zealand august 2002
17. - (2002): Toward Market Orientation: The role of auctioning individual seasonal quotas (ISQ). Proceedings, the XI EAFE Conference, Faro Portugal
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19. -with KG Grunert, K Hansen, L Fruensgaard Jeppesen, K Risom, AM Sonne Andersen (2002b): Market orientation at the value chain level: Concept and determinants. Proceedings 31st EMAC (European Marketing Academy) Conference – Braga, Portugal, June 2002
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2. with T Vassdal (2005): [Hvordan øke verdiskapningen av fiskeressursene?](#) Arbeidsrapport. publ. www.fishmarketing.com
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4. -med Terje Jørgensen (2005): [Fangt- og landingsmønster for trålere med leveringsbetingelser i Finnmark](#). Rapport til Finnmark Fylkeskommune. Publ. www.fishmarketing.com
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9. -with Ø Jakobsen (1994): *Flyfrakt av fersk laks til Østen*. Rapport Norut Samfunnsforskning AS.
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Public plans (as responsible officer)

- Fiskerisjefen i Troms (1977): Fishery plan for the coastal areas in Troms county (in Norwegian). Tromsø.
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- The Ministry of Fisheries (1980): An evaluation of regional planning in coastal areas; content, dimensions and organization (In Norwegian) Report from a working group, Oslo
- The Ministry of Fisheries (1981): About guidelines for treatment of fisheries in the county plans 1984-1987. (In Norwegian). Advice from a working group, Oslo
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