

## CURRICULUM VITAE GUNN-TURID KVAM

**Name:** Dr. Gunn-Turid Kvam  
**Academic degree:** Dr. ing.  
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### Education:

2001 – 2002 Post doc stipendium: Resource development in small scale food processing.  
1991 – 1995 PhD at The Norwegian Institute of Technology with the thesis: Technology transfer from a R&D organisation to small and medium sized firms.  
1991 “European Doctoral programme in Entrepreneurship” at Durham University Business School, Durham, England.  
1985 – 1987 Master of Science in Business, Bodø Graduate School of Business.  
1982 – 1983 Agricultural Economics, Nord-Trøndelag University College, Steinkjer.

### Experience:

2014 - Part-time Associate professor at the Norwegian University of Science and Technology, Institute of technology and industrial development  
2007 - Senior researcher, centre for Rural Research  
2003 - 2006 Research manager; Business Development, Innovation and Consumption  
1997 - Researcher/Senior researcher at Centre for Rural Research  
1987 - 1996 Researcher at SINTEF Industrial Development  
1991 - 1994 Doctoral student at The Norwegian University of Science and Technology, Institute of industrial economy and technology management  
1984 - 1985 Consultant in economy in AS Nordkraft, an energy company in Tysfjord in northern parts of Norway.

### Research projects (selected):

- AgriLink: Agricultural Knowledge: Linking farmers, advisors and researchers to boost innovation. EU-project Horizon 2020 (2017-2021).
- Competent farmer: Improving farmer’s competence by more efficient interaction between farmers, advisory service and research, (2015-2018)
- Traders in the food value chain: Firm size and international food distribution (2014-2016)
- Healthy growth: Value-based growth of organic food chains. EU project under CORE organic II (2013-2015).
- During 2013: Studying the value chain of cattle meat in Norway
- During 2013: Studying premium private labels in Norway and challenges and possibilities for local food producers
- During 2010: Inputs to the Ministry of Agriculture and Food on developing a new program for encouraging local food production.
- Growth Strategies for local food firms (2008-2011), where the aim was to study growth ambitions and strategies among local food firms, and obstacles to reach goals.
- In the period 2007 – 2011 the strategic institute program “Culturally grounded tourism and local food in rural development”. My focus was on “Innovation in local food, culture and tourism: The role of the regional support system”.

- Food Safety Regulatory Policy in a Comparative Perspective – globalisation effects on food safety (2005). This was a pre project where we are applying the Norwegian Research Council for money to accomplish the main comparative project between US, Australia, Great Britain, Japan and Norway.
- A cognitive approach to rural sustainable development – the dynamics of expert and lay knowledge (2004-2006). A project in the Sixth Framework Programme joined by 12 European countries. Development and organising of niche production and local food (2002). Co-operation between Centre for rural research and Norwegian School of Management, BI.
- Development Strategies in Regional Food Chains (REGMAT: 2000-2005). This was a social-science and management-oriented research programme in co-operation with Nordland Research Institute. Financed by the Norwegian Research Council.
- Local development strategies in the agro-food supply chain (1999-2001). Co-operation between Centre for Rural Research, Nordland Research Institute, Helsinki Institute of Agricultural Economics, University of Cardiff and The Swedish University of Agricultural Sciences. The Norwegian part of the project is financed by the Norwegian Research Council.

### **Project manager – selected projects:**

- Competent farmer, studying advisory services in agriculture (2015-2018). WP2 leader on Farmer’s competence development.
- Healthy growth: Value-based growth of organic food chains. EU project under CORE organic II (2013-2015). Responsible for WP2 “State-of-the-art-review”.
- The value chain of cattle, its framework conditions, challenges and possibilities (2013)
- Influence of media in the development of local food production (2009-2010)
- Culturally grounded tourism and local food in rural development (2007 – 2011). Project manager from August 2009 to 2011. Strategic Institute Program.
- Growth Strategies for Local Food Firms (2008 – 2011)
- Innovation in small scale rural tourism: How to organize for improvement and expansion? (2006)
- A cognitive approach to rural sustainable development – the dynamics of expert and lay knowledge (2004-2006). Responsible for the Norwegian contributions on “Demographics and Civil Society” and “Local Food Production and Knowledge Dynamics in the Rural Sustainable Development”.
- Food Safety Regulatory Policy in a Comparative Perspective – globalisation effects on food safety (2005).
- Development and organising of niche production and local food (2002).
- Development Strategies in Regional Food Chains (REGMAT: 2000-2006). Strategic Institute program.
- Local development strategies in the agro-food supply chain (1999-2001).

### **Experience in education:**

Part-time Associate professor at the Norwegian University of Science and Technology, Institute of technology and industrial development since 2014 in the course Management of Business Relationships and Networks. Responsible for this course in 2017.

### **Journal Articles and Book Chapters**

Laurens Klerkx, Egil Petter Stræte, Gunn-Turid Kvam, Eystein Ystad & Renate Marie Butli Hårstad (2017): Achieving best-fit configurations through advisory subsystems in AKIS: case studies of advisory service provisioning for diverse types of farmers in Norway, *The Journal of Agricultural Education and Extension*, DOI: 10.1080/1389224X.2017.1320640

Kvam, G.T, Bjørkhaug, H. and Pedersen, A.C. (2016). How relationship can influence an organic firm’s network identity, *European Planning Studies*, DOI:10.1080/09654313.2016.1270909.

- Kvam, G.T. (2015). Konkurrans og samarbeid i verdikjeder for storfekjøtt. In «Norsk matmakt i endring» (red. Bjørkhaug, H., Almås, R. and Vik, J.) (2015). Fagbokforlaget 2015, Bergen, Norway.
- Kvam, G.T, Stræte, E.P. and Magnus, T. (May 2014). Product strategies for growth in niche food firms. *British Food Journal*, Research paper, Vol 116, No.4, 2014.
- Kvam, G.T and Rønning, L. (2012). Etablering og utvikling av regionale matnettverk. In «Lokal og regional mat», (red. Sæther, B. and Haugum, M.). Tapir forlag 2012.
- Forbord, M, Kvam, G.T. and Rønningen, M. (2012). Turisme i distriktene – typer, perspektiver og tematiske tilnærminger. In «Turisme i distriktene» (Forbord, M. Kvam, G.T. and Rønningen, M. (red.)). Tapir Akademisk Forlag, Trondheim, Norway.
- Kvam, G.T and Stræte, E.P. (2012). Diffusjon av innovasjon i utvikling av sjøfisketurisme i Troms. In Forbord, M. Kvam, G.T. and Rønningen, M.(red). Turisme i distriktene, 311-336. Tapir akademisk Forlag, Trondheim, Norway.
- Kvam, G.T. and Magnus, T. (2011). Kvalitetsstrategier ved vekst – erfaringer fra fem nisjematbedrifter. In "Rurale brytninger" (red. Haugen, M. og Stræte, E-P). Tapir forlag 2011.
- Daugstad, K, Kvam, G.T and Frisvoll, S. (2011). Merverdi i kvaliteter? Erfaringer fra Valdres. In "Rurale brytninger" (red. Haugen, M. og Stræte, E-P). Tapir forlag 2011.
- Bjørkhaug, H. and Kvam, G.T. (2011). Local small-scale food enterprises: Ambitions and initiatives for achieving business growth. *AGER – Journal of Depopulation and Rural Development Studies*, October 2011, 29-55.
- Kvam, G.T. and Stræte, E.P. 2010. Innovation and Diffusion - Different Roles in Developing Nature-Based Tourism. *The Open Social Science Journal*, 2010, 3, 30-40.
- Kvam, G.T. (2010). Traditional food as a strategy in regional development – the need of knowledge diversity. I M. Fonte og H. Papadopoulos (red.) *Naming food after place – Food relocation and knowledge dynamics in rural development. Perspectives on rural policy and planning.* Surrey: Ashgate Publishing, 197–213.
- Kvam, G.T. 2008. Inderøy og Valdres: ulike veier til regional utvikling, i Almås, R., Haugen, M, Rye J.F. and Villa M. (red.) i *Den nye bygda*. Tapir Akademisk Forlag, Trondheim 2008.
- Kvam, G.T. 2002. Samhandling for ressursutvikling i småskala matproduksjon. i Almås, R, Haugen, M.S, Johnsen, J.P. 2002. *Bygdeforskning gjennom 20 år*. Tapir Akademisk Forlag, Trondheim.
- Almås, R. & Kvam, G.T. & Stræte, E.P., 1997. From Productivism to Flexible Specialization? Experiences from a Restructuring Process in the Norwegian Dairy Industry. *Journal of Rural Co-operation*, 25 (2), 1997:65-82.

### **Other publications (selected)**

- Stræte, Egil Petter, Bjørn Gunnar Hansen, Gunn-Turid Kvam (2017): *Images and metaphors as tools in communication between advisors and farmers*. Paper presented at ESEE Chania 4-7 July 2017. Proceedings.
- Kvam, Gunn-Turid, Bjørn Gunnar Hansen, Egil Petter Stræte (2017): *Problem formulation, problem characteristics and a need for competence - case studies of advisory services in Norway*. Paper presented at ESEE Chania 4-7 July 2017. Proceedings.
- Hansen, Bjørn Gunnar, Gunn-Turid Kvam, Egil Petter Stræte (2017): *Case study: What characterizes a successful advisor visit?* Paper presented at ESEE Chania 4-7 July 2017. Proceedings.
- Haugum, M., Klerkx, L., Kvam, G-T. (2016). Farmer mentoring in Norway– How do different mentoring approaches improve entrepreneurial skills? Paper for the IFSA-Conference 2016, 12-15 July in Newport.
- Stræte, E. P., Klerkx, L., Kvam, G.T., Ystad, E., Hårstad, R. (2016). Achieving best fit in Norway: Challenges for advisory services to offer relevant advice to various types of farmers. Paper for the IFSA-conference 2016, 12-15 July in Newport.

- Münchhausen, S., Häring, A.M., Kvam, G.T. and Milestad, R. (2015). The role of the business logic for growing value chains of organic food – first results of an international case study analysis. <http://www.esrs2015.eu/sites/www.esrs2015.eu/files/ESRS%202015%20online%20proceedings.pdf>
- Noe, E., Kjeldsen, C. Bjørkhaug, H. and Kvam, G.T. (2015). Values-based food chains – recoupling man and soil? <http://www.esrs2015.eu/sites/www.esrs2015.eu/files/ESRS%202015%20online%20proceedings.pdf>
- Kvam, Gunn-Turid, Holmen, Elsebeth, Pedersen, Ann-Charlott (2015). Managing in a regional networks: The case of regional development in the Røros area. IMP workshop: Policy making in an interactive business world; 2015-05-26 - 2015-05-28.
- Kvam, G.T. (2015). Evaluering av Helse i Valdres fra 2010-2014. Rapport 3/2015, Norsk senter for bygdeforskning.
- Kvam, G.T. and Bjørkhaug, H. (2014). State of the art review - On healthy growth initiatives in the mid-scale values-based chain of organic food. Report as part of the Healthy Growth project. <http://orgprints.org/25620/7/25520.pdf>.
- Kvam, G.T. and Bjørkhaug, H. (2014). State of the art review - On healthy growth initiatives in the mid-scale values-based chain of organic food. Paper to the 11th European IFSA Symposium, 1-4 April 2014 in Berlin, Germany
- Kvam, G.T. and Bjørkhaug, H. (2013). Volume growth in Quality Food Firms - Lessons and Reflections from Norway. [http://www.florenceesrs2013.com/wp-content/uploads/2012/07/ESRS2013\\_eProceedings.pdf](http://www.florenceesrs2013.com/wp-content/uploads/2012/07/ESRS2013_eProceedings.pdf)
- Kvam, G.T. and Magnus, T. (2012). Vekststrategier for lokale matbedrifter. Rapport 9/2012. Centre for Rural Research, Trondheim.
- Kvam, G.T. (2010). Increasing quality food production in a mountain region – challenges for a local food firm and regional authorities. Paper to the IFSA 2010 conference in Vienna. Available at <http://ifsa.boku.ac.at/cms/index.php?id=111#c281>, 1617 - 1625.
- Bjørkhaug, H. and G.T. Kvam. 2009. Strategies and goals for growth among small-scale food enterprises in Norway: A gender sensitive approach. Paper no 1/09. Centre for Rural Research, Trondheim, Norway.
- Magnus, T. and Kvam, G.T. 2008. Vekststrategier for lokal mat, frekvensrapport. Rapport 8/08. Norsk senter for bygdeforskning, Trondheim.
- Almås, R., M. Forbord, G-T. Kvam og J. Vik 2006: Det Gröna Universitetet i en skiftande omvärld. Hur Sveriges lantbruksuniversitet kan utforma en proaktiv sektorsroll in i en allt mer global framtid, [http://www2.slu.se/omslu/2006/sektorsroll\\_sl06.pdf](http://www2.slu.se/omslu/2006/sektorsroll_sl06.pdf).
- Borch, O.J., Kvam, G.T., og Stræte, E.P. 2005. Matgründeren – om å utvikle småskala og spesialiserte matbedrifter. Tapir Akademisk Forlag, Trondheim. .
- Stræte, E.P., Hålien, E., og Kvam, G.T. 2003. Regionale utviklingsmotorer i matrelatert næringsutvikling. LØF, nr. 1. 2003.
- Kvam, G.T., Hålien, E., og Olsen, P.I. 2003. Utvikling av nisjematorientert næringsutvikling i distriktene – lokale organisasjonsbehov og – muligheter. LØF, nr. 1. 2003. i Kvam, G.T., Brastad, B., Stræte, E.P. & Borch, O.J. 2002. Regional nyskapning i matsektoren. Landbruksøkonomisk Forum, Vol 19, nr. 2 – 2002.
- Kvam, G.T. 2002. Interaksjon for ressursutvikling i småskala matproduksjon. Landbruksøkonomisk Forum, Vol 19, nr. 2 – 2002.
- Kvam, G.T. 2002. Resource development through Interaction: The Story of a Small-Scale Cheese-maker. Paper to the 12<sup>th</sup> Nordic Conference on Small Business Research, Kuopio, Finland, May 26<sup>th</sup>-28<sup>th</sup>, 2002. [www.uku.fi/laitokset/yrit/nordic2002](http://www.uku.fi/laitokset/yrit/nordic2002).
- Forbord, M. & Kvam, G.T. 2002. Investigating “Thin” and “Tick” Interaction Related to Development of a Rural Resource. Competitive paper to the 18<sup>th</sup> Annual IMP Conference, Dijon, France, September 5<sup>th</sup>-7<sup>th</sup>, 2002.

- Kvam, G.T. 2000. Establishing new business based on rural resources – challenges, development processes and the role of governmental bodies. Chapter in the report “Rural and Regional Development in Northern Periphery. Report 4/00, Centre for Rural Research.
- Kvam, G.T. 1995. Technology Transfer from R&D institutions to small and medium sized firms – case studies of nine technology transfer projects, Doctoral Thesis at the University of science and technology (NTNU), Trondheim.