

## **Fredrik Fernqvist**

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## **CV**

### **Current position**

- Senior lecturer (universitetslektor), business management (företagsledning), Department of people and society, SLU (from 2022-)
- Associate professor (docent), Horticultural science, esp. business administration (2023)
- Distinguished university teacher (utnämnd excellent lärare, SLU) (2024)

### **Previous positions**

- Lecturer (adjunkt), business administration, Department of people and society, SLU (2014-2021)
- PhD student (50% or work time)/Lecturer, business administration (50% of work time), Department of Work science, business economics and environmental psychology (later people and society), SLU (2006-2014)
- Research assistant, horticultural economics, Department of crop science, product quality and market, SLU (2004-2006)

### **Leave of absence**

- Parental leave April 2012-Sept 2012; May 2015-Dec 2015
- Public municipal assignment (25% of work time, executive board, Malmö city) June 2008- March 2012

### **Higher education qualifications**

- PhD in Agriculture, Horticultural Science, especially Business Administration, Swedish University of Agricultural Sciences, 2014. Dissertation title: "Consumer Experiences of Quality and the Effects of Credence"
- MSc in Horticulture (Hortonom), Swedish University of Agricultural Sciences, 2004.

### **Current work disposition (2026)**

#### *Main teaching and supervision*

- Course leader and main teacher LV0128 Innovation management for sustainable food systems, 15 ECTS (MSc sustainable food systems) (from 2019-)
- Course leader and main teacher Fö0488 Consumer behaviour and sustainable food consumption, 15 ECTS (MSc sustainable food systems) (from 2021-)
- Current supervision: PhD students (one main, one co-supervisor), MSc theses sustainable food systems (two, spring semester)

#### *Collaboration, university platform*

- SLU Future Food (campus Alnarp), SLU Future Foods platform for research and collaboration. (Correspond to 20 %, from Aug 2020).

#### *Research*

- [SustainGov](#) (National Impact innovation program on transformative innovation in public sector) (2024-)
- [RegioFoods](#) (From regional relevance to transnational value: how regional food systems can boost resilience and self-sufficiency in Nordic and Baltic countries) (FutureFoodS 2026-29)

### **Administrative university assignments**

- Docent board, LTV faculty (substituting member), 2024-current
- Board for the Appointment of Distinguished University Teachers (substituting member) 2024-current
- Member of the steering committee for the Centre for Organic Food & Farming, EPOK, SLU, 2017-2022 (SLU.ua 2017.1.1.1-4034)
- Board member, program committee for basic education in landscape and horticulture (programmämnad LT). Faculty of Landscape Architecture, Horticulture and Crop Production Science, 2006-2009; 2014-2019, 2019-2022)
- Vice chairman, LTV program committee for basic education, 2019-2022

- Research subject area representative (Business Administration) and administration, 2017-2021
- Member of the department steering group as subject representative, Department of Work Science, Business Economics and Environmental Psychology, 2017-2021
- Department director of studies, Department of Work Science, Business Economics and Work Science, 2009-2010; 2016-2018
- Team leader research, Swedish Centre for Agricultural Business Management, SLU (Kompetenscentrum företagsledning i de gröna näringarna), 2015-2016

### **Other assignments, projects, pedagogic development work (e.g. programme development)**

- Participation in Nordic-Baltic project EIT Food and Technology 2021-2024. Entrepreneurship and innovation in higher education (Nordic-Baltic EU project in higher education).
- Participation in working group on the development of the MSc “Food and Landscape” program, 2022, development of course “FS0002 Food Planning”.
- Member of working group on the development of a new MSc programme on sustainable food systems (SLU). Appointed by the SLU Deputy Vice-Chancellor, 2017, SLU ID: SLU.2016.1.1.1-4184)
- Appointed committee member for developing implementing rules for the new main subject “Sustainable Development” in education, SLU, 2020. (SLU ID: SLU.ua2019.1.1.1-3976; SLU.ltv.2020.1.1.1-112)
- Member of committee for developing a student recruitment strategy for SLU. Appointed by the SLU Deputy Vice-Chancellor, 2016 (SLU ID: SLU.ua 2016.1.1.1-1856; SLU ID: SLU.ltv.2016.1.1.1-28)
- Development group, future basic education at the LTV Faculty 2015. (SLU ID: SLU.ltv.2016.1.1.1-67)
- Asialink Documap: Swedish coordinator for the EU funded AsiaLink Documap (Development of a Curriculum - Supply Chain Management and Post-Harvest Technology for Vegetables and Fruit), 2006-2008.

### **Teaching**

I identify myself both as a university teacher and researcher, and believe that these tasks work synergetic with each other. Besides teaching, I have been engaged in various assignments in program boards, program and course development, subject development and international collaboration and have much knowledge on the educational system at SLU. I have been highly involved in teaching since 2004, as course leader and main teacher for around 40 course occasions - with responsibilities for both course development/writing the course plan, planning the course design, lecturing, supervising, examining and finally evaluating the courses. In addition, I have contributed with different course modules or single lectures in several other occasions. I have experiences from international teaching abroad. I have supervised a long row of BSc and Msc students in their thesis projects, and supervised a few doctoral students (two finalized, two ongoing).

### **Research profile**

In summary, my research has been related to the following range of topics: 1) consumer and market research, 2) strategy and business models; 3) innovation and innovation management - mainly within the specific areas of horticulture and agriculture, and 4) taking the view of dynamics in supply and value chains, and setting the role of actions in these chains in a broader food systems perspective. A common denominator of my research has been sustainability perspectives: 1) In consumer research regarding sustainable consumption and the role of certifications, sustainability labels and green marketing; 2) In strategy and business models, sustainability as strategic positioning and business models for the creation of sustainable values; 3) In innovation studies; innovation for the sustainability transition, including the role of public sector innovation, and 4) in food supply chains and food system dynamics, various studies related to technology use, chain actors' behaviour and market development. Much of my research is done in collaboration with other partners, from industry, advisory services and public sector.

### **Publications**

You can find my publication list through the links below. The publications comprise of peer reviewed papers, conference proceedings, reports, fact sheets and policy briefs.

- SLU publication database (58 works): <https://publications.slu.se/?file=pers/show&cid=454324>
- Google scholar (50 works): <https://scholar.google.com/citations?hl=sv&user=WpicszYAAAAJ>
- Orcid (29 works): <https://orcid.org/0000-0002-6534-3587>

### **Other**

Fellow of the Royal Physiographic Society of Lund