

# Publications - Sten Söderman

## Articles in peer-reviewed journals

- Dolles, H. & Söderman, S. (2010) : Addressing Ecology and Sustainability in Mega-sporting Events: The 2006 Football World Cup in Germany.  
*Journal of Management & Organization, vol. 16, no. 2, ISSN 1833-3672 [accepted for publication].*
- Söderman, S. & Dolles, H. (2009) : Söderman, S. & Dolles, H. (2009) Sponsoring the Beijing Olympic Games - patterns of sponsor advertising,  
*Asia Pacific Journal of Marketing and Logistics, Vol 21 Issue 4.*
- Dolles, H. & Söderman, S. (2008) : The network of value captures: creating competitive advantage in football management, Sport (Sportökonomie) – Special Issue in regards to FIFA EURO  
*Wirtschaftspolitische Blätter, Vol 55, Issue 1, pp. 39-58.*
- Dolles, H. & Söderman, S. (2008): Formula One in the US. Interview with Joie Chitwood III President and Chief Operating Officer Indianapolis Motor Speedway LLC  
*Special edition International Journal of Sports Marketing & Sponsorship, Vol. 10, No. 1, pp. 11-14.*
- Dolles, H. & Söderman, S. (2008) : Introduction - Developing International Sport  
*Special edition International Journal of Sports Marketing & Sponsorship, Vol. 10, No. 1, pp. 7-8.*
- Dolles, H. & Söderman, S. (2008) : Mega-Sporting Events in Asia - Impacts on Society, Business & Management- an introduction  
*Asian Business & Management, Vol. 7, Issue 2, pp. 147-162.*
- Söderman, S. & Dolles, H. (2008) : Strategic fit in international sponsorships- the case of the Olympic Games in Beijing 2008  
*International Journal of Sports marketing and Sponsorship, Vol. 9, No. 2, pp. 95-110.*
- Söderman, S., Jakobsson, A. & Soler, L. (2008) : A quest for repositioning- the emerging internationalization of Chinese companies  
*Asian Business & Management, Vol 7, Issue 1, pp.115-142.*
- Demir, R. & Söderman, S. (2007) : Skills and complexity in management of IJVs: Exploring Swedish managers' experiences in China  
*International Business Review, Vol. 16, Issue 2, pp. 229-250.*

## Books

- Söderman, S. (2006): Emerging multiplicity - integration and responsiveness in Asian business development, editor and author *Palgrave-Macmillan.*
- Söderman, S. (2005) : Business Development [Affärsutveckling] *Editor. Published by Bonniers Ledarskapshandböcker.*
- Söderman, S. (2003) : Local Responsiveness versus Global Integration, EAMSA-Euro Asia Management Studies Association-20th Annual conference organized by International Business Academy  
*Editor. Published by Stockholm University School of Business.*
- Söderman, S. (2002) : Affärsutveckling med exempel från H&M, Ikea, ABB och Volvo.  
*Ekerlids Förlag.*

## Book Chapters

- Söderman, S., Dolles, H. & Dum, T. (2009) : Managing football - International & Global Developments. *In: Chadwick, S. & S. Hamil., (eds): Managing Football: An International Perspective, Elsevier.*
- Söderman, S. & Lundquist, B. (2007) : Fotboll som födkrok  
*In Turism och Trurism, trender och traditioner i en framtidsbransch , Redaktör J. Johansson, Tallins boktryckeri.*
- Richelieu, A., Söderman, S. & Pons, F. (2007) : The internationalization of a sports team brand: The case of Football Club Barcelona. *In J. James (Ed), Sport Marketing across the Spectrum. Morgantown, WV: Fitness Information Technology, Publishers.*
- Söderman, S. (2004) : 12 teser om företagsutveckling [12 theses on business development].  
*In Börsens Ledelsehåndbog. Copenhagen: Vaekst og Forretningsudvikling.*
- Söderman, S. (2004) : 12 teser om företagsutveckling. *In Börsens Ledelsehåndbog. Copenhagen: Vaekst og Forretningsudvikling.*
- Söderman, S. (2004) : Idrottens ekonomi. *Perspektiv på Sport management. SISU Idrottsböcker.*
- Demir, R. & Söderman, S. (2004) : A cumulative approach to nine Swedish firms in China  
*In Harmony v Conflict: Euro-Asian Management in a Turbulent Era edited by Yau, H.M., Tseng, C.S. and Cheung, F.S. EAMSA Proceedings City University of Hongkong.*
- Söderman, S. & Krentzel, G. (2004) : Global Account Management- en risk eller en möjlighet till global affärsutveckling. *In Affärsutveckling. Stockholm: Bonniers Ledarskapshandböcker.*
- Söderman, S. (2004) : Att välja rätt verktyg vid affärsbeslut. *In Affärsutveckling. Stockholm: Bonniers Ledarskapshandböcker*
- Gullander, S. & Söderman, S. (1994) : Internationella företagsköp och joint ventures. [International acquisitions and joint ventures] *In Exporthandboken, strategier, Stockholm, pp. 64-82.*

## Conference Papers

- Söderman, S. & Sabbatucci, M. (2009) : Classifying spectators. - The case of AIK at Råsunda 2002 and 2007  
*In Conference Proceedings of the 17th Annual European Sportmanagement Conference EASM Amsterdam 16-19 September 2009.*
- Dolles, H. & Söderman, S. (2009) : The network of value captures in professional football management: Analyzing the development of the Japanese professional football league  
*In Conference Proceedings of the 17th Annual European Sportmanagement Conference EASM Amsterdam 16-19 September 2009.*
- Söderman, S. (2009) : Investing in China and Japan - a subsidiary manager perspective.  
*Proceedings of the 26th Annual Conference of the Euro-Asia Management Studies Association, October 21-24, 2009 Lausanne, Switzerland.*

- Dum, T., Dolles, H. & Söderman, S. (2009) : Sponsoring the EURO 2008 football tournament: Analysing sponsorship awareness in Swiss and Austrian print media.  
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- Söderman, S. & Dolles, H. (2009) : Söderman, S. & Dolles, H. (2009) Sponsoring the Beijing Olympic Games - patterns of sponsor advertising  
*Competitive paper presented at EURAM Conference 2009, Liverpool, UK.*
- Söderman, S. & Dolles, H. (2009): Creating brand awareness in sponsoring the Beijing Olympic Games: patterns of advertising  
*Competitive paper presented at aib 2009 Conference San Diego, US.*
- Söderman, S. (2009) : Shaping a business typology on Swedish business in China. *Working paper presented at aib 2009 Conference San Diego, US.*
- Söderman, S., Jansson, H. & Xianjin, Z. (2008) : The Take-off Process: Initial Internationalization of Small and Medium-sized Enterprises from China.  
*Proceedings of the 34th Annual EIBA conference, December 11-13, Tallinn, Estonia*
- Söderman, S., Dolles, H. & Li Dong, Z. (2008): Contributing to successful Olympic Games in Beijing- perceived patterns of sponsor advertising behaviour.  
*Proceedings of the 25th Annual Conference of the Euro-Asia Management Studies Association, December 3-5, Doshisha Business School, Kyoto, Japan.*
- Söderman, S. (2008) : A typology of Swedish operations in China,  
*Proceedings of the 25th Annual Conference of the Euro-Asia Management Studies Association, December 3-5, Doshisha Business School, Kyoto, Japan*
- Dolles, S. & Söderman, S. (2008) : International Sponsorship and Sponsorship Awareness: Evaluating Chinese Advertisements Prior to the Beijing 2008 Olympic Games  
*In: Holger Preuss and Kai Gemeinder (eds.): Book of Abstracts 16th Conference of the European Association for Sport Management "Management at the Heart of Sport". Bayreuth/Heidelberg, pp. 307-308.*
- Gammelsaeter, H. & Söderman, S. (2008): Organization of revenue generation - Norway beating Sweden in soccer  
*In: Holger Preuss and Kai Gemeinder (eds.): Book of Abstracts 16th Conference of the European Association for Sport Management "Management at the Heart of Sport". Bayreuth/Heidelberg.*
- Dolles, S. & Söderman, S. (2008) : Targeting the International Audience: Challenges Facing Sports Managers  
*In: John Cantwell and Tungs Kiyak (eds.): Proceedings of the 50th Annual Meeting of the Academy of International Business. East Lansing MI: Academy of International Business.*
- Dolles, S. & Söderman, S. (2008) : Network of Value Captures: Creating Competitive Advantage in Football Management  
*In: Simon Chadwick; Frank Go and Simon Chadwick (eds.): "Challenges Facing Football in the 21st Century. A Conference to Mark the 2008 European Football Championships, University of Bern (Switzerland) May.*
- Dolles, S. & Söderman, S. (2007) : Strategic Fit in International Sponsorship - The Case of the Olympic Games in Beijing 2008  
*In: Oded Shenkar and Tungs Kiyak (eds.): Proceedings of the 49th Annual Meeting of the Academy of International Business. East Lansing MI: Academy of International Business, p. 192.*
- Dolles, S. & Söderman, S. (2007): Sport Businesses and Sport: Facing the Challenges of Internationalization  
*In: Oded Shenkar and Tungs Kiyak (eds.): Proceedings of the 49th Annual Meeting of the Academy of International Business. East Lansing MI: Academy of International Business.*
- Jansson, H., Söderman, S. & Zhao, X. (2007) : Internationalization of Medium-sized Enterprises from China: The Take-off Process  
*Proceedings of the 24rd Annual Conference of the Euro-Asia Management Studies Association, November 29-31, 2007 Leeds University, Leeds.*

- Dolles, S. & Söderman, S. (2006) : Implementing Professional Football in Japan (J-League) - Challenges to Research in International Business  
*In: Mary Ann Von Glinow and Tungs Kiyak (eds.): Proceedings of the 48th Annual Meeting of the Academy of International Business. East Lansing MI: Academy of International Business, p. 77.*
- Söderman, S. (2006) : A typology of Swedish Operations in China  
*Proceedings of the Joop Stam conference May 2006 at Erasmus School of Economics and Business Economics, Erasmus University Rotterdam.*
- Söderman, S. & Dolles, H. (2006): Early sponsor awareness- the case of the Olympic Games in Beijing 2008  
*Proceedings of the 23rd Annual Conference of the Euro-Asia Management Studies Association, November 22-25, 2006 Korea University Business School, Seoul. 18 p*
- Söderman, S., Jakobsson, A. & Soler, L. (2006): The entry of small Chinese firms into Europe- a quest for repositioning  
*Proceedings of the 23rd Annual Conference of the Euro-Asia Management Studies Association, November 22-25, 2006 Korea University Business School, Seoul. 28 p.*
- Richelieu, A., Pons, F. & Söderman, S. (2006) : The internationalization of a sports team brand: The case of Football Club Barcelona  
*Proceedings of the 4th Annual conference of Sport Marketing Association, 2-4 November, 2006 Denver, Colorado.*
- Dolles, S. & Söderman, S. (2005) : Transfer of Institutional Practices in Sports - From European Football to the Development of Professional Football in Japan (J-League)  
*in: Wolfgang Dorow (ed): "The Transfer of Organisational Practices: Enhancing Competitiveness in Asia/Pacific - European Business Relationships" Proceedings of the 22nd Annual Conference Euro-Asia Management Studies Association, European University Viadrina (Frankfurt/Oder, Germany), Collegium Polonicum (Szubice, Poland), pp. 81-105 (competitive paper). Listed in: DIJ newsletter (2006, no. 27, p. 3).*
- Dolles, S. & Söderman, S. (2005) : Globalization of Sports - The Case of Professional Football and its International Management Challenges  
*In: Yves Doz and Tungs Kiyak (eds.): Proceedings of the 47th Annual Meeting of the Academy of International Business. East Lansing MI: Academy of International Business, p. 46.*
- Söderman, S. (2004): To measure unmeasurables - a methodological approach on the four manageables.  
*ISEAS-SSAAPS Winter Seminar. Singapore. February.*
- Söderman, S. & Jürriado, R. (2004): Creating a destination image: The case of Estonia.  
*IGU conference: Recent Trends in Tourism: the Baltic and the World, Greifswald, Germany, June.*
- Söderman, S. (2004): Nobel, Stockholm och varumärken- några observationer baserad på två Asienstudier.  
*Working paper presented at SCT, Stockholm Center for Tourism Research in Stockholm, January*
- Söderman, S. & Krentzel, G. (2003): Developing the business: Moving from C-GAM to F-GAM.  
*Presented at the Euram conference Milan. April.*
- Söderman, S. & Isberg, L. (2003): Football and Business, possible connections.  
*Paper presented at the 11th Annual Congress of EASM, European Association for Sport Management, Stockholm, September.*
- Söderman, S. & Isberg, L. (2002): Football to Business or what is needed to be an elite coach?  
*Paper presented at Euram Conference in Stockholm. May*
- Söderman, S. (2001): Manageables and nonmanageables in Asian crises, the case of empirical divergencies among the Swedish multinationals.  
*Working paper. Göteborg School of Economics and Commercial Law*

## Other research reports

- Fyrberg, A. & Söderman, S. (2009): A Sponsor's Perspective on the Swedish Sports Movement  
*Riksidrottsförbundet, FoU rapport 2009:3, Stockholm.*
- Fyrberg, A. & Söderman, S. (2007): Varumärken inom idrottsrörelsen (Brands in Swedish sports)  
*Riksidrottsförbundet, FoU rapport 2007:5, Stockholm.*
- Dolles, H. & Söderman, S. (2005): Globalization of Sports – The Case of Professional Football and its International Management Challenges.  
*Working Paper no. 05/1. German Institute for Japanese Studies. Tokyo, 2005. 28 p.*
- Dolles, H. & Söderman, S. (2005): Ahead of the Game – The Network of Value Captures in Professional Football.  
*Working Paper no. 05/5. German Institute for Japanese Studies. Tokyo, 2005. 42 p.*
- Dolles, H. & Söderman, S. (2005): Implementing a Professional Football League in Japan – Challenges to Research in International Business.  
*Working Paper no. 05/6. German Institute for Japanese Studies. Tokyo, 2005. 39 p.*

## Working Papers

- Söderman, S. (2006): Ahead of the game - the network of value captures in professional football  
*Stockholm University School of Business, November 9.*
- Söderman, S. & Dolles, H. (2005): Globalization of Sports - The Case of Professional Football and its International Management Challenges  
*Stockholm University School of Business, March 10.*