

CV Anna Tyllström

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EDUCATION

June 2013	Ph.D. Degree, Business Studies, Uppsala University
2005	M.Sc., Business Administration, Stockholm School of Economics
2005	Erasmus exchange, Corvinus University, Budapest, Hungary
2002-2004	History A and B (60 ECTS), Stockholm University
2000	French Studies, Université de Paul Valéry, Montpellier III, France
1999	Kungsholmens gymnasium, International Section, Natural Science Programme

ACADEMIC POSITIONS

2015-	Researcher, Institute for Future Studies, Stockholm
2016-	Associated researcher, Uppsala University
2015-2016	Visiting Postdoctoral Scholar, Kellogg School of Management, Northwestern university, USA
2013-2016	Postdoctoral Fellow and Lecturer, Uppsala University
2011-2012	Visiting Doctoral Scholar, School of Business, University of Alberta, Canada
2009-2013	PhD Student, Uppsala University
2008	Research Assistant, SCORE/Stockholm School of Economics
2005-2006	Research Assistant, SCORE/Stockholm School of Economics

PUBLICATIONS

Peer Reviewed Articles:

1. Svallfors, S. and A. **Tyllström** (2018). "Resilient privatization: the puzzling case of for-profit welfare providers in Sweden." *Socio-Economic Review* **00**(0): 1-21.
2. **Tyllström**, A. (2015) *Legitimacy for Sale - Constructing a Market for PR Consultancy*, 2014 EDAMBA Journal. (Distinguished Paper Award).

Edited Books:

1. Durand, Rodolphe, Granqvist, Nina and **A. Tyllström**. eds., (2017), From Categories to Categorization – Studies in Sociology, Organizations and Strategy at the Crossroads. Special Issue of Book Series *Research of the Sociology of Organizations* (Vol 51), Emerald.

Monographs:

1. **Tyllström, A. (2013)** "Legitimacy for Sale - Constructing a Market for PR consultancy". Doctoral Thesis no 162, Department of Business studies, Uppsala University.

Book Chapters (English):

3. Brunsson, Nils and A. Tyllström, 2018, "When Sellers Create Markets – the Case of Professional Services". In: Brunsson, N. & Jutterström, M. (eds.) *The Organization and Re-Organization of Markets*. Oxford: Oxford University Press.
4. **Tyllström, A (2017)**. Lobbying in Practice. In C. Garsten & A. Sörbom (Eds.), *Power, Policy and Profit: Corporate Engagement in Politics and Governance*. Cheltenham: Edward Elgar.
5. Durand, R., Granqvist, N. and **A. Tyllström** (2017), "From categories to categorization – A Social Perspective on Market Categorization", In: Durand, R., Granqvist, N. and A. Tyllström. (eds.) *From Categories to Categorization – Studies in Sociology, Organizations and Strategy at the Crossroads*. Special Issue of Book Series *Research of the Sociology of Organizations* (Vol 51), Emerald Insight, pp.3-30.

Book Chapters (Swedish):

6. Tyllström, A. (2010). "PR-konsultbranschens framväxt i Sverige". In: Pallas, J. & Strannegård, L. (eds.) *Företag och Medier*. Stockholm: Liber Förlag.

Papers in Progress:

1. **Tyllström, A.**, "More than a revolving door: The movement between politics and corporate lobbying as a case of embodied institutional carrying". Submitted to *Organization Studies* (2nd Revise and Resubmit, August 2018).
2. **Tyllström, A.** and J. Murray, "Lobbying the client? The role of hired lobbyists in corporate political activity", Submitted to *Organization Studies* in September 2018.
3. **Tyllström, A.** Weber, K. and R. Suddaby. "Merchants of Meaning: Semiotic strategies of sacralizing corporate public relations.", working paper.
4. **Tyllström, A.**, Jonsson S. and N. Granqvist, "*We Hate That Label!*" – *A Theory Of Categorization Of Professional Services*", working paper.

Conference Papers:

1. Tyllström, A. and John. Murray (2018), "Agents seeking principals?- Agents seeking principals – the role of policy intermediaries in corporate political activity", Swedish

- Research Council Conference "Democracy and Public Administration", 14-15 March 2018, Stockholm.
2. Tyllström, A. and Lianne Lefsrud (2016) "Scandals as Field Configuring Events". Full paper accepted to EGOS, July 7-9, 2016, Naples, Italy. Sub-theme 27.
 3. Tyllström, A., Weber, K. and R. Suddaby (2016). "Trading in politics: Rhetorical strategies of sacralizing corporate public relations." Accepted to:
 - a. EGOS, July 7-9, 2016, Naples, Italy, Sub-theme 34.
 - b. AOM Annual Meeting, August 5-9, Anaheim, California, USA
 - c. ASA Annual Meeting, August 20-23, 2016, Seattle, USA
 4. Tyllström, A. and S. Jonsson (2015), "*We Hate That Label!*" - *On Power and Resistance in Category Formation*. Full paper accepted to AOM Annual Meeting 2015, August 7-11, 2015, Vancouver, Canada.
 5. Tyllström, A. (2014) *Sacred Commodification - The Construction of a Cognitive-Cultural Market Logic*, AOM Annual Meeting 2014, August 1-5, 2014, Philadelphia, U.S.
 6. Tyllström, A. (2013) *Categorization Struggles - Audience (de-)legitimation of PR consultancy as a new market category 1981-2009*. Presented as EGOS, July 4-6, Montréal, Canada 2013, Sub-theme 48.
 7. Tyllström, A. (2012) *Working up a Logic—the Micro-Level Construction of an Institutional Order*. ABC (Alberta, Boston, Copenhagen) Institutional Logics Conference, June 14-16, 2012, Banff, Canada.

Research Reports:

1. Svallfors, S. and A. **Tyllström** (2017). "Lobbying for Profits: Private Companies and the Privatization of the Welfare State in Sweden." Institute for Futures Studies, Working Paper 1.
2. Tyllström, A. (2009), "*Pr-olitikern - profession eller produkt? Om professionell identitet i gränslandet mellan PR och politik*", Scorerapport 2009:9, Stockholm: Score.
3. Tyllström, A and Malin Wreder (2009), "*Jeans, blå byxor och drömmar i denim. En studie av aktörer på jeansmarknaden och skapandet av symbolvärden.*", Scorerapport 2009:8, Stockholm: Score.
4. Tyllström, A. and Ilinca Benson (2009), "*Den svenska kondommarknaden - organiseringen kring en värdeladdad vara*", Scorerapport 2009:10, Stockholm: Score.
5. Tyllström, A. and Noomi Weinryb (2004), "*Utlänningsnämndens nedläggning - en studie av ett icke verkställt beslut*", Master Thesis, 15 ECTS, Stockholm School of Economics.

ACADEMIC AWARDS, NOMINATIONS AND GRANTS

- 2017 Two external funding grants (with Nils Gustafsson and Gergeri Farkas):
- Riksbankens Jubileumsfond, 5 668 000 SEK: ”Nätvärde. En longitudinell studie av kvinnors och mäns sociala nätverk i svensk civilekonomutbildning och dessas effekt på karriärresultat”
- Vetenskapsrådet/Swedish Research Council, 2 600 000 SEK: ”Där näringslivets nätverk föds: En longitudinell studie av könsskillnader i sociala nätverk bland ekonomistudenter vid en elitutbildning, och deras karriäreffekter”
- 2016 Winner of the Journalist Prize of Swedish professional press in the category Best column 2015 (Fackförbundspressens Journalistpris för Bästa kommenterande text) for ”Shit vi behöver ha in en tjej här” in Universitetsläraren nr 3/2015.
- 2015 Winner of the Arnberg Prize, Royal Swedish Academy of Sciences
- 2014 Tom Hedelius Travel Grant for Internationalization (126 000 SEK)
- 2014 Distinguished Paper Award, 2014 EDAMBA Thesis Competition
- 2014 Tandem Leadership Fellow, Swedish-Finnish Cultural Foundation
- 2013 Wallander Postdoctoral Scholarship Fellow 2013-2016 (1485 000 SEK)
- 2012 ABCD Reviewing Award, OMT Division, Academy of Management, Boston, USA.
- 2011 Tom Hedelius Travel Grant for Internationalization (105 000 SEK)
- 2009-2011 Jan Wallander Doctoral Scholarship

ACADEMIC PRESENTATIONS (OTHER THAN CONFERENCES)

- March 2018 Swedish Research Council conference, “Democracy and Public Administration”, March 14-15, Stockholm.
- September 2017 SCORE (Stockholm Center for Organizational Research), Stockholm University/SSE, Sweden
- March 2017 Swedish Research Council conference, “Democracy and Public Administration”, March 15-16, Stockholm.
- March 2017 Uppsala Sociology Lab, Uppsala university.
- Oct 2016 Aalto Business School Workshop, Helsinki, Finland.
- April 2016 Ethnography Workshop, Department of Sociology, Northwestern University, Chicago, USA
- Nov 2018 Social Movements Workshop, Management & Organizations Department, Kellogg Business School, Northwestern University, Chicago, USA
- March 2015 HOTREG (Helsinki Organization Theory Research Group), Hanken and Aalto Business Schools, Finland.
- Dec 2013 Department of Sociology, Södertörn University College, Sweden.
- Nov 2013 IOS (Institut for Organisation), Copenhagen Business School, Denmark.
- Oct 2013 SCORE (Stockholm Center for Organizational Research), Stockholm University/SSE, Sweden.
- May 2013 HOTREG (Helsinki Organization Theory Research Group), Hanken and Aalto Business Schools, Finland.

CONFERENCE ORGANIZATION

- October, 2017 Co-organizer, FEKIS, Session 4: “Lobbying on the front page: how digitalization is changing news and political influence” in Malmö on October 18, 2017.
- August, 2014 Co-organizer, “From Stable and Static Categories to a Dynamic View on Categories and Categorization”, Professional Development Workshop, AOM Annual Meeting 2014, August 1, 2014, Philadelphia, U.S. (*Together with Nina Granqvist, Hanken, Finland and Rodolphe Durand, HEC Paris, France.*)

REVIEWING

- 2013- Organization Studies (Ad-hoc Reviewing)
2012- AOM, OMT Division (ABCD Award 2012)

PhD WORKSHOPS

- 2012 ABC Doctoral Workshop, Banff, Canada.
2010 Scancor PhD Workshop in Institutional Analysis, Helsinki.
2009 NFF PhD Workshop, Åbo Akademi, Finland.

TEACHING

(All courses at Uppsala University if nothing else indicated.)

- Fall 2018 “Qualitative Methods”, PhD Level (Guest Lecturer, Observations and Ethnography), SUBS
Guest Lecturer, Public Affairs, BSc Level, Lund University
- Fall 2017 “Qualitative Methods”, PhD Level (Guest Lecturer, Observations and Ethnography), SUBS
- Fall 2016 “Qualitative Methods”, PhD Level (Guest Lecturer, Observations and Ethnography), SUBS
“To Efficiently Affect Political Decision-making”, Graduate Level, Karolinska Institute (Guest Lecturer, the history of Lobbying in Sweden)
- 2014-2015: “Consultancy, Communication and Change”, Master Level (course director)
“Qualitative Methods”, PhD course (course co-director)
“Qualitative Data Analysis”, Master Level Method track (guest lecturer)
- 2013-2014 “Consultancy, Communication and Change”, Master Level (course director)
“Qualitative Methods”, PhD level (course co-director)
“Advanced Analysis in Organization Studies”, Master Level (guest lecturer)
“Organizations in Global Society”, Master Level (guest lecturer)

Thesis supervision, BA and Master Levels
Thesis examination, Examination Committee

- 2012 Qualitative Data Analysis, Master Level Method track (guest lecturer)
- 2010-2013 Management, Organization and International Business (MOI), BA Level
- 2009 Strategic Communication, Basic Level (guest lecturer)

COURSE DEVELOPMENT (*Initiator and Organizer*):

- 2013-2014 International Guest Speaker Series, Uppsala University. Reference: Professor Stefan Jonsson.
- 2012- Reading circle "Categories and Identities", No of Participants: 8. Reference: Professor Stefan Jonsson.
- 2011 PhD course "Qualitative Methodology Workshop Level 2", 5 ECTS. Instructors: Roy Suddaby, Stefan Jonsson and Maria Grafström. Number of participants: 12. Reference: Dr Jaan Grünberg, former Dean of PhD Program, Uppsala University.
- 2009 PhD course "Mediatization" Reading course, 7,5 ECTS. No of Participants: Reference: Lars Strannegård.

PEDAGOGICAL TRAINING

- 2015 Academic Teachers' Training Course, 5 full weeks of study. Project work: "How to teach grounded theory and coding - Development of a new framework"

GRADUATE ACADEMIC SUPERVISION

PhD Level

Finished:

- 2013-2018 Peter Edlund (né Lundqvist), Uppsala university, PhD Student (2nd supervisor)
- 2015- 2017 Erik Wikberg, Stockholm School of Economics, PhD Candidate, expected defense: October 2015 (committee member)

On-going:

- 2015- Maria Rudhult, Uppsala University, PhD Student, expected defense 2019(2nd supervisor)

Master's Level

- 2014 Mikaela Westin and Sofie Bergström, Uppsala university (1st supervisor)

2014 Xiaohang Jay Chen and Mikael Kamali, Uppsala university (1st supervisor)

OTHER ACADEMIC MERITS

- April 2015- Independent columnist at *Universitetsläraren*, magazine of Swedish Association of University Teachers, SULF.
- 2014- Founding member of *Professora*, a career network for female researchers in the economic disciplines (economics, economic history, business studies, economic geography and econometrics) promoting academic advancement on equal terms. In January 2015, the network received funds (70 000 SEK) from Uppsala University's Equal Rights Committee to start up its activities in 2015.

Non-Academic Publications

1. "*Troll spricker i ljuset – liksom Svenska Akademien?*", Column, *Universitetsläraren* November 2017. Stockholm: SULF, May 2018.
2. "*Välfärdslobbyisterna har lyckats säkra vinsterna*", Debattartikel, *Dagens Samhälle*, January 26, 2018 med Stefan Svallfors.
3. "*Med självförakt som drivkraft*", Column, *Universitetsläraren* November 2017. Stockholm: SULF, December 2017.
4. "*Tornet ger oss överblick – samtidigt är vi fångna*" Column, *Universitetsläraren* November 2017. Stockholm: SULF, May 2017.
5. "*Om den svarta askan och den vita snön*", *Universitetsläraren* November 2017. Stockholm: SULF, November 2016.
6. "*PR – vad är problemet? Oreglerad PR-marknad är ett långsiktigt hot mot demokratin*". Liberal Debatt Nummer 3/2016.
7. "*Det är bara så tråkigt att ni aldrig är här*", Column, *Universitetsläraren* April 2016. Stockholm: SULF.
8. "*Skum europé lär sig postdoklivets 4P:n*", Column, *Universitetsläraren* November 2015. Stockholm: SULF. Winner of
9. "*Shit vi behöver ha in en tjej här*", Column, *Universitetsläraren* nr 3/2015. Stockholm: SULF. Winner of the Journalist Prize of Swedish professional press in the category "Best column" 2015 (see below).
10. "*Patrask eller möjliggörare? Om fyra kontaktytor mellan PR och politik*". Feature article, *Organisation & Samhälle*, Issue 1/2015. Stockholm: Fekis.

11. *"Legitimacy for Sale?"* Feature Article, Mercury Magazine Issue 5/6, 2013/2014: pp. 30-36, Department of Business, Uppsala University.
12. *SIDA Country Gender Profile Zambia 2008*, Stockholm: SIDA.

PUBLIC OUTREACH PRESENTATIONS/PUBLIC APPEARANCES

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| March 2018 | Moderator, Breakfast Seminar "Future of Money" Institute for Futures Studies, March 6, 2018. |
| February 2018 | Expert commentator, Open Seminar on Lobbyism, Feb 26, Katalys/ABF. |
| Oct 2017 | Moderator, Breakfast Seminar/Panel debate on the "History and Future of Cash", Institute for Futures Studies, October, 2017. |
| Nov 2016 | Moderator, Breakfast Seminar "Gender as Employment Criterion", Panel debate on gender in academia, Institute for Futures Studies, November 16, 2016. |
| Oct 2016 | Moderator, Round Table Discussion on Political Inequality, Social Democratic Party's Parliamentarian Group, Swedish Parliament/Institute for Futures Studies, October 11, 2016. |
| Oct, 2016 | Interviewee on women in academia, P1 Ekot (SR), Oct 14, 2016. |
| April 2016 | Expert commentator, radio feature on the growth of the PR and the fashion industry
"Stil i P1", broadcast Swedish National Radio (SR), on April 17, 2015. |
| Feb 2015 | Presentation, "How do PR Agencies influence the Political Ideas?", Social Democratic Party, Uppsala City Center Circle. |
| Dec 2014 | Expert commentator, Panel debate on Lobbying, with former Member of Swedish Parliament Oscar Öholm (Moderaterna), Paues Åberg Communications, Stockholm. |
| Aug 2014 | Expert commentator, on the influence of PR sector on politics, "Vetenskapens värld", Swedish National Television (SVT) broadcast on Sept 8, 2014. |
| May 2014 | Expert commentator on stigmatized markets in TT/Reuters article covering on the legalization of US cannabis markets. Published in several national and regional outlets such as SVT, Skånskan, Laholmstidningen, Upsala Nya tidning, Borås Tidning, Västerviks Tidningen, Helsingborgs Dagblad, Trollhättans tidning, Hufvudstadsbladet (Finland) and more on May 4, 2014. |
| Jan 2014 | Expert commentator, radio feature on the growth of the PR and communications sector, "Medierna i P1", broadcast Swedish National Radio (SR) on Jan 18, 2014. |

- Dec 2013 Presentation, “By the Way – We hate that Concept”, Paues Åberg Communications, Stockholm.
- Oct, 2013 Panel debate on the interplay between PR consultancy, politicians and journalists, “Hotade Ord: Att spela med medier”, Kulturhuset, Svenska Pen/ World Association of Writers, Swedish Branch.
- Oct, 2013 Keynote Expert Presentation at 1-day conference “The parties’ way out of the Crisis”, arranged by civil society think tank Sektor 3, broadcast by Swedish National television SVT24.

NON-ACADEMIC POSITIONS

- 2008-2009 Founder and CEO of “Trade as Aid” Project *Makame*.
- 2007-2008 Consultant within Development Aid Cooperation, SIDA, Zambia/Stockholm.
- 2006-2007 Project Coordinator, Human Rights Information Center, Mindolo Ecumenical Foundation, Kitwe, Zambia. Employer: Swedish-Zambian Association.
- 2004 Junior Consultant, Rolf Svirsky Strategic Consultancy.
- 2001 Journalist Intern, Le Monde, Supplément Economie, Paris, France.
- 1996-2008 Freelance writer for online and print media (Blixt, NU, Unga Aktiesparare, RFSU Bulletin, Kom ut! Etc.), TV (Wolodarski, VIASAT/TV8) and radio (“Flipper” Sveriges Radio P3).

LANGUAGES:

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| Swedish | Mother Tongue |
| English | Excellent |
| French | Verbal fluency |

REFERENCES (in alphabetical order)

- Professor Nils Brunsson, nils.brunsson@fek.uu.se, phone: + 46 (18) 471 13 84.
- Professor Marie-Laure Djelic, marielaure.djelic@sciencespo.fr.
- Professor Stefan Arora-Jonsson , stefan.jonsson@fek.uu.se, phone: + 46 (18) 471 13 85.
- President of Stockholm School of Economics, Professor Lars Strannegård, lars.strannegard@hhs.se, phone: +46 (8) 736 90 49.
- Professor Roy Suddaby, rsuddaby@uvic.ca.
- Professor Stefan Svallfors, stefan.svallfors@iffs.se, 08-4021207.
- Professor Linda Wedlin, linda.wedlin@fek.uu.se, phone: + 46 (18) 471 13 51.