

Brynjar Thor Thorsteinsson

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EDUCATION:

2017- **University of Iceland**, PhD Candidate in Tourism Marketing

2010 **Copenhagen Business School**, M.Sc. International Business,

2008 **Bifrost University, Iceland**, B.Sc. Business Administration,

POSITIONS:

2018 + *Assistant Professor*, Bifröst University

2015 – 2018 *Adjunct Professor*, Bifröst University

2012 - 2016 *Marketing manager* at Bifröst University

2007-2008 *Service Manager* at Bifrost University

1998-2006 *Sport Director* at Vesturbyggd Municipality

PEER REVIEWED PUBLICATIONS:

Asgeirsson, M., Neshybová, P., Thorsteinsson, B., & Gustavsdottir, E. (2020). Employee motivation and satisfaction practices – A case from Iceland. In Walmsley, A., Åberg, K., Blinnikka, P., & Johannesson, G. T. (Ed.), *Tourism Employment in Nordic Countries: Trends Practices and Opportunities*: Pelgrave AU. <https://doi.org/10.1007/978-3-030-47813-1>

PRESENTATIONS AT CONFERENCES & SEMINARS:

Thorsteinsson, B.T., *Changes in the tourism environment of a destination and its effect on perceived image*. Literary review. (Þjóðarspejillinn , Annual conference at University of Iceland 2019).

Thorsteinsson, B.T., *Changes in the tourism environment of a destination and its effect on perceived image*: Literary review, (PhD seminar University of Iceland November 2019).

Thorsteinsson, B.T., *Towards an accepted image of a place: Case of place branding from Iceland*. (28th Nordic Symposium 2019 on Tourism & hospitality research).

Thorsteinsson, B.T., *Changes in the tourism environment of a destination and its effect on perceived image*: Literary review. (28th Nordic Symposium 2019 on Tourism & hospitality research).

Thorsteinsson, B.T, Joensen, K, Svansson, E. *Market segmentation in tourism: Destination in the Nordic periphery and responsible tourists. (27th Nordic Symposium 2018 on Tourism & hospitality research).*

Thorsteinsson, Brynjar Thor, *Changes in the tourism environment of a destination and its effect on perceived image: Research proposal. (Þjóðarspejillinn 2018 - Annual conference at University of Iceland).*

Joensen, K., Svansson, E., **Thorsteinsson**, B.T., *Responsible tourists in the Northern Periphery* Ráðstefna um íslenska þjóðfélagið 2018. (Annual Conference in Iceland at Bifröst University).

Svansson, E., Thorsteinsson, B.T., *Ethical Branding with Beauty Queens, The case of the Blue Lagoon, Iceland.* Lecture at University of Finance and Administration, Prague.

Svansson, E., **Thorsteinsson**, B.T., *Digital marketing – Introduction and cases from Promote Iceland.* Lecture at University of Finance and Administration, Prague.

Ásgeirsson, M.H., **Thorsteinsson**, B.T., *Marketing & tourism management review, Þjóðarspejill 2017 - Annual conference at University of Iceland).*

Joensen, K., Svansson, E., **Thorsteinsson**, B.T., *Market segmentation in tourism: Northern periphery, off season travel and length of stay. (Þjóðarspejill 2017 - Annual conference at University of Iceland).*

Joensen, K., Svansson, E., **Thorsteinsson**, B.T *Market segmentaion in tourism: Responsible tourists and the nordic periphery. (Þjóðarspejill 2017 - Annual conference at University of Iceland).*

Joensen, K., Svansson, E., **Thorsteinsson**, B.T., *Market segmentation in tourism: Northern periphery, off season travel and length of stay. (Vorráðstefna Viðskiptadeildar HÍ 2017).*

Joensen, K., Svansson, E., **Thorsteinsson**, B.T. *Iceland Tourism at crossroads – clusters & scenarios. (Seminar on Tourism at Univeristy of Akureyri 2016).*

REPORTS:

Joensen, K., Huijbens, E.H., Svansson, E., **Thorsteinsson**, B.T., Schalkwyk, J.E., Hjálmarsdóttir, H.B., Bárðadóttir, T. Homan, I. (2017). *Market Segmentation for Icelandic Tourism, Report 1: Objective, background and methods.* Tourism research centre.

Joensen, K., Huijbens, E., Svansson, E., **Thorsteinsson**, B.T., Guðjónsson, D. (2017) *Market Segmentation for Icelandic Tourism, Report 2 Survey questions and foundations*. Bifröst University.

Joensen, K., Huijbens, E., Svansson, E., **Thorsteinsson**, B.T., Guðjónsson, D. (2018) *Market Segmentation for Icelandic Tourism, Report 3, Target markets and groups*. Promote Iceland.

Thorsteinsson. B.T., Ragnarsson, H.D., (2018). *Marketing strategy and planning for Visit South Iceland*. Visit South Iceland DMO. Manhattan Marketing.

Thorsteinsson. B.T., Ragnarsson, H.D., (2019). *Marketing strategy and planning for city of Hafnarfjörður*. DMO of Hafnarfjörður, Manhattan Marketing.

VARIOUS LECTURES FOR PRACTITIONERS

June **2020**, *Presentation of Marketing strategy and planing for city of Borgarbyggð*. Open meeting for inhabitants of Borgarbyggð.

November **2018**, *Presentation on marketing strategy and planning for the city of Hafnarfjörður*, Open meeting for inhabitants of Hafnarfjörður

November **2018**, Seminar for Vistit South Iceland *Changes in the Environment of Iceland Tourism and marketing strategy*. Six lectures for onwers/managers of tourism companies in South Iceland.

October **2016**, Seminar for Vistit South Iceland *Marketing strategy and planning for South Iceland*. Five lectures for onwers/managers of tourism companies in South Iceland.

April **2016**, Blásið til sóknar: Staðarandi Vesturlands - innviðir - ímynd og sóknarfæri.“ Lecture on Place branding for West Iceland DMO.

September **2015**, *What is Branding?* Lecture for annual meeting for Board of Tourism in West Iceland

April **2013** SKY conferene, Þjónustumælingar, væntingar og veitt þjónustu. Measuring service Quality using SERVQUAL. Lecture for members of SKY.

BIFROST UNIVERSITY TEACHING (M=master level courses)

2020 – 108.6.0. STAM – Digital Marketing
2020 - 134.6.0. MAKA – Marketing strategy and planning (M – in Icelandic)
2020 – 104.6.0. ÞJON – Service Management
2020 – 134.6.0. STAM – Digital Markets (M= in Icelandic)
2020 – 134.6.0. VÖRN – Strategic Brand Management (M=Icelandic)
2020 – 108.6.0. NGSM – Negotiating & Sales Management
2020 – 106.6.0. MFFA – Marketing in Hospitality & Tourism

2019 – 108.6.0. STAF – Digital Marketing
2019 - 134.6.0. MAKA – Marketing strategy and planning (M=in Icelandic)
2019 – 104.6.0. ÞJON – Service Management
2019 – 108.6.0. TESA – Purpose and attributes of Social Media
2019 – 134.6.0. STAM – Digital Markets (M= in Icelandic)
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2016 – 106.6.0. MFFA – Marketing in Hospitality & Tourism
2015 – 104.6.0. ÞJON – Service Management

REYKJAVIK UNIVERSITY TEACHING (M=master level courses)

2020 - V-633-SOST – Sales Management

2019 - V-633-SOST – Sales Management

UNIVERSITY OF ICELAND TEACHING (M=master level courses)

2019 - VID280F People, process and physical Evidence (M=Icelandic)

OTHER TEACHING:

2013 – 2020 Various courses in executive education

Marketing

Tourism marketing & management

Negotiations & sales management

Branding

Digital Marketing