

PERSONAL INFORMATION

Name Sigrun Lilja Einarsdottir, PhD
Current status Associate professor
Department of Social Sciences and Law
Department of Business
Bifröst University, Iceland

E-mail sigrunlilja@bifrost.is
ORCHID ID <https://orcid.org/0000-0002-5312-8302>

Languages Icelandic, English, Danish, Italian, German

Research interests cultural policy and management, gender studies, diversity management, creative industries, social policy, cultural innovation and entrepreneurship, social/group identities (particularly in arts), social inclusion (in terms of access to arts education), cultural sociology, sociology of arts, music sociology, musical identities and life histories.

EDUCATION

09.2009 – 09.2012 **PhD in Sociology – September 2012.**
University of Exeter – School of Social Science and International Studies (SISS) – Department of Sociology, Anthropology and Philosophy
Thesis: *J. S. Bach in Everyday Life: The ‘Choral Identity’ of an Amateur ‘Art Music’ Bach Choir and the Concept of ‘Choral Capital’* <http://hdl.handle.net/10036/4022>
Supervisor: Dr Tia DeNora, professor at University of Exeter
Examiners: Dr Stephanie Pitts (University of Sheffield) and Dr. Nigel Pleasants (University of Exeter).
Information: <http://socialsciences.exeter.ac.uk/sociology/postgraduate/phd/>

07.2008 – 09.2009 **MA in Cultural Management - September 2009**
Bifröst University – Faculty of Social Science.
Thesis: „Why do you sing in a choir?“ Choral views of members of 10 Icelandic choirs. See <http://hdl.handle.net/1946/3673>
Supervisor: Dr Helga Rut Guðmundsdóttir, assistant professor at University of Iceland – School of Education
Information: <http://www.bifrost.is/english/academics/degree-programmes/ma-in-cultural-management/>

- 09.2004 – 06.2009 **MA studies in History – 30 ECTS finished in May 2008.**
University of Iceland – Faculty of History and Philosophy.
Average results 8,75 (87,5 of 100%).
Information:
http://english.hi.is/school_of_humanities/faculty_of_history_and_philosophy/front_page
- 09.2001 – 06.2003 **Certificate of Education – 60 ECTS.** University of Akureyri – Faculty of Education.
Final project: „Reaction plans against mobbing in small elementary schools in Iceland.”
Information: <http://english.unak.is/humanities-and-social-sciences/faculty-of-education/graduate-education-studies>
- 09.1996 – 09.2001 **BA in Comparative Literature.** University of Iceland – Faculty of Icelandic and Comparative Cultural Studies.
Thesis: *Society and Folklore in a Farmer's Autobiography*
Supervisor: Soffía Auður Birgisdóttir, adjunkt in Icelandic literature, University of Iceland
Information:
http://www.hi.is/is/hugvisindasvid_deildir/islensku_og_meningar_deild/nam/almenn_bokmenntafræði

SCHOLARSHIPS AND AWARDS

09. 2016 – 08.2017 **Marie Skłodowska-Curie Individual Fellowship (Horizon 2020)**
– A one year Grant period to undertake an individual research project at the Faculty of Music, University of Oxford in the academic year 2016 - 2017.

EMPLOYMENT RECORD

- 02.2019 - **Associate Professor.** Department of Social Sciences and Law and Department of Business. Bifröst University, Iceland
- 09.2016 – 08.2017 **Marie Sklodowska-Curie Fellow.** Faculty of Music, University of Oxford.
- 08.2015 – 02.2019 **Associate Professor & Dean of Department of Social Sciences and Law.** Bifröst University, Iceland
- 01.2013 – 07.2015 **Assistant Professor.** Department of Social Science, Bifröst University, Iceland
- 01.2012 – 12.2012 **Adjunct Lecturer.** Department of Social Science, Bifröst University, Iceland
- 01.2011 - **Research analyst.** Bifröst University Research Centre.
- 02/2011 – 12/2011 **Part time lecturer.** Faculty of Social Science, Bifröst University, Iceland (temporary contract job)
- 09/2009 – 09.2010 **Postgraduate teaching assistant.** Department of Sociology and Philosophy – University of Exeter
- 02/2009 – 02.2011 **Research analyst.** Bifröst University Research Centre.
- 06.2008 – 09.2009 **Distance learning coordinator.** Bifröst University – Faculty of Business – Undergraduate study

PUBLICATIONS

- 01.2016 Einarisdottir, S. L. & Gudmundsdottir, H. (2016). **The role of choral singing in the lives of amateur choral singers in Iceland.** *Music Education Research* 18(1), 39-56
<http://www.tandfonline.com/doi/full/10.1080/14613808.2015.1049258#abstract>
- 06.2015 Einarisdóttir, S. L. (2015). **Constructing ‘My Bach’: Relevance of Historical Constructions of Bach for Members in an English Amateur ‘Art Music’ / Composer-oriented Bach Choir.** *International Review of the Aesthetics and Sociology of Music* 46(1), 95-116.

- 12.2014 Einarsdottir, S. L. (2014). ‘Leaders,’ ‘followers’ and collective group support in learning ‘art music’ in an amateur composer-oriented Bach Choir. *British Journal of Music Education*, 31(3), 281-296 – see <http://journals.cambridge.org/action/displayAbstract?fromPage=online&aid=9424656&fulltextType=RA&fileId=S0265051714000242>
- 9.2012 Einarsdottir, S. L. (2012). *J. S. Bach in Everyday Life: The ‘Choral Identity’ of an Amateur ‘Art Music’ Bach choir and the Concept of ‘Choral Capital’*. PhD Thesis in Sociology of Music. University of Exeter – School of Social Science and International Studies – see <http://hdl.handle.net/10036/4022>
- 10.2010 Sigrún Lilja Einarsdóttir. (2010). **Er tónlistarsmekkur kórsöngvara óháður menntunarstigi? Um tengsl menntunar og viðhorfa til tónlistar og verkefnavals í kórastarfi á Íslandi og í Englandi** (Does educational stage affect musical taste and choristers’ perspectives towards choral repertoire? The importance of education/music education in choral activities in Iceland and England). Journal article in *Netla*, School of Education, University of Iceland (In Icelandic) – see <http://hdl.handle.net/1946/7851>
- 10.2010 Einarsdóttir, S.L. and Sigurjonsson, N. (2010). **Without somebody to keep you going, you’re like a headless doll, aren’t you? The role and importance of the choral conductor.** *Rannsóknir í Félagsvísindum XI (Research in Social Science XI)*, p. 253-259 – see <http://hdl.handle.net/1946/6755>
- 09.2009 Sigrún Lilja Einarsdóttir. (2009). „**Af hverju syngur þú í kór? Viðhorf kórfélaga í tíu íslenskum kórum** („Why do you sing in a choir?“ Choral views of members in 10 Icelandic choirs). MA Thesis in Cultural Management. Bifröst University – see <http://hdl.handle.net/1946/3673>

EDITORIAL WORK

- 05.2013 - *Samtíð – Icelandic Journal of Society and Culture* – Journal published by Bifröst University. Member of editorial board.
- 01.2013 - *Music and Arts in Action (MaiA)* – Journal published by SocArts (Sociology of the Arts Group, University of Exeter). Member of editorial board.

TEACHING AT UNIVERSITY LEVEL

- 09.2020 - Service Management. Mandatory course for BSc in Business Management, Reykjavik University, Iceland (6 ECTS)
- 03.2020 - **Diversity Management.** Elective course for postgraduate students in Cultural Management and Leadership and Management. Bifröst University, Iceland (6 ECTS)
- 03.2020 - **Cultural Policy.** Mandatory course for postgraduate students in Cultural Management. Bifröst University, Iceland (6 ECTS)
- 01.2020 - **Cultural Studies.** Mandatory course for undergraduate students at the Department of Social Science and Law, Bifröst University (6 ECTS)
- 09.2019 - **Gender Studies.** Mandatory course for undergraduate students at the Department of Social Science and Law, Bifröst University (6 ECTS)
- 01.2018 - **Cultural Studies.** Elective course for postgraduate students in Cultural Management. Bifröst University, Iceland (6 ECTS)
- 01.2017 **Social Aspects of Choral Singing.** MSt Elective Seminar, Faculty of Music, University of Oxford.
- 01.2016 **The Sociology of Choral Music in Everyday Life: Theoretical Foundations and Empirical Evidence (6 ECTS).** BA-course in Cultural studies (Kulturwissenschaften) at the Department of Sociology, Leuphana University Lueneburg, Germany.
- 03.2015 - **Sociology of the Arts.** Elective course for postgraduate students in Cultural Management. Bifröst University, Iceland (6 ECTS)
- 01.2012 - 2016 **Writing an MA-thesis: Writing workshop for students working on their final theses.** Mandatory for postgraduate students (Autumn and spring semester). Bifröst University, Iceland (6 ECTS)
- 09.2011 - 2015 **Methodology.** Mandatory course for undergraduate distance learning students. Bifröst University, Iceland (6 ECTS)
- 09.2011 - 2016 **Social Research Methods.** Mandatory course for postgraduate students in Cultural Management, International Business, Leadership & Management and International Political Economy (autumn semester course). Bifröst University, Iceland (6 ECTS)

10.2009 – 12.2009 **Introduction to Social Analysis (Soc1012)** – Tutorials. introductory level 1 undergraduate course in Sociology at the Department of Sociology and Philosophy, University of Exeter.

11.2009 – 12.2009 **Music Sociology (Soc3073)** – Tutorials. Level 3 undergraduate course in Sociology at the Department of Sociology and Philosophy, University of Exeter.

Supervision of 22 MA theses at Bifröst University and 2 Mst Theses in Musicology at Faculty of Music, University of Oxford.

RESEARCH PROJECTS AND NETWORKS

Current Research Networks

09.2009 - **Sociology of the Arts Group – University of Exeter** (SocArts – see www.socarts.net). A network of researchers who are past and present doctoral students of Professor Tia DeNora.

04.2011 - **Center for Music Research – University of Iceland – School of Education** (see <http://vefir.hi.is/rannton/>). Affiliated as an independent researcher.

09.2017 **Nordic Network in Cultural Policy Studies.** Affiliated as a member.

Participation in previous networks and collaborative projects

01.2012 - **Conventus – Learning systems for Cooperatives.** A collaborative project funded by the LLP Grundtvig Programme.

09.2010 – 06.2014 **Nordic Network for the Integration of Music Informatics, Performance and Aesthetics** (NNMIPA – see www.nnimipa.org). Network Co-ordinator for Bifröst University. A research project funded by Nordplus and Nordforsk.

LECTURES AND CONFERENCE TALKS

- 24.11.2019 **Branding the essence of J. S. Bach: Composers as retro brands in amateur musical ensembles.** International Culture and Arts Management Conference, Shanghai Theatre Academy, Shanghai, China.
- 17.10.2019 **Elitism and historical gender bias in the Oxford collegiate music scene.** ICGSDS 2019: International Conference on Gender, Sexuality and Diversity Studies, Rome 17th – 18th of October 2019 (NH Roma Villa Carpegna)
- 23.11.2018 **Equality, history, tradition: Gender political issues in the Oxford collegiate choral scene.** Arts and Power – Policies in and by the Arts. Conference of the German Sociological Association, Leuphana University Lueneburg, Germany.
- 25.03.2018 **The Gendered Collegiate Musicality: Performance opportunities and musical training in the historically male-oriented Oxford collegiate choral tradition.** SEMPRES Conference, University College London, 25th of March 2018.
- 01.03.2018 **The Battle of the Voices: Gender political issues in the Oxford collegiate choral scene.** Guest lecture at CIPEM, Polytechnic University of Porto, 1st of March 2018
- 28.03.2018 **Music, social class and elitism in the Oxford collegiate choral context.** Guest Lecture at CIPEM, Polytechnic University of Porto, 1st of March 2018
- 28.04.2017 **Konur, elítismi og menningarpólitísk álitamál í kórastarfi innan Háskólans í Oxford / *Women, elitism and cultural policy issues within the Oxford collegiate choral tradition.*** MARK - Miðstöð fjölbreytileika og kynjarannsókna - Háskóli Íslands / *Centre for Diversity and Gender Studies, University of Iceland*, 28th of April 2017
- 05.04.2017 **‘Girls can sing too ...’ Cultural policy, music educational issues and gender perspectives of choral ensembles within Oxford.** SEMPRES International Conference on Musical Cultures, University, University of Hull, 5. apríl 2017
- 28.03.2017 **Cultural identities and cultural policy / administrative issues of the collegiate choirs of Oxford colleges and halls.** Guest lecture at University of Music and Performing Arts, Vienna, 28th of March 2017.

- 06.02.2017 **Howard Becker’s Art Worlds and The Dreaming Choirs of Oxford.** Guest lecture at the Department of Sociology, University of Edinburgh, 6th of February 2017.
- 17.01.2017 **The Dreaming Choirs of Oxford: Cultural identities and cultural policy / administrative issues of the collegiate choirs of Oxford colleges and halls.** Colloquium lecture at the Faculty of Music, University of Oxford, 17th of January 2017.
- 18.11.2016. **The Dreaming Choirs of Oxford: Cultural policy and administrative aspects og governmental decision-making regarding the present and future of collegiate choirs within University of Oxford.** Emergent Culture – ESA 6th Midterm Conference of the RN7 Sociology of Culture, University of Exeter, 18th of November 2016.
- 10.09.2016. **Cultural policy and choral-historical identity in the musical life of Oxford University colleges and halls: Music directors’ and organ scholars’ perspectives on past, present and future challenges.** ESA RN2 Sociology of the Arts Midterm Conference, University of Porto, 10th of September 2016.
- 13.05.2016 **Composer-orientation as ‘branding’ and the construction of ‘choral identity’ in an amateur choral ensembles.** Pebbles in the Pond – SocArts at Ten. Seminar celebrating 10 years of SocArts (Sociology of the Arts Group), University of Exeter, 13th of May 2016.
- 30.10.2015 **Tónlist í háskólaumhverfi 21. aldar: Tónlistarsöguleg og menningarpólítísk afstaða tónlistarstjórnenda í Háskólanum í Oxford (Collegiate music making in the 21st Century at Oxford Colleges and Halls).** Þjóðarspeggill, Institute of Social Science Research, University of Iceland, 30th of October 2015
- 02.10.2015 **Þegar Oxford-stúdínnur fengu að syngja í kór.” Kynbundin álitamál og menningarpólítísk afstaða tónlistarstjórnenda í Háskólanum í Oxford (When Oxford women were allowed to sing in a choir – Gender politics and musical directors’ cultural-political perspectives within Oxford Colleges and Halls – a presentation in Icelandic).** Menntakvika – Conference at the School of Education, University of Iceland, 2nd of October 2015
- 27.08.2015 **Cultural policy issues and choral-historical identities of the choral /musical life of Oxford University colleges and halls.**

- Conference of the European Sociological Association, University of Prague, 27th of August 2015.
- 09.06.2015 **The ‘Choral Identity’ of Bach choirs and the Concept of ‘Choral Capital’.** A Lecture at the Institute for Sociology, Leuphana University Luneburg, Germany, 9th of June 2015.
- 16.10.2014 **J. S. Bach in Everyday Life: The ‘Choral Identity’ of an Amateur Art Music Bach Choir and the Concept of Choral Capital.** A lecture at the Choir in Focus – International Symposium on the Histories and Practices of Choral Education. Lund, 16th of October 2014.
- 21.03.2014 **Cooperative knowledge transfer through the Conventus-project.** A lecture at the symposium on the Nordic Cooperative Model, Ministry of Fisheries and Agriculture, Reykjavík 21st of March 2014.
- 03.05.2013 **Hugleiðingar um framtíð áhugamannakóra og hlutverk þeirra í menningarlífi 21. Aldar (The future of amateur choirs and their role in the cultural life of the 21st Century).** A conference lecture (in Icelandic) at Conference on Studies in Icelandic Social Science (Ráðstefna um íslensk þjóðfélagsfræði), Bifröst University, 3rd of May 2013.
- 22.10.2012 **J. S. Bach in Everyday Life: The ‘Choral Identity’ of an Amateur ‘Art Music’ Bach Choir and the Concept of ‘Choral Capital’.** A seminar lecture at Bifröst University, Iceland.
- 7.9.2012 **‘That’s what a conductor is about, you know – it’s partly about knowledge but it is mainly about leadership and projection’** (Co-authored with Dr Njörður Sigurjónsson, assistant professor at Bifröst University). Lecture at ESA Sociology of the Arts Conference at University of Music and Performing Arts, Vienna, Austria.
- 21.06.2012 **J. S. Bach in Everyday Life: The ‘Choral Identity’ of an Amateur ‘Art Music’ Bach Choir and the Concept of ‘Choral Capital.’ Presentation of findings, implications and future research ideas.** Lecture at NNIMIPA Network Meeting, Grieg Academy, Bergen University College, Bergen, Norway.
- 20.06.2012 **J. S. Bach in Everyday Life: The ‘Choral Identity’ of an Amateur ‘Art Music’ Bach Choir and the Concept of ‘Choral Capital.’ A ‘Case Study’ of Methodological Approaches in Researching Music Practice in an Amateur Choral Setting.** A

- lecture at a seminar ‘Researching Music Practices – Methodological Approaches’ at the Grieg Academy, Bergen University College, Bergen, Norway.
- 21.02.2012 **Bach in everyday life: Collective musical development as an informal music education through amateur choral performance of a large-scale choral work.** Conference lecture - ‘The future of music education in the Nordic countries’. Nordic Network of Research in Music Education Conference - PhD seminar Tuesday 21st February 2012 – University of Iceland
- 15.12.2011 **Bach in everyday life: Socio-musical identities and ‘choral capital’ of amateur choristers performing ‘art music: An English amateur composer-oriented Bach choir performing Bach’s Mass in B Minor.** Lecture via skype at University of Southern Denmark, Odense.
- 15.10.2011 **Tónlist og rannsóknaraðferðir félagsvísinda – Dæmi um tónlistarfélagsfræðilega tilviksrannsókn á kórastarfi** (*Music and social research methods – An example of a socio-musical case study on an amateur Bach choir in England*). Conference talk (in Icelandic): Music studies in Iceland – Platform, methods and approach. Centre for Music Research, University of Iceland.
- 09.09.2011 **‘Socio-Cultural Capital as Well-being’- The Collective Perspectives of Members in two Amateur Choirs in England.** Conference lecture at SEMPRES Conference: ‘Striking a Chord’- Music, Health and Well-being: Current developments in research and practice. University Centre Folkestone (Canterbury Christchurch University, England).
- 03.07.2011 **‘Art Music’ and the ‘Beauty of Technical Imperfection’- Amateur Choral Members’ Perceptions on Aesthetic Issues in Performance.** Lecture at NNIMIPA Network meeting, King’s College London.
- 15.04.2011 **Music, Education and Taste as Performance – The Meaning of General and/or Music Education of Amateur Choristers in England and Iceland.** Conference lecture at the annual conference ‘Research in Music Education’ at the School of Education, University of Exeter.
- 06.04.2011 **The Amateur Choristers’ Meaning and Affordance of Performing ‘Art Music’ - The Case of an Amateur Bach Choir Performing Bach’s Mass in B Minor.** Conference Lecture at the

- Annual Conference of the British Sociological Association in LSE, London.
- 25.02.2011 **Hvernig getur kórsöngur gagnast samfélaginu? Um þverfaglegar rannsóknir á kórastarfsemi** (*How can the society benefit from choral singing? On interdisciplinary researches on choral activities*). Conference lecture at Musical studies in Iceland [Staða tónlistarránsókna á Íslandi] and the foundation of Centre for Music Research, School of Education, University of Iceland (In Icelandic).
- 11.11.2010 **The Beauty of Technical Imperfection: Choral Members' Perceptions on Aesthetic issues in Performance.** University of Southern Denmark, Odense.
- 10.11.2010 **The Beauty of Technical Imperfection: Choral Members' Perceptions on Aesthetic issues in Performance.** Aalborg University, Esbjerg.
- 08.11.2010 **The Musical Director – or simply a time-beater? Amateur Choristers' views towards the Role of the Choral Conductor.** The Music Conservatory, Odense, Denmark.
- 29.10.2010 **The Amateur Choristers' meaning and affordance of performing 'art music'. The Case of the Croydon Bach choir in London performing Bach's Mass in B Minor.** Guest lecture at Iceland Academy of the Arts.
- 29.10.2010 **Without somebody to keep you going, you're like a headless doll, aren't you?" The role and importance of the choral conductor.** Conference lecture at Þjóðarspejill, Institute of Social Science Research, University of Iceland.
- 22.10.2010 **Hvaða máli skiptir menntun / tónlistarmenntun kórfélaga í almennu kórastarfi? Um hlutverk og mikilvægi menntunarstigs í nokkrum kórum á Íslandi og í Englandi** (*Does educational stage and music education of choral participants matter in choral activities? On the importance of education / music education in choirs in Iceland and England*) Lecture at Conference Menntakvika, School of Education, University of Iceland (In Icelandic).
- 29.5.2010 **Bach in Everyday Life and the experience of performing 'art music': The case of the Croydon Bach choir in London performing Bach's Mass in B Minor.** Introducing my PhD-

prjobject at the conference „Music, meaning and method“ at University of Iceland – School of Education.

- 7.5.2010 **„Why do people sing in a Choir?“** Presenting the results of my MA-research at a conference on Icelandic Social Studies at Bifröstu University, Iceland.
- 23.10.2009 **Amateur choral performances – Challenging aesthetic hierarchies.** The Bach choir of Bethlehem, PA and Young@Heart. A lecture in Music Sociology, level 3 undergraduate course in Sociology at the Department of Sociology and Philosophy, University of Exeter.
- 08.05. 2009 **„Why do people sing in a Choir?“** Review of primary results of my current research at The Bifröst University Research Centre. Lecture held at a conference on Icelandic society and Culture, University of Akureyri.