

Thomas Mejtoft

Traveler | Educator | Researcher

I am an Associate Professor of Media Technology and the program director for the Master of Science Study Program in Interaction Technology and Design at Umeå University and hold a PhD from the Royal Institute of Technology (KTH). I have a profound interest in students learning and engineering education in both practice and in research, and I am both promoted to Excellent Teacher at Umeå University and the recipient of the Faculty of Science and Technology's Pedagogical Prize. My research and teaching interests include not only media and interaction technology in persuasive systems along with business development and strategies for implementation of new technology, but also value creation, concurrent sourcing, marketing issues and technological changes connected to the media and the media industry. I have been published in e.g. Journal of Strategic Marketing, Industrial Marketing Management and Journal of Media Business Studies and have presented at numerous international conferences including a best case study paper award at the CHI Conference and best paper awards at the Anzmac Conference.

Contact

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Professional experience

Full time academic and professional experience since 2003.

2018 *Visiting Associate Professor* at SCSE, Nanyang Technological University.
since 2011 *Program Director* for the MSc Program in Interaction Technology and Design.
since 2010 *Associate Professor of Media Technology* at Umeå University.
since 2006 *Independent Consultant* focusing on Training and Research.
2016, 2017 *Lecturer and Visiting Scholar* at Edith Cowan University.
2009 *Postdoctoral Research Fellow* at the Mid-Sweden University.
2003–2009 *Research Engineer/Senior Research Associate* at STFI-Packforsk.

Higher Education and Academic Qualification

Inter-disciplinary undergraduate and postgraduate education on both Master and Doctoral Level.

2016 *Excellent Teacher* in Umeå University's Pedagogical Qualification Model.
2008 *PhD in Media Technology and Graphic Arts* from the Royal Institute of Technology.
2003 *MSc in Business Administration and Economics* from Umeå University.
2003 *MSc in Engineering Physics* from Umeå University.

Teaching and Lecturing

Interacted with students and pupils on every level of the Swedish education system as teacher, lecturer and supervisor.

2008 *Nanyang Technological University*. Lecturer and Visiting Scholar
Since 2010 *Umeå University*. Lecturer, supervisor and unit coordinator at over 30 different courses on all levels. Supervisor and examiner for over 40 MSc and BSc theses.
Since 2006 *Independent Consultant*. Workshops, lectures and speeches at national and international workshops, industry courses and conferences.
2003–2009 *STFI-Packforsk (RISE Bioeconomy)*. Lecturers and workshops at professional training courses at STFI-Packforsk and academic courses in cooperation with the Mid Sweden University. Supervisor for five academic theses.

Research

Active inter-disciplinary research since 2003 within areas such as media technology, interaction technology, business strategies, social media and didactics.

since 2015 *Social Media* in B2B relationships.
since 2014 *Digital didactics* and wearable technology.
since 2013 *Engineering didactics*.
since 2013 *Interaction technology* and open innovation.
since 2003 *Effect of tech changes* and concurrent sourcing within the graphic arts industry.
2011–2014 *Social media* and gamification in tourist settings.

Awards and Scholarships

Awarded research, teaching and education.

2018 *STINT Teaching Sabbatical Fellow*. The Swedish Foundation for International Cooperation in Research and Higher Education.
2016 *Faculty of Science and Technology's Pedagogical Prize 2016*, awarded by Umeå Uni.
2013 *Highest ranking (Very High Quality) to MSc Program in Interaction Technology and Design*, awarded by the Swedish Higher Education Authority.
2013 *Best Case Study* at the CHI'13 Conference, awarded by ACM/SIGCHI.
2008 *Best CRM Paper* at the Anzmac 2008 Conference, awarded by Elsevier.
2008 *Best Paper in Track* at the Anzmac 2008 Conference, awarded by Anzmac.

Other Assignments

Reviewer, track chair and session chair at international conferences and journals as well as project manager.

since 2012 *Member of the Scientific Advisory Board* of the Journal of Print and Media Technology Research (JPMTR).
2013–2015 *Member of the Council for Research and Postgraduate Studies* at the Department of Applied Physics and Electronics, Umeå University.
2011 *Co-Track Chair: Social Marketing* at the ANZMAC Conference, Perth, WA.
2007 *Member of Organizing Committee* at Mid Sweden University's ROND Conference.
1998–2001 *Member of the Board* of the Faculty of Sciences and Technology, Umeå Uni.
1997–1999 *Member of the Board* of Umeå Institute of Technology.

Postgraduate Supervision

since 2013 *Main supervisor* of postgraduate student Samuel Sonning.
2011–2014 *Assistant supervisor* of Licentiate Thesis by Karin Fahlquist.

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Selected Publications

Over 40 scientific publications in journals, books and conference proceedings.

- Mejtoft, T., Långström, A., & Söderström, U. (2018). The effect of skeleton screens: Users' perception of speed and ease of navigation. In *ECCE'18: Proceedings of the 36th European Conference on Cognitive Ergonomics (ECCE2018)*. New York, NY: ACM.
- Mejtoft, T., Cripps, H., Bahtiri, B., & Söderström, U. (2017). Use of image recognition of social media. In L. Robinson, L. Brennan & M. Reid (Eds.), *ANZMAC 2017: Marketing for Impact - Conference Proceedings* (pp. 271-278). Melbourne: RMIT University.
- Mejtoft, T., Lindberg, L., Söderström, U., & Mårell-Olsson, E. (2017). Feedback in commercial educational applications: Guidelines and conceptual framework. *Proceedings of European Conference on Cognitive Ergonomics 2017 (ECCE 2017)*, 113-120.
- Mejtoft, T., & Vesterberg, J. (2017). Integration of generic skills in engineering education: Increased student engagement using a CDIO approach. In R. Brennan, K. Edström, R. Hugo, J. Roslöf, R. Songer & D. Spooner (Eds.), *The 13th International CDIO Conference - Proceedings Full Papers* (pp. 386-395). University of Calgary/CDIO Initiative.
- Cripps, H., Mejtoft, T., & Singh, A. K. (2016). The role of Twitter in B2B knowledge exchange and innovation. In J. Ogunleye (Ed.), *Research papers on knowledge, innovation and enterprise, volume IV* (pp. 27-45). KIE Conference Publications.
- Jahnke, I., Mårell-Olsson, E., & Mejtoft, T. (2016). Organizing teaching in project teacher teams across established disciplines using wearable technology: Digital didactical designing, a new form of practice. In L. Leisyte & U. Wilkesmann (Eds.), *Organizing academic work in higher education: Teaching, learning and identities* (pp. 169-185). Routledge.
- Papworth, S., & Mejtoft, T. (2015). Using game mechanics for motivational design in products and services. In A. Sinha, J. Cadeaux & T. Bucic (Eds.), *2015 ANZMAC conference - Innovation and growth strategies in marketing: Conference proceedings* (pp. 1047-1054). ANZMAC.
- Mejtoft, T. (2015). Industry based projects and cases: A CDIO approach to students' learning. *Proceedings of the 11th International CDIO Conference*. Chengdu University of Information Technology.
- Mejtoft, T., Mejtoft, S., Palmér, A., Östin, V., Viklund, A., Papworth, S., Berg, M., & Johansson, R. (2015). Interaction design processes to facilitate changing business models in the newspaper industry: A case study of vk.se. In *Proceedings of the 33rd Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems* (pp. 2253-2258). New York, NY: ACM.
- Mejtoft, T. (2014). Building relationships for survival: Coping media industry dynamics. In A. G. Woodside, R. Marshall, & H. Pattinson (Eds.), *Field Guide to Case Study Research in Business-to-Business Marketing and Purchasing. Advances in business marketing and purchasing, Volume 21* (pp. 39-59). Bingley, UK: Emerald.
- Appelgren, E., Leckner, S., & Mejtoft, T. (2014). Mediekonsumentens medvetna och omedvetna val. En nyckel till morgondagens mediekonsumtion. In U. Carlsson, & U. Facht (Eds.), *Mediesverige 2014. Statistik och analys* (pp. 29-37). Göteborg: Nordcom.
- Kvambrink, P., Fahlquist, K., & Mejtoft, T. (2013). Biometric interaction - A case study of visual feedback and privacy issues in new face recognition solutions. In *CHI 2013 Extended Abstracts on Human Factors in Computing Systems* (2367-2370). New York, NY: ACM.
- Mejtoft, T. (2012). Relationships for survival: Changes in the media industry. *ANZMAC 2012 Proceedings*. Adelaide: University of South Australia.
- Mejtoft, T., & Gulliksson, H. (2011). Open sustainability: Supporting citizen co-creation for sustainability. *ANZMAC 2011 Conference Proceedings*. Perth: Edith Cowan University.
- Fahlqvist, K., Mejtoft, T., & Karlsson, J. (2011). Social media game concept within the digital zoo: New ways of connecting a tourist attraction with its visitors. In F. Xia, Z. Chen, G. Pan, L. T. Yang, & J. Ma (Eds.), *2011 IEEE IThings and CPSCoM* (pp. 170-177). IEEE.
- Mejtoft, T. (2011). Internet of things and co-creation of value. In F. Xia, Z. Chen, G. Pan, L. T. Yang, & J. Ma (Eds.), *2011 IEEE IThings and CPSCoM* (pp. 672-677). IEEE.
- Mejtoft, T. (2010). Moving closer to the customers: Effects of vertical integration in the Swedish commercial printing industry. *Journal of Strategic Marketing*, 18(7), 599-611.
- Mejtoft, T., & Nordin, Å. (2009). Cooperation and resource flexibility as competitive strategy: The case of the commercial printing industry. In A. Albarran, P. Faustino, & R. Santos (Eds.), *The Media as a Driver of the Information Society: Economics, Management, Policies and Technologies*. Lisbon: MediaXXI/Formalpress.
- Mejtoft, T., & Packmohr, S. (2009). Transaction costs and their influence on institutional arrangements in the Swedish printing industry. In A. Albarran, P. Faustino, & R. Santos (Eds.), *The Media as a Driver of the Information Society: Economics, Management, Policies and Technologies*. Lisbon: MediaXXI/Formalpress.
- Hultén, P., Viström, M., & Mejtoft, T. (2009). New printing technology and pricing. *Industrial Marketing Management*, 38(3), 253-262.
- Mejtoft, T., & Nordin, Å. (2008). Cooperation and competition: The case of the Swedish commercial printing industry. In D. Spanjaard, S. Denize, & N. Sharam (Eds.), *Australian and New Zealand Marketing Academy Conference 2008*. Promaco Conventions Pty.
- Mejtoft, T., & Nordin, Å. (2008). Organized alliances in the printing industry. In N. Enlund, & M. Lovrecek (Eds.), *Advances in Printing and Media Technology, Vol. XXXV* (pp. 37-43). Darmstadt: iarigai.
- Gidlund, Å., Mejtoft, T., & Demnert, S. (2008). Significance of print quality in variable data printing. *TAGA Journal of Graphic Technology*, 4(4), 179-191.
- Mejtoft, T. (2007). Creation of customer value using digital printing in a dynamic business environment. *TAGA Journal of Graphic Technology*, 3(3), 128-143.
- Mejtoft, T. (2006). Strategies for successful digital printing. *Journal of Media Business Studies*, 3(1), 53-74.