

CURRICULUM VITAE

Name: Mari Bjerck (11.12.79)
Status: Married, 3 children (born 2011, 2014, 2015)
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Education:

2017: Ph.D. Organization and Management, Copenhagen Business School
2005-07: MS Phil in Culture, Environment and Sustainability, SUM, University of Oslo
2006: Exchange program, Centre for Science and Environment, New Dehli, India
2003-2005: Bachelor in culture and society, University of Oslo
2001-2002: Grunnfag and Mellomfag Social Anthropology, Universitetet i Oslo

Work:

2016- Researcher 2, Eastern Norway Research Institute (ENRI)
2009–2016: Research fellow, Consumption Research Norway (SIFO)
2008-2009: Research assistant, Consumption Research Norway (SIFO)
2007–2008: Higher Executive Officer, NORAD

Publication list

Scientific articles and book chapters

- Bjerck, M. (2016) Developing work uniforms for women. The role of Ethnographic Research. *Journal of Business Anthropology* 5(1): 137-153
- Klepp, I.G. & Bjerck, M. (2014) A methodological approach to the materiality of clothing. Wardrobe studies. *International Journal of Social Research Methodology*. 17 (4).
- Bjerck, M. (2013) En borrelås til besvær. Kvinnelig uniformering på minefartøyer. In Strandbakken, P. & Heidenstrøm, N. (Eds.). *Hinsides Symbolverdi. Materialiteten i Forbruket* Oslo: Novus forlag
- Neuman, C.B., Rysst, M. & Bjerck, M. (2012) En av gutta. Kvinner og klær i mannsdominerte arbeiderklasseyrker. *Tidsskrift for kjønnsforskning*. 12 (3-4).
- Bjerck, M., Klepp, I.G & Vittersø, G. (2009) Fritidsforbruk, frihet og miljøansvar. In Asdal, K. & Jacobsen, E. (Eds). *Forbrukernes ansvar*. p. 223 – 251. Oslo: Cappelen Akademisk
- Klepp, I.G., Bjerck, M., & Throne-Holst, H. (2009) Stoff for sport. *Personae*. 2 (1)

Reports, papers and presentations

- Bjerck, M. (2017) *Tre kommuners integreringsinnsats. Dokumentasjon av det kommunale integreringsarbeidet i forbindelse med introduksjonsprogrammet i Nordre Land, Vågå og Sel kommune.* (ØF notat 2017/05)
- Bjerck, M. (2016) *Å kle en avvikende kropp. Brukersentrering og innovasjon som del av løsningen.* Presentation of RRI project Made to Fit held at Inkluderende Forbruk seminar, 1. November. Consumption Research Norway (SIFO), Oslo and Akershus University College of Applied Sciences (HIOA)
- Bjerck, M.; Klepp, I.K. & Skoland, E. (2013) *Made to fit. Å kle en avvikende kropp – handikap og klær.* (SIFO Oppdragsrapport nr.9 – 2013) Oslo: SIFO
- Vestvik, M. & Bjerck, M. (2012) *Sjøforsvaret i ny drakt.* (SIFO Oppdragsrapport nr. 3-2012) Oslo: SIFO.
- Bjerck, M. & Klepp, I.G. (2011) *Out of the closet. Paper presented at Workshop on Wardrobe Ethnographies,* Syddansk Universitet (SDU), Department of Marketing and Management, 15. June, Herning Denmark.
- Skuland, S., Klepp, I.G. & Bjerck, M. (2010) *Fritidsbåter og miljø. En studie av båtliv, forbruksvekst og miljøansvar.* (SIFO Professional report no. 3 – 2010) Oslo: SIFO.
- Bjerck, M. (2009) *Dream homes. Norwegian vacationers' establishments of second homes in Natal, Brazil.* (SIFO Professional report no. 1 – 2009) Oslo: SIFO
- Bjerck, M. & Klepp, I.G. (2009) *Å fange materialiteten i metoden. Garderobestudie og klærnes materie.* Paper presented at The 31st Nordic Ethnology and Folklore conference, 19. August, University of Helsinki, Helsinki Finland.
- Schjøll, A.; Bjerck, M.; Jacobsen, E. & Ånestad, S.E. (2009) *The Nordic Market for Sports Nutrition Products. A Market Analysis using Norway as a Case.* (TemaNord 2009: 530) Copenhagen: Nordic Council of Ministers.
- Ånestad, S.E; Hauge, B., Bjerck, M. & Schjøll, A. (2009) *Sports Nutrition Products. A Nordic Consumer Study.* (TemaNord 2009:531) Copenhagen: Nordic Council of Ministers.
- Bjerck, M. & Klepp, I.G. (2008) *Klær og utstyr til enhver aktivitet. Friluftsliv og spesialisering.* Paper presented at Frifo conference, Forskning i friluft, Holmenkollen Park Hotel, 24. november, Oslo Norway.
- Klepp, I.G. & Bjerck, M. (2008) *Klær og utstyr til enhver anledning. Friluftsliv og spesialisering.* (Article in report from the conference Forskning i friluft 2009. FRIFO, Friluftslivets fellesorganisasjon, 24/25 November, Holmenkollen Park Hotel Oslo, Page: 89–102) Oslo: FRIFO
- Klepp, I.G. & Bjerck, M. (2008) *The Role of Clothes and Equipment in Outdoor Recreation.* Paper presented at Research Workshop Centre for Fashion Studies, Stockholm University, 15. May 2008, Stockholm Sweden.
- Bjerck, M. & Klepp, I. G. (2008) *Wardrobe studies in Norway.* Paper presented at NOS-HS Explorative workshop: Wardrobe studies, 27. November, Copenhagen Business School.

Dissertations

Bjerck, M. (2017) *Apparel at Work: Work Uniforms and Women in Male-dominated Manual Occupations*. Frederiksberg: Copenhagen Business School [Phd]. (PhD Series; No. 01.2017).

Bjerck, M. (2007) *Close by Distance: Norwegian vacationers' establishment of second homes in Natal, Brazil*. (Master thesis, Centre for Development and the Environment) Oslo: University of Oslo.

Feature articles and popular scientific contributions

Politiken (22.03.2017) *Søges: Inkluderende design*. Newspaper article about Ph.D. dissertation in the Danish newspaper Politiken.

NRK Hedmark og Oppland (24.01.2017) *Feil tøy påvirker jobbdagen til mange kvinner*
<https://www.nrk.no/ho/feil-toy-pavirker-jobbdagen-til-mange-kvinner-1.13330659>

NRK P2 (Radio interview, 23.01.2017) *Om kvinner og arbeidsklær*
<https://radio.nrk.no/sok?q=Mari%20Bjerck&filter=rettigheter>

Forskning.no (15.01.2013) *Ikke for feminin i arbeidstøyet*. <http://forskning.no/arbeid-kjonn-ogsamfunn-samfunnskunnskap-sosiologi/2013/01/ikke-feminin-i-arbeidstoyet>

Kilden (04.01.2013) *Borrelåsen gjør meg til en utstillingsdukke*.
<http://kjonnsforskning.no/nb/2013/01/borrelasen-gjor-meg-til-en-utstillingsdukke>

Forsvarets forum (April, 2011) *Klestesten*.
http://www.fofo.no/forsvaretsforum.no/filestore/FNR4_2011.pdf

Neuman, C.B., Klepp, I.G. & Bjerck, M. (October, 14. 2011) *Dårlige klær I dårlig vær*.
Forskning.no <http://forskning.no/meningar/kronikk/2011/01/darlige-klar-i-darlig-vaer> Kronikker

Ongoing projects

Social Innovation in Marginalized Rural Areas (SIMRA). 2016-2020. Financed by EU Horizon 2020, led by James Hutton Institute, Scotland. SIMRA seeks to advance understanding of social innovation and innovative governance in agriculture, forestry and rural development, and how to boost them, particularly in marginalised rural areas across Europe. Our work in the project will deal with: "Trekking and local host (mountain) communities. Territorial consumer-producer nature-based tourism partnerships."

Brukerinvolvering i integreringsprosesser. Modeller for samskapning med flyktninger som ressurser (MIMRES). 2017-2018. Financed by NAVs Research and Development program. The work is done in collaboration with Inland Norway University of Applied Sciences (HINN). The project will investigate today's mapping of immigrants and processes of integration in three rural municipalities. The goal is to strengthen the interaction between users and municipal services.

Rekruttering og inkludering av innvandrere med fluktbakgrunn – et dypdykk i arbeidsgiverperspektivet. Financed by NAVs Research and Development program. 2016-2017 Undersøker hva som skal til for at arbeidsgivere ønsker og har muligheter til å tilrettelegge for inkludering og rekruttering av personer med fluktbakgrunn.

Other

Reviewer for the Norwegian Journal *Sosiologi i dag*