

CV

Iveta Malasevska

Contact details

Date of birth 21/04/1982
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Education

2014 – 2017 **Ph.D., Innovation in Services in the Public and Private Sectors (Disputation date: 15.12.2017.)**
Inland Norway University of applied sciences, Norway, www.inn.no

2006 – 2007 **Master's degree, Business Administration and Management**
BA School of Business and Finance, Latvia, www.ba.lv

2000 – 2005 **Bachelor's degree, Business Administration and Management**
BA School of Business and Finance, Latvia, www.ba.lv

Selected courses

2017 **Pricing Strategy Optimization**
University of Virginia & Boston Consulting Group, online course, www.coursera.com

2017 **Forecasting Models for Marketing Decisions**
Emory University, online course, www.coursera.com

2016 **Optimization Methods in Business Analytics**
MiTx and Massachusetts Institute of Technology, online course, www.edx.org

2015 **Pricing and Revenue Optimization**
Inland Norway University of applied sciences, PhD course

Selected work experience

2018 - **Researcher**
Eastern Norway Research Institute, Inland Norway University of Applied Sciences, Norway

2014 – 2018 **Ph.D. Fellow (Business forecasting and innovative pricing)**
Inland Norway University of Applied Sciences, Norway

2008 – 2014 **Work organizational specialist, Product development division**
 ABLV Bank AS, Latvia, www.ablv.com

2005 – 2008 **Loan manager, Mortgage loan division**
 ABLV Bank AS, Latvia, www.ablv.com

2004 – 2005 **Settlement Specialist, Customer service division**
 ABLV Bank AS, Latvia, www.ablv.com

2003 – 2004 **Assistant, Mortgage loan division**
 Swedbank AS, Latvia, www.swedbank.lv

2002 – 2003 **Customer service manager, Customer service division**
 Swedbank AS, Latvia, www.swedbank.lv

Publications

Thesis

Malasevska, I. (2017). *Innovative pricing approaches in the alpine skiing industry* (PhD). Inland Norway University of applied sciences, Norway.

International peer-reviewed journals

Haugom, E., Malasevska, I., & Lien, G. (2020). Optimal pricing of alpine ski passes in the case of crowdedness and reduced skiing capacity. *Empirical Economics*.

Haugom, E., & Malasevska, I. (2019). The relative importance of ski resort- and weather-related characteristics when going alpine skiing. *Cogent Social Sciences*, 5(1), 1681246.

Malasevska, I., & Haugom, E. (2018). Alpine skiing demand patterns. *Scandinavian Journal of Hospitality and Tourism*, 1-14.

Haugom, E., & Malasevska, I. (2018). Variable pricing and change in alpine skiing attendance. *Tourism Economics*, 24(8), 1029-1036.

Malasevska, I., & Haugom, E. (2018). Optimal prices for alpine ski passes. *Tourism Management*, 64, 291–302.

Malasevska, I. (2017). A hedonic price analysis of ski lift tickets in Norway. *Scandinavian Journal of Hospitality and Tourism*, 1–17.

Malasevska, I. (2017). Explaining variation in alpine skiing frequency. *Scandinavian Journal of Hospitality and Tourism*, 1–11.

Malasevska, I., Haugom, E., & Lien, G. (2017). Modelling and forecasting alpine skier visits. *Tourism Economics*, 23(3), 669–679.

Malasevska, I., Haugom, E., & Lien, G. (2017). Optimal weather discounts for alpine ski passes. *Journal of Outdoor Recreation and Tourism*, 20, 19–30.

Refereeing for professional journals/academic publishers

Journal of Hospitality and Tourism management, <https://www.journals.elsevier.com/journal-of-hospitality-and-tourism-management>

Managing Sport and Leisure, <https://www.tandfonline.com/toc/rmle21/current>

SAGE Open, <https://journals.sagepub.com/home/sgo>

Conferences/seminars/workshops/posters

- Malasevska, I. (2020). Alpine skiing: Preferences of the skiers and non-skiers. Workshop, the research project “Innovative pricing approaches in the alpine skiing industry”, Lillehammer, Norway, December 10-11, 2019.
- Malasevska, I. (2020). Alpine skiing: Preferences of the skiers and non-skiers. Workshop, the research project “Innovative pricing approaches in the alpine skiing industry”, Lillehammer, Norway, October 10-11, 2019.
- Bakken, Bjørn T.; Hole, Åse Storhaug; Kårstein, Asbjørn; Malasevska, Iveta; Lund, Per Olav. Evaluering av krisehåndteringen i HINN under Covid-19-krisen våren 2020. NEON conference, Online, November 18-19, 2020.
- Malasevska, I. & Alnes, P. K. (2020). Season extension strategies. Snowball conference, Lillehammer, Norway, March 2-3, 2020.
- Malasevska, I. (2019). Alpine skiing: Preferences of the skiers and non-skiers. Workshop, the research project “Innovative pricing approaches in the alpine skiing industry”, Lillehammer, Norway, October 10-11, 2019.
- Malasevska, I. (2018). Kulturnæringenes økonomiske geografi. Skjer det noe utenfor Oslo? Fabrikken Seminar. Lillehammer, Norway, September 21, 2018.
- Malasevska, I. (2017). PhD – Defense: Innovative pricing approaches in the alpine skiing industry. Lillehammer, Norway, December 15, 2017.
- Malasevska, I. (2017). Trial lecture: A critical assessment of the role of price in product and service innovation. Lillehammer, Norway, December 15, 2017.
- Malasevska, I. (2016). Optimal price for one – day ski passes. VRI Inland final conference. Biri, Norway, November 10, 2016.
- Malasevska, I. (2016). Optimal prices for alpine ski passes. Doctoral Seminar in Tourism and Hospitality – Business Studies, Social Science and Geography. Organized in conjunction with the 25th Nordic Symposium on Tourism and Hospitality Research. Turku, Finland, September 27 – 30, 2016.
- Malasevska, I. (2015). A hedonic price model for ski lift tickets: the Norwegian case. PhD course ‘Pricing and Revenue Optimization’. Lillehammer, Norway, February 9th – May 4th, 2015.
- Malasevska, I. (2014). Process view on innovative pricing in the tourism industry. PhD course ‘Innovative processes in services: towards a process view on service innovation as a research strategy’. Lillehammer, Norway, October 6 – 10, 2014.

Reports

- Hauge, A., & Malasevska, I. (2020). *Eksportundersøkelsen 2019*. Høgskolen i Innlandet 2020 (ISBN 978-82-8380-209-2) HINN.
- Solberg, A., Sund, F., & Malasevska, I. (2019). *Kjønnsdelte hjelpemidler? Kartlegging av hjelpemidler til personer med nedsatt funksjonsevne* (1/2019). Retrieved from <https://s3-eu-west-1.amazonaws.com/cdn.likestillingssenteret.no/wp-content/uploads/2019/05/27092327/Kjoemnsdelte-hjelpemidler.pdf>
- Malasevska, I., & Ericsson, B. (2019). *Der ingen skulle tru... Regionaløkonomisk geografi av kreative og kulturelle næringer lokalisert utenfor Oslo* (Kunnskapsverket Rapport nr: 01-2019). Retrieved from https://kunnskapsverket.org/sites/default/files/rapport_der_ingen_skulle_tru_pages.pdf