

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 work experience

2018 - **Senior 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

Ongoing projects

2018 – 2023 RFF project IPAASKI (Innovative pricing approaches in the alpine skiing industry). Project manager from 01.01.2022. <https://www.ipaaski.com/>. The overall objective of this project is to develop and implement new and innovative pricing schemes to create value in the Alpine Skiing Industry.

2021 – Innlandsstatistikk. <https://www.innlandsstatistikk.no/>. Innandstatistikk is a user-friendly website with figures, trends and knowledge about the Inland. Member of the development team and responsible for the analyses of labor market, earnings, and business statistics.

2019 – 2026 Norges Bank's Regional Network. <https://www.norges-bank.no/en/topics/Monetary-policy/Regional-network/> Agent for Inland region.

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

Malasevska, I., Haugom, E., Lien, G., Hinterhuber, A., & Alnes, P. K. (2021). Managing structural constraints in recreational alpine skiing: a choice modelling approach. *Managing Sport and Leisure*, 1-14.

Alnes, P. K., Malasevska, I., Mydland, Ø., & Haugom, E. (2021). Price differentiation in the alpine skiing industry—The challenges of demand shifting and capacity constraints under pandemics. *Journal of Outdoor Recreation and Tourism*, 35, 100409.

Haugom, E., Malasevska, I., & Lien, G. (2021). The relative importance of ski resort-and weather-related characteristics when going alpine skiing: Data from a rating-based conjoint survey. *Data in Brief*, 37, 107252.

Haugom, E., Malasevska, I., Alnes, P. K., & Mydland, Ø. (2021). Willingness to pay for “green skiing”. *Journal of Hospitality and Tourism Management*, 47, 252-255.

Malasevska, I., Haugom, E., Hinterhuber, A., Lien, G., & Mydland, Ø. (2020). Dynamic pricing assuming demand shifting: The alpine skiing industry. *Journal of Travel & Tourism Marketing*, 37(7), 785-803.

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.

Book chapter

Hauge, A., Andersen, T., & Malasevska, I. (2021). Kreativ nærhet i periferien. In A.-B. Gran & B. E. Olsen (Eds.), *Kreative næring. Lokale, digitale og økonomiske perspektiver* (pp. 184-202). Oslo, Norway: Universitetsforlaget.

Reports

Knutsen, H., Rye, S. K. P., Lund, P. O., & Malasevska, I. (2022). Verdiskaping og sysselsetting i landbruk og landbruksbasert industri i Møre og Romsdal. *NIBIO Rapport*.

Hauge, A., Ibenholt, K., Ericsson, B., Hallin, G., Frisell, M. M., Dahlöf, C. A., . . . Blumenthal, V. (2021). *Midtveisevaluering – Kulturell og kreativ næring*. Retrieved from <https://www.kulturradet.no/vis-publikasjon/-/midtveisevaluering-kulturell-og-kreativ-naering#:~:text=Dette%20er%20andre%20del%20i,f%C3%B8rste%20delrapport%20utkom%20i%202020>

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/Kjoennsdelte-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

Refereeing for professional journals/academic publishers

Current issues in Tourism, <https://www.tandfonline.com/toc/rcit20/current>

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>

Sustainability, <https://www.mdpi.com/journal/sustainability>

Conferences/seminars/workshops/posters

Malasevska, I., Hinterhuber, A., Haugom, E., Lien, G., & Alnes, P. K. (2022). Sustainable consumption of services: willingness-to-pay for sustainable alpine skiing experience. American Marketing Association Summer Academic Conference, 12-14 August, 2022, Chicago, USA. (Alnes P.K. gave a presentation).

Malasevska, I., Hinterhuber, A., Haugom, E., Lien, G., & Alnes, P. K. (2022). Sustainable consumption of services: willingness-to-pay for sustainable alpine skiing experience. 82nd Annual Meeting of the Academy of Management, 5-9 August, 2022, Seattle, Washington, USA. (Alnes P.K. gave a presentation).

Malasevska, I., Hinterhuber, A., Haugom, E., Lien, G., & Alnes, P. K. (2022). Sustainable consumption of services: willingness-to-pay for sustainable alpine skiing experience. 39th EBES Conference, Online, 6-8 April, 2022. (Hinterhuber A., gave a presentation).

- Malasevska, I., Hinterhuber, A., Haugom, E., Lien, G., & Alnes, P. K. (2022). Sustainable consumption of services: willingness-to-pay for sustainable alpine skiing experience. 16th ACIEK Conference, Seville (Online), 28-30 June, 2022. (Hinterhuber A., gave a presentation).
- Malasevska, I., Hinterhuber, A., Haugom, E., Lien, G., & Alnes, P. K. (2022). Sustainable consumption of services: willingness-to-pay for sustainable alpine skiing experience. 82nd Annual Meeting of the Academy of Management, Seattle, USA, 5-9 August, 2022. (Alnes P.K., gave a presentation).
- Malasevska, I., Hinterhuber, A., Haugom, E., Lien, G., & Alnes, P. K. (2022). Sustainable consumption of services: willingness-to-pay for sustainable alpine skiing experience. AMA Summer Academic Conference 2022, Chicago, USA, 12-14 August, 2022. (Alnes P.K., gave a presentation).
- Malasevska, I. (2022). Implementation of dynamic pricing. Workshop, the research project “Innovative pricing approaches in the alpine skiing industry”, Kvittfjell, Norway, March 17 -18, 2022.
- Malasevska, I. (2022). Nybegynnere på ski trenger ikke ha heiskort til alle alpinbakker [Press release]. Retrieved from <https://www.gd.no/nybegynnere-pa-ski-trenger-ikke-ha-heiskort-til-alle-alpinbakker/o/5-18-1488730>
- Malasevska, I. (2021). Sustainable consumption of services: willingness-to-pay for sustainable alpine skiing experience. Workshop, the research project “Innovative pricing approaches in the alpine skiing industry”, Lillehammer, Norway, September 8-9, 2021.
- Hinterhuber, A.; Malasevska, Iveta; Haugom, E. Willingness to pay for a sustainable alpine skiing experience. The 6th Conference on Climate, tourism and recreation, Online, March 17-20, 2021.
- Malasevska, I. (2021). Pricing strategies in alpine skiing industries. Guest lecture for course Snow business, Inland Norway University of Applied sciences, Online, March, 2021
- Malasevska, I. (2020). Willingness to pay for a sustainable alpine skiing experience. Workshop, the research project “Innovative pricing approaches in the alpine skiing industry”, Lillehammer, Norway, December 10-11, 2020.
- Malasevska, I. (2020). Dynamic pricing and demand shifting. Workshop, the research project “Innovative pricing approaches in the alpine skiing industry”, Lillehammer, Norway, December 10-11, 2020.
- 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.