# CV Per Andersson

# Stockholm Scool of Economics

### Academic titles

2008 Professor in Marketing at Stockholm School of Economics

2006 Director of Center for Information and Communications Research (CIC) at Stockholm School of Economics

2003 Associate Professor at Stockholm School of Economics

2002 Ranked No 1 for Chair in Business Administration and Marketing at Jönköping International Business School

2001 Professor’s accreditation at Stockholm School of Economics

2000 Associate Professor’s accreditation

1996 Full PhD position at Stockholm School of Economics

1996 PhD dissertation at Stockholm School of Economics

###### **Administration (selection)**

* Representative of the Marketing Area in the planning and implementation of new educational reform
* Representative of the institution ”Marketing & Strategy” in the planning and implementation of the new educational reform according to the Bologna process
* Representative of the Marketing Area and member of various internal boards: FUK, GRU
* Member of the steering group of the institution ”Marketing & Strategy” at Stockholm School of Economics
* Director of research department Center for Information and Communications at SSE-IR
* Head of the PhD course program in Business Administration at Stockholm School of Economic
* Head of Self-Assessment Report for Re-Accreditation, EQUIS at Stockholm School of Economics
* Board member of SSE-IR (The Research Institute at SSE)
* Master Programme Director at the Marketing & Strategy Institution

# Award

2003 Receiver of Det Söderbergska Handelspriset 2003

**Research (tutoring, opponent, external reviewer etc.)**

* In PhD committées: Swedish, other Nordic and European Universities In PhD examination committées: Swedish, other Nordic and European Universities
* -Licentiate opponent: Swedish Universities
* PhD opponent: Swedish, other Nordic and European Universities
* External reviewer for Associate Professor accreditations

**Research funding (main applicant and project leader, selection)**

Riksbankens Jubileumsfond

VINNOVA

Jan Wallanders och Tom Hedelius Stiftelse

[Wireless@KTH](mailto:Wireless@KTH)

TeliaSonera & VINNOVA

Söderbergsstiftelserna

**Conferences**

1998: Organizer of EMAC 98 at SSE

2001: Founder of the international conference Global Mobile Roundtable

2002: Board member of the Global Mobile Roundtable

2003: Organizer of Global Mobility Roundtable 2003 in Stockholm

2009: Organizer of CTTE 2009

**Journal editor and reviewer (selection)**

* Guest editor of *INFO* (The journal of policy, regulation and strategy for telecommunications, information and media), Volume 6 No 3 2004
* Conference reviewer (various conferences 1996-2006, e.g EMAC, IMP)
* Journal reviewer: e.g. *Journal of Marketing, Marketing Theory, Journal of Information Technology Theory and Application*, and more.

**Selected publications (books, reviewed articles, major reports)**

* Andersson, P. 1988, ”Eftermarknad”, Mekanförbundets Förlag, Uppsala
* Andersson, P. and Söderlund, M., 1988, "The Network Approach to Marketing", *Irish Marketing Review*, Vol.3, pp. 63-68
* Andersson, P. 1992, ”Analysing Distribution Channel Dynamics: Loose and Tight Coupling in Distribution Networks”, *European Journal of Marketing*, Vol 26 No 2
* Andersson, P. and Mölleryd, B., 1994, "Nya strukturer kräver nya strategier - om distribution av mobiltelefoner 1971-94", in: Företag och marknader i förändring - dynamik i nätverk, L-G. Mattsson och S. Hultén (eds.), Stockholm: Nerenius & Santérus Förlag
* Andersson, P., 1996, Concurrence, Transition and Evolution. Perspectives of Industrial Marketing Change Processes, Stockholm: The Economic Research Institute, Stockholm School of Economics (doctoral thesis)
* Andersson, P., 1996, The Emergence and Change of Pharmacia Biotech 1959-1995, The Power of the Slow Flow and the Drama of Great Events, Stockholm: The Economic Research Institute, Stockholm School of Economics (doctoral thesis)
* Andersson, Hultén & Mölleryd, 1997, ”Mobile Telephone Network Operators – Adapting to rapid changes in the market”, i: Cases in Marketing (ed. by H. Hartvig Larsen), Undervisnings, CEMS, London: Sage
* Andersson, P., Brodin, B. & Hörndahl, R., 1997, ”Service för tillväxt – en marknadsanalys av efterfrågan på underhållstjänster i den svenska livsmedelsindustrin”, rapport för Stiftelsen Marknadstekniskt Centrum, dec
* Andersson, P. & Mölleryd, B., 1998, ”Telecommunication Services in Context: Distribution Consequences of Technological Change and Convergence”, *International Journal of Service Industry Managemen*t, Vol 8(5)
* Andersson, P. & Mölleryd, B., 1998, ”Telecommunication Services in Context: Distribution Consequences of Technological Change and Convergence”, *International Journal of Service Industry Management,* Vol 8(5)
* Andersson, P & Nyberg, A., 1998, ”Marketing Cooperation in Automotive Strategic Alliances”, Journal of Business-to-Business Marketing, Vol 4(3)
* Andersson, P. & Hagberg, M., 1998 ”Partihandelns Internationalisering”, forskningsrapport, (180 sid.), Svensk Handel, Marknadstekniskt Centrum, Telia och HHS
* Andersson, P., 1998, ”Distributionskanaler och internationalisering” (bokkapitel) i*: Mindre företag blir internationella – marknadsföring i nätverk*, (red. Mattsson & Hertz), Lund: Liber
* Andersson, P., 1999, ”Styrning av industriell eftermarknadsverksamhet” (kap.19), i: Controllerhandboken (Samuelsson, red.), Industrilitteratur (6:e uppl.)
* Andersson, P. & Mölleryd, B., 1999, ”Channel Network Change And Behavioural Consequences of Relationship Connectedness”, Journal of Business Research
* Andersson, P., 2000, "Studies on Industrial Marketing Change Processes - A Theoretical Review and Suggestive Framework”, in: Handbook on Business Marketing Research, Vol 9
* Andersson, P., 2000, "Notes on Industrial Network Research and Methodology”, in: Handbook on Business Marketing Research, Vol 10
* Andersson, P. & Mölleryd, B., 2001, “Buying Centre Consequences of Technological Convergence”, European Journal of Purchasing and Supply Management, [Volume 7, Issue 2](http://www.sciencedirect.com/science/journal/09697012/7/2), June 2001, pp. 121–132
* Andersson, P. and Reimfelt, A., 2001, "M2M - En studie av trögheter i samband med systemförsäljning i konvergerande industrier", EFI-rapport, hösten 2001
* Andersson, P., Hultén, S. and Valiente, P., 2001, "3G Mobile Policy - The Case of Sweden", Research Report for the International Telecommunication Union, Sep 2001
* Andersson, P. 2002, ”Connected internationalisation processes: the case of internationalising channel intermediaries”, *International Business Review*, [Volume 11, Issue 3](http://www.sciencedirect.com/science/journal/09695931/11/3), June 2002, Pages 365–383
* Andersson, P. & Sweet, S., 2002, ”Towards a framework for ecological strategic change in business networks”, *Journal of Cleaner Production, Vol 10,* pp.465-478
* Andersson, P. (2003), ”Narratives and Case Process Research”, in: Woodside (ed.), Evaluating Marketing Actions and Outcomes, *Advances in Business Marketing and Purchasing*, Vol 12
* Kjellberg, H. & Andersson, P (2003), WHERE IS THE ACTION? The Reconstruction of Action in Business Narratives, in: Woodside (ed.), Evaluating Marketing Actions and Outcomes, *Advances in Business Marketing and Purchasing*, Vol 12.
* Andersson, P., Hultén, S. and Valiente, P., (2005) ”Beauty contest licensing. Lessons from the 3G process in Sweden”, *Telecomunnication Policy* No 29, pp. 577-593
* Heinonen, K. and Andersson, P., (2003), ”Swedish Mobile Market: Consumer Perceptions of Mobile Services, *Communications & Strategies*, Issue 49, 1st quarter, pp. 151-171

##### Andersson, P. & Kaplan, M. (2004), “Patterns Of Capability Acquistion In Electronic Commerce”, *Journal of Strategic Marketing*, Vol 12 No. 2 (June), pp..97-109

* Andersson, P., Hertz, S. and Sweet, S., (eds.) (2005), *Perspectives on market networks - boundaries and new connections*, Stockholm: EFI
* Andersson, P., Hertz, S. and Sweet, S., (2005), ”In retrospective foresight” (chapter 1) in: Andersson et al (eds) *Perspectives on market networks - boundaries and new connections*, Stockholm: EFI
* Kjellberg, H. and Andersson, P., (2005), ”Stability and change in market networks” (chapter 5) in: Andersson et al (eds.) *Perspectives on market networks - boundaries and new connections*, Stockholm: EFI
* Andersson, P. and Rosenqvist, C. (2006): ”Mobile Music, Customer Value and Changing Market Needs”, *International Journal on Media Management*, 8(2), pp.92-103
* Arbin., K. and Andersson, P. (2006), in: Managing Customer Relationships on the Internet, eds: Lindstrand et al , Elsevier (book chapter)
* Arbin., K. and Andersson, P. (2006) ”Mobile Solutions in Logistics: Effects on Activities in a Hospital Environment” , in: Managing Customer Relationships on the Internet, eds: Lindstarnd,et al , Elsevier (book chapter)
* Vilgon., M. and Andersson, P. (2006) ”Internet, Internationalisation and Customer Value Creation – The Case of Medical Information on the Internet” , in: Managing Customer Relationships on the Internet, eds: Lindstrand et al , Elsevier (book chapter)
* Vilgon., M. and Andersson, P. (2006) ”Internet, Internationalisation and Customer Value Creation – The Case of Medical Information on the Internet”, in: Managing Customer Relationships on the Internet, eds: Lindstarnd,et al , Elsevier (book chapter 2006)
* Andersson, P. et al (2006) *IP-telefoni - En studie av den svenska privatmarknaden ur konsument- & operatörsperspektiv*, rapport till VINNOVA (ca 80 sidor)
* Andersson, P. and Mattsson, L-G, (2006), ”Timing and Sequencing of Strategic Actions in Internationalization Processes Involving Intermediaries: A Network Perspective”, *Advances in International Marketing*, Volume 16, pp. 297-326
* Andersson, P., Ashrafi, O., and Rosenqvist, C. (2007), “[Mobile innovations in healthcare: customer involvement and the co-creation of value](http://www.mendeley.com/research/mobile-innovations-healthcare-customer-involvement-co-creation-value-per-andersson-christopher-rosen/)”*, International Journal of Mobile Communications, Vol. 5, No. 4, pp. 371-388*
* Andersson, P, Essler, U. And Thorngren, B. (eds), (2007) *Beyond Mobility Malmö:* Studentlitteratur
* (7 chapters: Andersson, P., Essler, U. and C. Rosenqvist (2007), in: Andersson, P. et al (2007), Beyond Mobility, Malmö: Studentlitteratur, chapter 2, p.35  The Healthcare Process – A Collection of Parts Andersson, P. and U. Essler (2007), in: Andersson, P. et al (2007), Beyond Mobility, Malmö: Studentlitteratur, chapter 6, p.133  Wireless Enterprise Customers: Issues of Temporality and Practices Andersson, P. and M. Edenius (2007), in: Andersson, P. et al (2007), Beyond Mobility, Malmö: Studentlitteratur, chapter 7, p.149  Marketing Mobile Solutions to Organizations – Managing Supplier-Buyer Gaps Andersson, P. and C. Rosenqvist (2007), in: Andersson, P. et al (2007), Beyond Mobility, Malmö: Studentlitteratur, chapter 10, p.233  Responses To Fixed-Mobile Convergence”– Operators’ And Regulator’s Perspective Andersson, P. et al (2007), in: Andersson, P. et al (2007), Beyond Mobility, Malmö: Studentlitteratur, chapter 12, p.299  New Business Models – The Case of Mobile TV Andersson, P., Björk, J. and C. Rosenqvist (2007), in: Andersson, P. et al (2007), Beyond Mobility, Malmö: Studentlitteratur, chapter 14, p.345  Beyond Mobity Andersson, P., Essler, U. and B. Thorngren (2007), in: Andersson, P. et al (2007), Beyond Mobility, Malmö: Studentlitteratur, chapter 15, p.375)
* Andersson,P., Aspenberg, K. och Kjellberg, H. (2008), ”The Configuration Of Actors In Market Practice”, *Marketing Theory,* March, vol. 8 no. 1 67-90
* Andersson, P. et al (2008), *Mobile Enterprise Services 2.0 – Beyond Connectivity,* VINNOVA-rapport, juni 2008 (ca 80 sidor)
* Andersson, P. & Thorngren, B.,(2008) ”Leder teknologisk konvergens till divergerande marknader?”, i: Mattsson, L-G. (red.), *Marknadsorientering – Myter och möjligheter*, Malmö: Liber, kapitel 15, sid.257
* Andersson, P, Sweet, S. And C. Rosenqvist (2009), [ICTs for Business Enterprise Mobility: Mobile Communications, Mobility and the Creation of Sustainable Value](http://www.igi-global.com/chapter/wireless-technologies-concepts-methodologies-tools/58876) in: Hallin, A. and T. Karrbom-Gustavsson, *Organizational Communication and Sustainable Development*: ICTs for Mobility, Hershey, USA: IGI Global, chapter 1
* Andersson, P, Rosenqvist, C & Valiente, P. (2009), [User involvement in the development of wireless applications in supply chains of the forestry industry](http://inderscience.metapress.com/content/p21525u372j437r0/), *International Journal of Mobile Communications, Vol 7, Issue 1,* pp 1-20
* Kviselius, N, Edenius, M, Ozan, H, and Andersson, P., (2009), ”Living Labs as Tools for Open Innovations”, *Communications & Strategy*, No 74, 2009, p. 75
* Heinonen, K., Strandvik, T., Mickelsson, K-J., Edvardsson, B., Sundström, E. and P. Andersson (2009), Rethinking Service Companies’ Business Logic: Do We Need a Customer-Dominant Logic as a Guideline?, working paper series, Hanken School of Economics, Department of Marketing, Marketing
* Heinonen K., Strandvik T., Mickelsson K.J., Edvardsson B., Sundström E., Andersson P. (2010) ‘Rethinking Service Companies’ Business Logic: Do We Need a Customer-Dominant Logic as a Guideline?’, *Journal of Service Management* 21(4): 531–48.
* Andersson, P. and Mattsson, L-G. (2010), Temporal Profiles of Activities and Temporal Orientations of Actors as Part of Market Practices in Business Networks, IMP Journal Vol 4 Issues 1
* Andersson, P, Markendahl, J. and Mattsson, L-G., (2011) Technical Development and the Formation of New Business Ventures. The case of New Mobile payment and Ticketing Services, IMP Journal Volume 5 issue 1
* Andersson, P, Markendahl, J. and Mattsson, L-G. (2011), Global policy networks’ involvement in service innovation. Turning the mobile phone into a wallet by applying NFC technology, IMP Journal, Volume 5, Issue 3
* Andersson, P., Markendahl, J och Mattsson, L-G. (2011), Tjänsteinnovationer och marknadsomvandling – fallet mobile betalningar” i: Benson et al (red.) Morgondagens industry, Lund: Studentlitteratur
* Andersson, P Jarméus, J., Masog, S. Rosenqvist C. & Sundberg, C.(2012), Creating Value through Open Innovation in Social E-learning, in: Eriksson Lundström et al (eds) Managing Open Innovation Technologies, Springer
* Andersson, P. & Kjellberg, H. (2012), Nothing New Under the Sun? Marketing the Stockholm Olympics” in: The 1912 Stockholm Olympics, McFarland, 2012
* Andersson, P. & Kjellberg, H, Marknadsföringen av Stockholmsspelen 1912, (2012) Kapitel i: Stockholmsolympiaden 1912, Stockholmia Förlag, 2012
* Andersson, P, Jarméus, P, Rosenqvist, C, Koulouvari, P. And Sundberg, C., (2012), Improving the Learning Experience by Harnessing Digital Technology, Journal of Systemics, Cybernetics & Informatics, Vol. 10 Issue 1
* Andersson, P. Et al (2013), [Creating Value Through Open Innovation in Social E-Learning](http://link.springer.com/chapter/10.1007/978-3-642-31650-0_10), in: [Managing Open Innovation Technologies](http://link.springer.com/book/10.1007/978-3-642-31650-0) pp 151-162
* Ritvala, T, Andersson, P. and Salmi, A. (2013), MNC And Multiple Embeddedness: A Case Study Of Mnc\_Ngo Collaboration In Saving The Baltic Sea (chapter 13), in: International Business and Sustainable Development Progress in International Business Research, Volume 8, 293-321
* Andersson, P., Axelsson, B. och Rosenqvist, C (red.) (2013), *Det mogna tjänstesamhällets förnyelse*, Lund: Studentlitteratur.

-Andersson, P., Axelsson, B. och Rosenqvist, C (2013), Perspektiv på tjänster, tjänsteinnovation och samhällets utveckling, i: Andersson et al(red) Det mogna tjänstesamhällets förnyelse, Lund: Studentlitteratur.

-Andersson, P., Axelsson, B. och Rosenqvist, C (2013), Förändringar I tjänstesamhället (kapitel 1) i: Andersson et al (red) Det mogna tjänstesamhällets förnyelse, Lund: Studentlitteratur.

-Andersson, P. et al (2013), Sakernas internet och tjänsteinnovationer – affärsmässiga utmaningar I det nya tjänstesamhället, i: Andersson et al (red), Det mogna tjänstesamhällets förnyelse, Lund: Studentlitteratur.

* Ritvala, T., Salmi, A. & Andersson, P. (2014), MNCs and local cross-sector partnerships: The case of a smarter Baltic Sea, *International Business Review*, Vol. 23(5), pp. 942-951
* Andersson, P. and L-G. Mattsson, (2015),"Service innovations enabled by the “internet of things”", *IMP Journal*, Vol. 9 Iss 1 pp. 85 – 106 (Best Paper Award 2015)
* Andersson, P. & Mattsson, L-G. (2016), “Digitalisation and Service Innovation:

The Intermediating Role of Platforms”, chapter 8, in: P. Thilenius et al. (eds.), *Extending the Business Network Approach*, Palgrave Macmillanpp. 141-158

* Conference paper (2018): Andersson et al (2018), “Digital Transformation Enabling Public Service Innovation – Business Model Challenges and Sustainable Development Opportunities” (IMP Journal Seminar, Rennes, France, April 2018).
* Conference paper (2018): Andersson et al, “Digital Transformation Supporting Public Service Innovation for Sustainable development – Business modelling interacting with “public service provision modelling” (IMP Conference, Marseille, France, September 2018)
* Book publication (2018): *Organizing Marketing and Sales. Mastering Contemporary B2B Challenges* (edited by Andersson et al), Emerald Publishing, 2018. Book editor plus author and co-author of six chapters:

-Chapter 2 Andersson et al; “Marketing Reorganization in a Globalized Market: The Case of ABB Robotics”, pp. 23-42

-Chapter 3 Andersson, P., “Marketing Organization Research and Ideas Revisited”, pp. 43-73

-Chapter 14 Andersson et al, “Marketing and Sales in Ambidextrous Organizations: Organizational Challenges from Digitalization”, pp.241-252

-Chapter 15 Andersson et al, “Toward a Conceptual Model for Analyzing Marketing Reorganization and Transition Processes”, pp. 255-268

-Chapter 16 Andersson et al, “Organizing Marketing and Sales in a Networked Business World”

-Chapter 18 Andersson et al, “Future Studies of Marketing and Sales Organization”, pp. 307-315

* Book publication (2018): *Managing Digital Transformation* (edited book, at SIR, Stockholm School of Economics.) Book editor plus author and co-author of two chapters:

-Chapter 2 Andersson et al, “Strategic Challenges of Digital Innovation and Transformation”, pp.17-40

-Chapter11. Andersson et al, “Digital Transformation Supporting Public Service Innovation: Business Model Challenges and Sustainable Development Opportunities”, pp.217-240

* Mattsson, L-G. and Andersson, P. (2019), “Private-public interaction in public service innovation processes- business model challenges for a start-up EdTech firm”, *Journal of Business & Industrial Marketing*, Vol 34, Issues 5, pp. 1106-1118
* Andersson, P. and Mattsson, L-G. (2020), "Future digitalization of education after COVID-19 – a matter of handling emerging tensions", book chapter, SIR: Stockholm School of Economics
* Examples of work in progress articles (2020 and onwards):

"Digitalization of Education in Response to COVID-19 - Handling New Value Creation Processes and Tensions in Public-Private Interaction", submitted to *British Journal of Management*, (work in progress)

“Space Revisited”, work in progress, to be submitted to *Journal of Retailing*

"Continuous Business Modelling and Innovation of SMEs In Emerging Complex Markets", work in progress, to be submitted to *Journal of Small Business Management*,

“The Digitalization of Marketing - Addressing the Effects of Time Shifting” (work in progress),

“The Complexity of Digital Infrastructures and Network Dynamics: A Dualistic Perspective on Loose and Tight Couplings” (work in progress),

“Emergence of technical platforms as market shaping devices: Implications for network management” (work in progress)

**"**Implementing AI in Source to Contract operations: how procurement managers in a global organization make sense of AI opportunities and inhibitors" (work in progress)

"AI in public procurement" (work in progress)

**Additional academic work from 2017-:**

* Chairman of the Election Board at SSE
* Teaching and courses: Bachelor (theses supervision, lectures), Master (theses supervision, course, lectures), MBA programs (SSE and SSE Russia), PhD course (KTH)
* PhD supervision: four phd projects (2019)
* External funding: Handelsbankens forskningsstiftelser/Wallander 2017/18 – 2020 (3 years) 2MSEK
* External funding: Johan & Jakob Söderbergs Stiftelse 2018 –2020 (2 years) 1.8MSEK
* New research applications submitted 2019-2020: Torsten Söderbergs Stiftelse, Johan och Jakob Söderbergsstiftelse, Handelsbanken/ Wallander, Markus och Marianne Wallenbergs Stiftelse
* Citizenship: Academic partner to Nacka municipality in new application to Vinnova for the creation of a new Swedish edtech cluster.
* External cooperation: Intensified discussions with KTH concerning revised future cooperation (education and research) on the theme “Managing Digital Transformation”.
* Industry contacts and cooperation: member of the public-private stakeholder group “Mobility Think Tank” 2018-2020 (forum and recurrent workshops for discussing the future of public transportation and “mobility-as-a-service”)