



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Peter Zackariasson

Department of Business Administration  
Marketing  
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### Academic degrees

2007 Ph.D., Business Administration, University of Umeå

### Positions within academia:

2014 - 2015 Deputy director of Business and Design Lab, School of Craft and Design / Business Administration, University of Gothenburg  
2011 - 2012 Head of Marketing Section, Department of Business Administration, University of Gothenburg  
2011 - 2012 Head of Master Program, Department of Business Administration, University of Gothenburg

### Main research fields:

Marketing, Arts marketing, Video Game Industry

### Main teaching fields:

Marketing, Arts marketing, Advanced Qualitative methods

## Academic experience

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### Supervision of PhD students:

2014 - Magnus Roos, University of Gothenburg (Head supervisor)  
2014 - Hanna Nicklasson, University of Gothenburg (Head supervisor)

### Opponent and/or examiner of PhD and licentiate theses:

2012 Marcus Gianneschi, University of Gothenburg (Member of examining committee)  
2010 Mikolaj Dymek, Royal Institute of Technology (Opponent)  
2004 Simone Wenisch, Umeå School of Business (Member of examining committee)

### **Reviewer assignments:**

Information systems journal, Creativity and Innovation Management, International Journal of Managing Projects in Business, Journal of Consumer Behavior, Organization, Technological Forecasting & Social Change, Competitiveness Review, Ephemera: Theory & Politics in Organizations

### **Academic assignments:**

(Editor)  
2014 - 2014 Communications & Strategies (Editor)

### **Teaching in executive education or other professional settings:**

2011 - Executive MBA, University of Gothenburg

## **Other experience**

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### **Experience outside of academia within field:**

2017 -  
2006 - CEO, Beacon Consulting

## **Publications**

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### **Journal article (peer-reviewed)**

Chantepie, Philippe, Michaud, Laurent, Laurent, Simon, Zackariasson, Peter (2014) Video game business models and monetization. *Communications & Strategies*, 94:2.

Zackariasson, Peter (2014) Mentorship in Academia. *International Journal of Managing Projects in Business*, 7:4.

Zackariasson, Peter (2012) The New Business Logics of Video Games: From product focus to service focus. *International Journal of Business and Social Science*, 3:18.

Zackariasson, Peter, Wilson, Timothy (2010) Paradigm shifts in the video game industry. *Competitiveness Review: An International Business Journal*, 20:2, p. 139-151.

Zackariasson, Peter, Wåhlin, Nils, Wilson, Timothy (2010) Virtual identities and market segmentation in marketing in and through massively multiplayer online games (MMOGs). *Services Marketing Quarterly*, 31:3, p. 275-295.

Zackariasson, Peter, Boström, Gert-Olof, Wilson, Timothy (2009) Technology and change in the Swedish architectural industry. *Competitiveness Review: An International Business Journal incorporating Journal of Global Competitiveness*, 19:1, p. 46-62.

Zackariasson, Peter, Wåhlin, N., Wilson, Timothy L. (2009) Reflections on marketing in MMOGs. *AMS Quarterly*, 9:3/4.

Zackariasson, Peter, Wilson, Timothy (2008) Game on. *Competition Forum*, 6:1, p. 43-52.

Andersson, Annika, Anell, Barbro, Blomquist, Tomas, Hällgren, Markus, Wilson, Timothy, Zackariasson, Peter (2007) Challenges in project management. *Projects & Profits*, 7:12, p. 33-37.

### **Journal article (other academic)**

Zackariasson, Peter, Wilson, Timothy L. (2013) The New business logics of video games: Triple evolutionary processes in perspective. *Competiveness Forum*, 11,

### **Book**

Wolfgang, Amann, Kerretts-Makau, Monica, Fenton, Pio, Zackariasson, Peter, Tripathi, Shiv (2012) *New Perspectives in Management Education*. Manchester: Excel Publishing.

Zackariasson, Peter (2009) *Cyberkapitalism – om konsten att tjäna pengar på döda drakar, stjäla vapen och dansa naken i virtuella världar*. Stockholm: Kalla kulor förlag.

Czarniawska, Barbara, Diedrich, Andreas, Engberg, Tobias, Eriksson-Zetterquist, Ulla, Gustavsson, Eva, Lindberg, Kajsa, Norén, Lars, Renemark, David, Walter, Lars, Zackariasson, Peter (2007) *Organisering kring hot och risk*. Lund: Studentlitteratur.

### **Book chapter**

Zackariasson, Peter (2015) Online Gaming and Business Models. In *Aphra Kerr and James Ivory, CMC: Online Gaming. International Encyclopedia of Digital Communication & Society*, London : Blackwell-Wiley.

Zackariasson, Peter (2013) The role of creativity. In *in S. Hotho & N. McGregor eds. Changing the Rules of the Game*, London : Palgrave.

Zackariasson, Peter, Wilson, Timothy L. (2013) The role of the customer – from sales to co-production. In *in S. Hotho & N. McGregor eds. Changing the Rules of the Game*, London : Palgrave.

Zackariasson, Peter (2012) Aristotle's intellectual virtues and Executive Business Education . In *in Wolfgang Amann, Monica Kerretts-Makau, Pio Fenton, Peter Zackariasson and Shiv Tripathi eds. New Perspectives in Management Education*, Manchester : Excel Publishing.

Zackariasson, Peter, Wilson, Timothy L. (2012) Marketing of Video Games. In *in Peter Zackariasson and Timothy L. Wilson eds. The Video Game Industry: Formation, Present State, and Future*, p. 57-75. New York : Routledge.

Zackariasson, Peter, Wilson, Timothy L. (2012) Through the Looking Glass Sharply. In *in Peter Zackariasson and Timothy L. Wilson eds. The Video Game Industry: Formation, Present State, and Future*, p. 244-262. New York : Routledge.

Zackariasson, Peter, Wilson, Timothy L. (2010) Creativity in the Video Game Industry. In *Alessandra M. Corrigan (ed.) Creativity: Fostering, Measuring and Context*, Chapter 6. Nova Science Publishers.

Zackariasson, Peter (2009) The aesthetic threat. In *Czarniawska, Barbara (2009) (ed.) Organizing in the face of risk and threat*, p. 156-165. Cheltenham, UK : Edward Elgar.

Zackariasson, Peter (2007) Det estetiska hotet. In *Czarniawska, Barbara et al: Organisering kring hot och risk*, p. 181-194. Lund : Studentlitteratur.

### **Conference paper**

Zackariasson, Peter (2014) Exposing the Monster in Media: A study of Ducati's product placement strategies. *19th DMI: Academic Design Management Conference, September 2-4, London, United Kingdom*.

Zackariasson, Peter, Schnugg, Claudia (2014) Playing music/playing musician: a study of the production of music. *Standing Conference on Organizational Symbolism, Utrecht, the Netherlands, 7-10 July*.

- Zackariasson, Peter (2014) Thank You for the Demon: a Practice Study of Heavy Metal Performance. *13th International Colloquium on Nonprofit, Arts, Heritage, and Social Marketing*. 3 sep, Birmingham.
- Zackariasson, Peter (2014) Warning! Trespass at your own risk: how fine arts travel and are politicized. *EGOS Conference 3-5 July, Rotterdam, Holland*.
- Sandqvist, Ulf, Zackariasson, Peter (2013) Business logics in Cultural Industries.
- Zackariasson, Peter (2013) Cold fusion – Sponsorship Practices in Swedish Motorsport. *22nd Nordic Academy of Management Conference, Reykjavik 21-23 August*.
- Wilsson, Timothy L, Zackariasson, Peter (2012) Video Games: Past, Present, Future. *NABET conference 25-26 Oct, Dallas, US*.
- Zackariasson, Peter (2012) Narrating Organizational Development: Translating video game development to organizational undertakings. *SCOS, 11-14 July, Barcelona*.
- Zackariasson, Peter (2012) The Market Game: developing video games, creating gamers. *IMP, Rome 13-15 Sep*.
- Zackariasson, Peter (2012) Translation, Transmission and Interaction: Making the Museum of World Culture Relevant to Local Culture. *11th International Colloquium on Nonprofit, Arts, Heritage, and Social Marketing*. 19 sep, London.
- Zackariasson, Peter (2011) Marketing of Video Games in the Cultural Economy. *Young Scholars Forum of the 10th International Marketing Trends Conference, Paris 20-22 January*.
- Zackariasson, Peter, Styhre, Alexander (2011) Carry on! Understanding Creativity Through Popular Culture. *SCOS 14-17 July, Istanbul*.
- Wilson, Timothy, Zackariasson, Peter (2011) Marshall McLuhan, Video Games and the Secret Life of Walter Mitty. *Northeastern Association of Business, Economics and Technology, Oct 18-19*.
- Sandqvist, Ulf, Zackariasson, Peter (2010) The dematerialisation and democratisation of currencies.
- Zackariasson, Peter, Wilson, Timothy L. (2010) Alternative Reality Games Explorations. *EURAM conference, Rome 19-22 May, 2010*.
- Zackariasson, Peter (2010) It's Anarchy! Translating Beliefs and Desires into Prescription for Participation. *EASST conference, 2-4 September, Trento, Italy*.
- Zackariasson, Peter, Wåhlin, Nils, Wilson, Timothy L. (2009) Marketing in MMOGs: Market Segmentation, Virtual Identities and Product Positioning. *Association of Marketing Theory and Practice (AMTP), Georgia, USA*.
- Zackariasson, Peter, Wilson, Timothy L. (2009) Playing With Video Games. *Creativity Economy and Beyond. Helsinki, Finland 9-10 September*.
- Zackariasson, Peter, Wilson, Timothy L. (2009) Publisher Value in the Video Game Industry. *The 20th Annual NFF Conference: "Business as Usual". Turku/Åbo, Finland 19-21 August*.
- Zackariasson, Peter, Wilson, Timothy (2007) Relationship in Video Game Relationship. *Relationship Marketing Summit. Buenos Aires, Argentina, December 13-15*.

Zackariasson, Peter, Wilson, Timothy L. (2007) Competition and Competitiveness in the Video Game Industry. *American Society for Competitiveness Conference. Goa, India, January.*

Gustavsson, Eva, Zackariasson, Peter (2007) Heroines and "pink plots": The representation of gender in video games. *Gender, Work and Organization, 5th international interdisciplinary conference. Keel University, UK, June 27-29.*

Gustavsson, Eva, Zackariasson, Peter (2005) The Online Consumption of Identities: Heroes and Heroines in Gaming and Online Entertainment. *The 18th Scandinavian Academy of Management conference. Århus, Denmark, 18-20 August.*

### **Report**

Zackariasson, Peter (2012) *Oportunidades de negocio y empleo en la industria del videojuego (Business opportunities for young persons in the video game market) in Videogames and Youth / Videojuegos y Juventud (Report to Spanish Youth Observatory, Ministry of Culture).*

### **Editorial collection**

Zackariasson, Peter, Wilson, Timothy (ed.) (2012) *The Video Game industry.* New York, USA: Routledge.

### **Other publication**

Zackariasson, Peter, Sandqvist, Ulf (2011) Playing the Game. *Scandinavian Academy of Management conference. Stockholm, Sweden, 22-24 August.*

Zackariasson, Peter, Wilson, Timothy L., Walfisz, Martin (2006) Real-Time Strategy: Evolutionary Game Development. *Business Horizons vol. 49, issue 6. pp. 487-498.*

Zackariasson, Peter, Walfisz, Martin, Wilson, Timothy L. (2006) Management of Creativity in Video Game Development: A Case Study. *Services Marketing Quarterly vol. 27, nr. 4. pp. 73-97.*

Zackariasson, Peter, Styhre, Alexander, Wilson, Timothy L. (2006) Phronesis and Creativity: Knowledge Work in Video Game Development. *Creativity and Innovation Management vol. 15, nr.4. pp. 419-429.*

Zackariasson, Peter, Blomquist, Thomas, Wilson, Timothy L. (2004) EPM in Videogame Development: Life Amongst Lindblomian Cyborgs. *Projects & Profits, Special Issue: Enterprise Project Management vol. 4, nr. 11. pp. 77-85.*

Zackariasson, Peter, Wilson, Timothy L. (2004) Internetworked After-Sales Service. *Industrial Marketing Management vol. 33, nr. 2. pp. 75-86.*