



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Gabriela Schaad

Department of Business Administration  
Industrial and Financial Management & Logistics  
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### Academic degrees

2012 Ph.D., Business Administration, University of Gothenburg  
2007 Master, Business Administration, Industrial and Financial Management  
, University of Gothenburg

### Positions within academia:

2009 - 2010 Chairman, PhD Association in Business Administration, School of  
Business, Economics and Law

### Main research fields:

Environmental strategies, Sustainable Management, Circular Economy

### Main teaching fields:

Environmental strategies, Sustainable Management, Strategy, Emissions trading

## Academic experience

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### Research projects:

2016 - 2019 Towards long-term sustainable industrial energy systems- sustainable  
innovations, value chain cooperation and business model development  
2015 - 2017 CASE - Competencies for a sustainable socio-economic development  
2012 - 2015 4C - Collaborative Chemistry Cluster Case study

### International research projects:

2016 - 2017 CASE - Competencies for a sustainable socio-economic development,  
RCE Vienna, Christian Rammel, gW/N, BOKU Vienna, Michael  
Ambros University of Vechta, Marco Rieckmann Masaryk University,  
Brno, Jan Činčera Environment Center Kapraluv, Brno, Michal Medek  
Free University Bozen, Susanne Elsen Terra Institute GmbH, Brixen,  
Johanna Bernhardt  
2007 - 2010 Nordic Energy Perspectives, Tiina Koljonen, Göran Koreneff, VTT  
Technical Research Centre of Finland, Berit Tennbakk. Econ Pöyry,  
Oslo Hans Ravn, RAM-løse, Copenhagen Juha Honkatukia, Janne  
Niemi, VATT, Helsinki

### **Pedagogical training:**

- 2020 HPE103, Högskolepedagogik 2, självständigt arbete  
2017 Course in presentation techniques  
2013 HPE102, Högskolepedagogik 2, områdesspecifik pedagogik

### **Pedagogical projects and development:**

- 2016 Erasmus+ project CASE - Competencies for a sustainable socio economic development - Evaluation of pilot courses using innovative cooperation formats  
2017 Erasmus+ project CASE - Competencies for a sustainable socio economic development - Documenting teaching and learning formats for cooperation between university and business  
2017 How should we consume energy in the digital economy?

## **Other experience**

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### **Participation in public seminars:**

- 2017 University-Business Cooperation -Supportive Tools, Innovativa samarbeten för hållbart företagande och entreprenörskap

## **Publications**

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

Williamsson, Jon, Sandoff, Anders, Schaad, Gabriela (2019) Business logic – the missing link between strategy, business model and business process?. *Journal of Business Models*, 7:4, p. 66-72.

Williamsson, Jon, Schaad, Gabriela (2018) Re-combining value chains: cross-industry cooperation for business model innovation. *Journal of Business Models*, 6:2, p. 90-95.

Sandoff, Anders, Schaad, Gabriela (2009) Does EU ETS lead to emission reductions through trade? The case of the Swedish emissions trading sector participants. *Energy Policy*, 37:10, p. 3967-3977.

### **Doctoral thesis**

Schaad, Gabriela (2012) *Strategies for Environmental Sustainability of Municipal Energy Companies. Pathways of Sustainable Development between Business and Society*. Doct. thesis, Göteborg: BAS.

### **Licentiate thesis**

Schaad, Gabriela (2010) *Corporate strategies to mitigate climate change- two essays on practices in Swedish energy-intensive companies*. Lic. thesis, Göteborg: University of Gothenburg.

## Conference paper

Williamsson, Jon, Schaad, Gabriela, Sandoff, Anders (2020) Business logics for bioeconomy collaborations. *eceee Industrial Summer Study proceedings*.

Williamsson, Jon, Schaad, Gabriela, Sandoff, Anders (2019) Creating business models for the circular economy through cross-industry collaborations. *Nordic Academy of Management Conference, University of Vaasa, Finland, 22. – 24. August 2019*.

Williamsson, Jon, Schaad, Gabriela, Sandoff, Anders (2017) Putting the ‘business’ back in ‘business school’: - The potential of the business model concept as a sensemaking artefact in business education.. *NFF 2017, 23-25 augusti 2017. Bodø, Norge..*

Schaad, Gabriela, Sandoff, Anders, Mossberg, Johanna, Jensen, Christian (2016) The entrepreneurial multi-party sustainability initiative of a chemical cluster - Barriers at the interface between subsidiaries and parent companies. *EGOS, 7-9 July 2016, Naples, Italy*.

Jensen, Christian, Mossberg, Johanna, Schaad, Gabriela, Sandoff, Anders (2015) Challenges in organizing sustainable development in two different network constellations: Analyzing the first steps towards realizing a green vision in the chemical industry from a collaborative perspective. *NESS June 9-11 2015, Trondheim, Norway*.

Jensen, Christian, Mossberg, Johanna, Schaad, Gabriela, Sandoff, Anders (2015) Collaborative challenges in organizing sustainable development: Progress towards green vision implementation in the chemical industry. *EGOS, Athens Greece, July 2-4 2015*.

Schaad, Gabriela, Sandoff, Anders, Jensen, Christian, Mossberg, Johanna (2015) Towards green chemistry: the multi-party sustainability initiative of a chemical cluster - Spanning the boundaries between subsidiary and parent company. *EGOS Post-Doctoral & Early Career Scholars Pre-Colloquium Workshop*.

Schaad, Gabriela, Sandoff, Anders, Jensen, Christian (2014) Towards green chemistry: The proactive sustainability vision of a chemical cluster - Spanning the boundaries between subsidiary and parent company. *Gronen Research Conference 2014, 16-18 june, Helsinki*.

Sandoff, Anders, Schaad, Gabriela (2013) Dominant logics for energy efficiency in the public housing sector. — What are the prospects for moving towards ecological modernization?. *2013 Nordic Environmental Social Sciences conference, Copenhagen, 11th -13th June*.

Sandoff, Anders, Schaad, Gabriela, Williamsson, Jon (2011) Carbon mitigation strategies in the heat and power sector and the efficiency of the European Union emission trading scheme (EU ETS). *The 13th annual SNEE conference. European Integration in Swedish Economic Research. May 17-20, 2011, Mölle, Sweden*.

## Report

Ludvig, Kjerstin, Schaad, Gabriela (2020) *Lokal samverkan inom energi och klimat*. Mölndal: Värmemarknad Sverige.

Schaad, Gabriela, Williamsson, Jon, Sandoff, Anders (2019) *Collaboration for a sustainable future - A study of cross-industry value chains in the bioeconomy*.

Rydén, Bo, Sköldberg, Håkan, Ludvig, Kjerstin, Göransson, Anders, Johnsson, John, Williamsson, Jon, Holmberg, Ulrika, Schaad, Gabriela (2017) *Vår gemensamma värmemarknad, Slutrapport, Etapp 2*. Mölndal: PR-Offset.

Bernhardt, Johanna, Schaad, Gabriela, Boman, Johan, Ambros, Michael, Činčera, Jan, Biberhofer, Petra (2017) *Joint CASE Report on Cooperation between higher education institutions and companies and Evaluation of regional pilots*.

Schaad, Gabriela, Boman, Johan (2017) *Illustrating the CASE-Master Program on Sustainability-driven Entrepreneurship - 25 Service Learning and other Innovative Projects*

Rydén, Bo, Ludvig, Kjerstin, Håkan, Sköldberg, John, Johnsson, Schaad, Gabriela, Williamsson, Jon (2016) *Hållbarhetsmålen på värmemarknaden*. Mölndal: Värmemarknad Sverige.

Sandoff, Anders, Rönnborg, Petter, Schaad, Gabriela, Williamsson, Jon (2010) *Företagsstrategier för utsläppshandel och klimatåtaganden*. Stockholm: Energimyndigheten.

Sandoff, Anders, Rönnborg, Petter, Schaad, Gabriela, Helgstedt, Daniel (2007) *Företagsstrategier för utsläppshandel och klimatåtaganden. En enkätstudie av företagens agerande och attityder inom ramen för EU's system för handel med utsläppsrätter*. Stockholm: Naturvårdsverket.

## Other publication

Mossberg, Johanna, Hackl, Roman, Harvey, Simon, Jensen, Christian (2014) Bridging barriers for multi-party investments in energy efficiency – A real options based approach for common utility systems design and evaluation. *Proceedings of the ECEEE Summer Study 2014*.