



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Curriculum Vitae Jon Williamsson

Department of Business administration
Industrial and Financial Management & Logistics
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Academic degrees

2014 Ph.D., Business administration, University of Gothenburg

Main research fields:

Business models, strategy, sustainability, electromobility, environmental policy instruments.

Main teaching fields:

Business models, strategy, sustainability

Academic experience

Head of research project:

2014 - 2015 Elcity 2

International research projects:

2012 - 2016 Bumilla - FP7 Marie Curie, Aston University, Insero Mobility

Teaching in executive education or other professional settings:

2016 - 2016 Executive faculty, Handelshögskolan

Publications

Journal article (peer-reviewed)

Flodén, Jonas, Williamsson, Jon (2016) Business models for sustainable biofuel transport: the potential for intermodal transport. *Journal of Cleaner Production*, 113:1 February.

Löfstrand, Sofia, Hellgren, Jonas, Thulin, Niklas, Engdal, Henrik, Pettersson, Stefan, Williamsson, Jon, Sandoff, Anders (2013) Feasibility of Electrifying Urban Goods Distribution Trucks. *SAE International Journal of Commercial Vehicles*, 6:1, p. 24-33.

Hagström, Linus, Williamsson, Jon (2009) Remilitarization, Really? Assessing Change in Japanese Foreign Security Policy. *Asian Security*, 5:3, p. 242-272.

Book chapter

Bladini, Filip, Jensen, Christian, Palm, Klas, Sandoff, Anders, Williamsson, Jon (2015) Planerarens roll i förändring. In *Tillväxt kräver planering*, p. 38-47. Karlskrona : Boverket och Tillväxtverket.

Sandoff, Anders, Williamsson, Jon (2015) Business models for district heating. In *Advanced District Heating and Cooling (DHC) Systems*, p. 293-317. Cambridge : Woodhead Publishing / Elsevier.

Doctoral thesis

Williamsson, Jon (2014) *The Business Model - Formation, description and definition*. Doct. thesis, Göteborg: University of Gothenburg.

Licentiate thesis

Williamsson, Jon (2011) *Marknadsbaserade miljöpolitiska styrmedels inverkan på värdeskapande*. Lic. thesis, Göteborg: University of Gothenburg.

Conference paper

Mansouri, Ziaeddin, Williamsson, Jon (2015) The juxtaposition of business model innovation and activity space re-conceptualization. *APROS/EGOS Conference 2015 - Spaces, Constraints, Creativities: Organization and Disorganization. December 9–11, 2015. Sydney, Australia*.

Williamsson, Jon (2015) Beyond Utility 2.0: A Search for Relevance in Tomorrows Energy System. *ICTP 2015 - International conference on theory and practice*.

Williamsson, Jon (2015) Curse or blessing? –The involvement of dominant incumbent stakeholders in business model development for battery electric trucks in urban freight scenarios. *METRANS International Urban Freight Conference 2015. October 21-23, 2015 California*.

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

Sandoff, Anders, Algehed, Jessica, Bladini, Filip, Jensen, Christian, Klas, Palm, Williamsson, Jon (2016) *Innovationsplattformar för hållbara attraktiva städer*. Göteborg: Mistra Urban Futures.

Williamsson, Jon, Löfstrand, Sofia, Lodin, Johan, Basso, Rafael, Olsson, Oscar, Engström, Rikard (2015) *Feasibility study of the electrification of the urban goods distribution transport system, part II*.

Flodén, Jonas, Woxenius, Johan, Awais, Fawad, Williamsson, Jon, Berglund, Moa, Billing Clason, Helena, Hersle, Dag, Enström, Johanna, Kordnejad, Behzad (2014) *Designing Intermodal Supply Chains*. Göteborg: University of Gothenburg.

Rydén, Bo, Sandoff, Anders, Williamsson, Jon, Stridsman, Daniel, Hansson, Niklas (2013) *Fjärrvärmens Affärsmodeller: Slutrapport för Fjärrsynprojekt*. Fjärrsyn.

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