

Wednesday, November 29, 2017

12:00 PM to 1:30 PM

USC – Gateway, Conference Room 100B

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Business Model Development in Urban Freight

Business model development plays a key role for the adoption of new innovations and the progress towards a more sustainable society. As a concept the business model portrays the logic behind why a business operates the way it does. Swedish authorities have come to pay considerable attention to the role of business models as a tool that can support more sustainable business practices. Consequently, collective business model development has become a key feature of governmentally funded business research. In this seminar Phd. Jon Williamsson describes barriers to business model innovation in the Swedish urban freight sector in relation to the introduction of radical technological innovations.

Jon Williamsson

Phd. Jon Williamsson took his doctorate in 2014 with a dissertation on business model innovation and sustainability in the Swedish energy sector. Parallel to his thesis work Jon has done research for the Swedish Environmental Protection Agency, exploring the impact of the European Union's Emission Trading System on the Swedish energy sector. He has also studied the development of business models for electric vehicles (both trucks and cars) for both the European Commission (FP7 Marie Curie program) and the Swedish Innovation Agency (Vinnova) as well as followed the development of a Swedish municipal innovation support system. Currently, Jon is conducting research on the role of state and national policies in relation to business model innovation in the transport sector, the involvement of stakeholders during the development of business models for urban consolidation centers, and the growing role of municipalities in the Swedish national innovation system.

