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Anders Hederstierna  
Born: 1953  
Married, two children

e-mail: [ahc@bth.se](mailto:ahc@bth.se)

Office address: Blekinge Institute of Technology, SE-371 79 Karlskrona, Sweden. Home: Fortifikationsgatan 3, SE-371 31 Karlskrona, Sweden. Tel: +46 455 385618

### **Degrees**

BSc (civilekonom) in Business Administration, Stockholm School of Economics, major in Managerial Economics. 1977

Ekon. Dr., Stockholm School of Economics. 1981.

### **Academic positions and appointments**

Doctoral student, Dept. of Managerial Economics at Stockholm School of Economics. 1978-81

Doctoral student (guest), UC Berkeley, U.S.A. Haas School of Business at UC. Berkeley. 1978-79

Researcher, Economic Research Institute at Stockholm School of Economics. 1981-90

Assistant Professor (universitetslektor), Dept. of Business Administration, Lund University. 1986

Assistant Professor, Stockholm School of Economics. 1987-90

Assistant Professor, Dept. of Computer Science and Business Administration, Dept. of Business Administration, School of Management, Blekinge Institute of Technology. 1997-present

Head (prefekt), Dept. of Business Administration, Blekinge Institute of Technology. 1999-2003

Member of the Faculty Board, Blekinge Institute of Technology. 2004-present. Vice-chairman 2008-present

Member of the Management Board, the Swedish Research School Management and IT (MIT). 2005-present

Deputy Vice-chancellor (vicerektor), Blekinge Institute of Technology. 2008-2010

Associate Professor (docent), Blekinge Institute of Technology. 2009

Deputy Vice-chancellor (prorektor), Blekinge Institute of Technology, 2010-present

### **Other professional positions and assignments**

Co-founder, MGH, later Beslutsmodeller AB and Scala International AB. Public company on the Stockholm stock exchange. Main product business systems. 1977-78

Managing Director, Trigram AB. Main product: computerized decision models for operations analysis. 1984-1986

Expert on housing finance. Swedish National Board of Housing, Building and Planning. 1990-1997

Senior Advisor, national commissions on housing policy. 1990-1997

Senior Advisor and Field Consultant, Russia. Advisor to the Mayor's office and the Privatization Center in St. Petersburg. 1993-97

Senior Advisor and Field Consultant, South Africa. Housing for low-income households. 1996

Senior Advisor and Field Consultant, Bahamas. Advisor to Inter-American Development Bank and the Bahamian Government. Housing for low-income households. 1999

Consultant, different mobile service development issues. 1999-2004

Consultant/teacher, Grupo ICE (Telecom incumbent, Costa Rica) on privatization issues and transition strategies. 2007 and 2008.

### **Teaching**

Areas: Corporate Finance, Investment Theory, Decision Theory, Managerial Economics. Management Control, Internet Economics, Business Strategies in Network Industries.

MBA Program Director, School of Management, Blekinge Institute of Technology. 2004-2009.

Advisor to 30+ Bachelor's and Master's theses.

Advisor to PhD student Andreas Jacobsson, (Tech. Licentiate 2004, "Exploring privacy risks in information networks"). 2002-2004

Advisor to PhD student Henrik Sällberg, (Tech Licentiate 2004), Tech Dr 2010 "Customer Reward Programs. Designing Effective Incentives for Repeated Purchase", 2003-2010.

Advisor to PhD student Emil Numminen, (Tech Licentiate 2008), Tech Dr 2010 "On the Economic Return of a Software Investment", 2003-2010

Advisor to PhD student Martin Svensson, (Tech Licentiate 2010, Linköping University). 2006-present.

Completed the course for Research Advisors (FLUS). 2005.

### **Selected published research**

#### *On Decision Analysis*

Hederstierna, A., 1981, "Decisions under Uncertainty", Economic Research Institute at the Stockholm School of Economics, Stockholm (*doct. diss.*)

Hederstierna, A., 1981, "Decisions under Uncertainty. A Note on Skewed Uncertainty Distributions", *Omega*, Vol. 9, No. 4

- Hederstierna, A., 1982, "Characteristics: Understanding Differing Views of Relative Importance", *Interfaces*, Vol. 12, No. 1
- Hederstierna, A., 1985, "A Remark on the Connexion between Procedure and Value", *Theory and Decision*, Vol. 18, No. 2.

*On Business Strategies in Network Industries*

- Hederstierna, A., 2004, "Förstudie Priselasticitet", Blekinge Tekniska Högskola, Research, *Report 2004:2*, Ronneby (in Swedish) (Price Elasticity of Mobile Services: the special case of mobile payment services. Report to Vodafone AB)
- Arvidsson, Å., Hederstierna, A., Hellmer, S., 2005, "Forecasting Cellular Mobile Traffic: An Econometric Approach", *19th International Teletraffic Congress*, Beijing
- Davidsson, P., Hederstierna, A., Jacobsson, A., Persson, J., et al., 2006, "The Concept and Technology of Plug and Play Business", *8th International Conference on Enterprise Information Systems*, Cyprus.
- Arvidsson, Å., Hederstierna, A., Hellmer, S., 2007, "Simple and Accurate Forecasting of the Market for Cellular Mobile Services", *20th International Tele Traffic Congress*, Ottawa (also book chapter in *Managing Traffic Performance in Congested Networks*, Springer 2007)
- Hederstierna, A., Sällberg, H., 2009, "Bronze, Silver and Gold: Effective Membership Design in Customer Rewards Programs", *Electronic Journal of Information Systems Evaluation EJISE*, Vol 12, No.1
- Fogelström, N.D., Barney, S., Aurum, A., Hederstierna, A., 2009, "When Product Managers Gamble with Requirements: Attitudes to Risk and Value", *15th International Working Conference on Requirements Engineering: Foundation for Software Quality (REFSQ'2009)*.