



# Jacob and Markus Wallenberg Center for Innovative and Sustainable Business Development

---

*MS* THE WALLENBERG FOUNDATIONS  
*dedicated to excellence in research since 1917*



# SARAH JACK

---

PROFESSOR  
STOCKHOLM SCHOOL OF ECONOMICS

# JACOB AND MARCUS WALLENBERG CENTER FOR INNOVATIVE AND SUSTAINABLE BUSINESS DEVELOPMENT

Part of the SSE House of Innovation

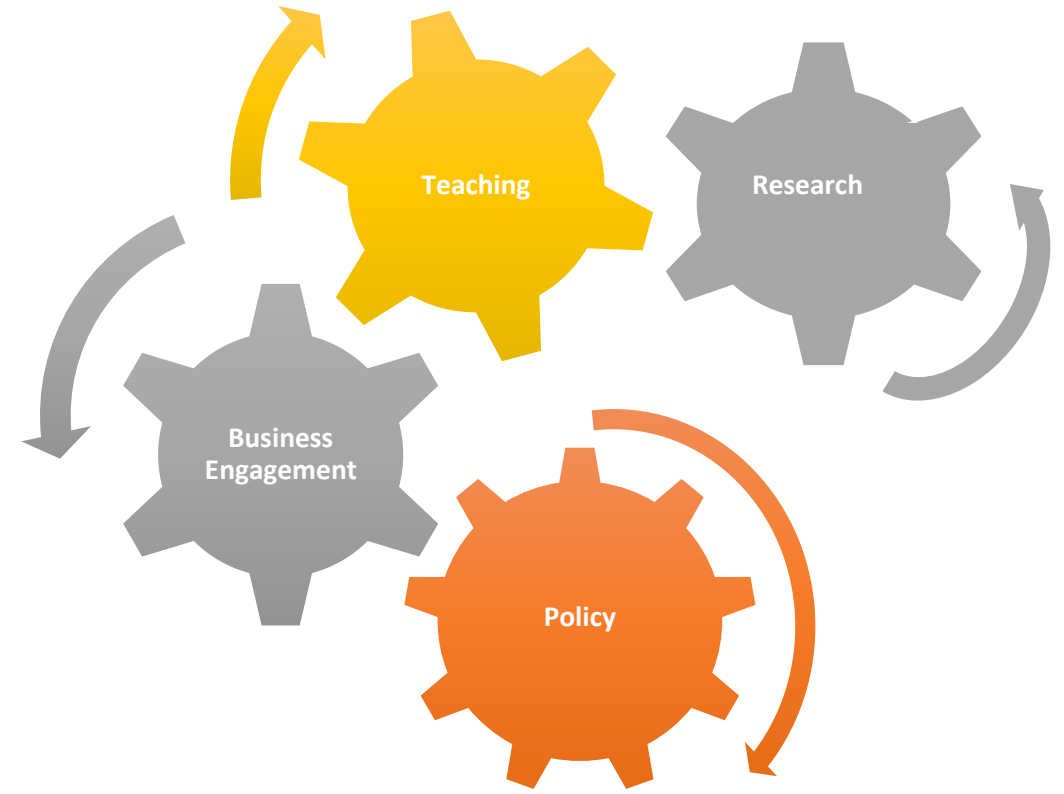
Researching real problems

International research profile

Outreach activity

Connectivity and dialogue

Educating the next generation business students as innovative thinkers and problem solvers



# GLOBAL COLLABORATION THROUGH A WIDE RANGE OF PROJECTS

FIT FOR THE FUTURE: CAN PRODUCT-SERVICE SYSTEMS BUSINESS MODELS CHANGE THE WAY WE DO BUSINESS?

SIMRA – SOCIAL INNOVATION IN MARGINALIZED RURAL COMMUNITIES

DIGITAL INNOVATION AND THE SMART VILLAGE

DIGITALIZATION IN THE PUBLIC SECTOR

AUTONOMOUS URBAN TRANSPORTATION ECOSYSTEMS

GOVERNANCE OF DIGITAL TRANSFORMATION

DIGITALIZATION OF EXPERTISE

## COLLABORATIONS

James Hutton  
Institute (UK)

Linköping  
University (SE)

Cambridge  
University (UK)

Lancaster  
University (UK)

Örebro  
University (SE)

Scania

Berkeley  
University (USA)

Oslo  
Metropolitan  
University (NO)

Ericsson

LOCAL TO GLOBAL

RURAL TO URBAN

ACROSS DISCIPLINES

ACROSS INSTITUTIONS

## A CLOSER LOOK AT SOME RESEARCH PROJECTS

### SIMRA - Social Innovation in Marginalised Rural Communities

Focus on the role of digital innovation, working with 26 partners from across Europe.

*Involves Sarah Jack from SSE, and is led by Professor Maria Nijnik, James Hutton Institute, Aberdeen (UK).*

### Digital Innovation and the Smart Village

Building teaching and research activities as a way to improve livelihoods in poor rural areas.

*Involves Sarah Jack and Magnus Mähring from SSE, and looking to engage with Berkeley University (USA), Lancaster University (UK), and Cambridge Universities (UK)*

### Autonomous Urban Transportation Ecosystems

Involves Ericsson and Scania and looks at emergence, evolution and consequence of early urban autonomous transportation solutions

*Involves Magnus Mähring, Anna Essén, Claire Ingram Bogusz and Lotta Hultin from SSE.*

### Digitalization of Expertise

From Human to Robotized Expertise: the perception and adaption of knowledge intensive firms

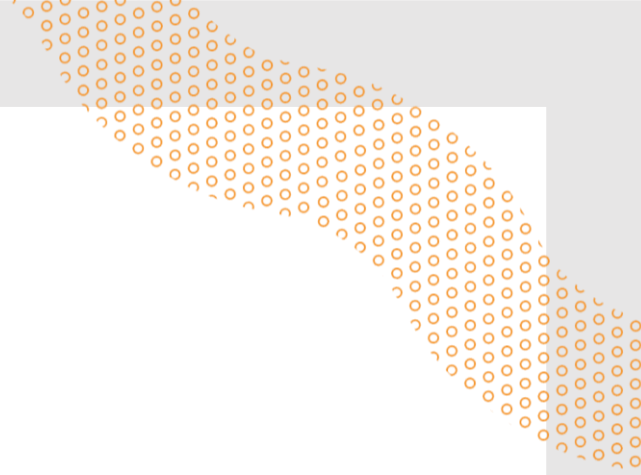
*Involves Frida Perner, Andreas Werr and Love Börjeson from SSE and Tale Skjølvsvik, Oslo Metropolitan University (NO)*



MANAGING  
DIGITAL  
TRANSFORMATION

Per Andersson, Staffan Movin,  
Magnus Mähring, Robin Teigland,  
and Karl Wennberg (eds.)





# THANK YOU



*WS* THE WALLENBERG FOUNDATIONS  
*dedicated to excellence in research since 1917*

