

CV Anders Parment

Personal

Born 1972

Affiliation:

Stockholm Business School

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Working Experience

2017- Faculty at Universität Innsbruck

2016-2017 Researcher and writer, Swedish Competition Authority

2002- Owner, Anders Parment Advisory Company, working primarily for automotive companies, FMCG companies, banks and insurance companies

2018- Teacher at FEI (Företagsekonomiska institutet)

2002- Running hundreds of speeches, seminars and workshops, primarily on automotive retailing, consumer behaviour, the changing labour market and (emerging) generational cohorts.

2015- Journalist, writing for Swedish Automotive Industry Magazine Motorbranschen

2008-2009 Researcher and Analyst, Swedish Competition Authority, including appeal in Swedish Market Court

2008- Assistant Professor in Marketing, Stockholm University School of Business

2010- Member of Stockholm Programme of Place Branding, Stockholm University

2005-2008 Assistant Professor in Marketing, Linköping University, School of Management and Engineering and Director of Studies for the Business Programme

2001 Guest Researcher, University of Technology, Sydney and University of South Australia, Adelaide

2001 Various teaching engagement at e.g. Universidad Politécnica de Cartagena; Universidad Politécnica de Madrid; Universidad de Zaragoza, University of Technology, Sydney; University of

South Australia, Adelaide; Luleå University of Technology, School of Business; Gothenburg University; Linneas University; Gävle University; Jönköping International Business School.

Selected Publications

Hartmann, B.J., Parment, A., Soler, C. & Östberg, J., 2020, *Unboxing marketing: creating value for consumers, firms, and society*, Lund: Studentlitteratur.

Guyader, H., Ottosson, M. & Parment, A., 2020, *Marketing and Sustainability, Why and How Sustainability is Changing Current Marketing Practices*, Lund: Studentlitteratur.

Brorström, S. & Parment, A., 2016, Various-sized municipalities dealing with growth issues: Different issues but the same solutions?" *Scandinavian Journal of Public Administration*, 20(4), 73-89.

Kotler, P., Armstrong, L. & Parment, A., 2020, *Principles of Marketing. Scandinavian Edition*, 3rd edition, London/Harlow: Pearson.

Parment, A., 2016, *Die Zukunft des Autohandels: Vertrieb und Konsumentenverhalten im Wandel – Wie das Auto benutzt, betrachtet und gekauft wird*, Wiesbaden: Springer.

Parment, A., 2013, "Generation Y vs. Baby Boomers: Shopping behavior, buyer involvement and implications for retailing", *Journal of Retailing and Consumer Services*, 20 (2), s. 189-199.

Schewe, Charles D., Debevec, Kathleen, Madden, Thomas J., Diamond, William D., 2013, "'If You've Seen One, You've Seen Them All!' Are Young Millennials the Same Worldwide?", *Journal of International Consumer Marketing*, 25 (1), s. 3-15.

Parment, A., 2008, "Distribution Strategies for Premium and Volume Brands in Highly Competitive Consumer Markets", *Journal of Retailing and Consumer Services*, 15 (4), s. 250-265. (ABS 2)

Klaffke, M. & Parment, A., 2011, "Herausforderungen und Handlungsansätze für das Personalmanagement von Millennials", i Klaffke, Martin (red.), *Personalmanagement von Millennials: Konzepte, Instrumente und Best-Practice-Ansätze*, Wiesbaden: Gabler Verlag.

Laurell, C. & Parment, A., 2015, *Marketing Beyond the Textbook. Emerging Perspectives in Marketing Theory and Practice*, Lund: Studentlitteratur.

Parment, A., 2014, *Marketing to the 90s Generation. Global Data on Society, Consumption, and Identity*, New York: Palgrave Macmillan.

Parment, A., 2014, *Auto Brand. Building Successful Car Brands for the Future*, New York: Kogan Page.

Parment, A., 2013, *Die Generation Y. Mitarbeiter der Zukunft motivieren, integrieren, führen*, Wiesbaden: Springer.

Nilsson, F., Olve, N-G., & Parment, A., 2011, *Controladoria Para Fins de Competitividade: Formulação e Implementação de Estratégias Através do Controle Gerencial*, Rio de Janeiro: Qualitymark

Nilsson, F., Olve, N-G & Parment, A., 2011, *Controlling for competitiveness: Strategy formulation and implementation through management control*, Copenhagen: Copenhagen Business School Press.

Ekström, K.M., Ottosson, M. & Parment, A., 2017, *Consumer Behaviour. Traditional and Contemporary Perspectives*, Lund: Studentlitteratur.

Degrees

2005 Ph. D. in Marketing, Linköping University, International School of Management and Industrial Engineering (IMIE), School of Business

2004 Master of Science in Economics (Politices magisterexamen), Major Economics, Lund University. Thesis on Price-Setting on the Car Market

2002 Bachelor's Degree, Competition Law, Örebro University. Thesis on International Competition Law

2000 Degree of Licentiate of Economics, Linköping University, International School of Management and Industrial Engineering (IMIE), School of Business

1997 Master's Degree, International Marketing, Linköping University, Thesis on Internationalisation of SMEs

1996 Bachelor's Degree, Accounting, Linköping University

Doctoral Dissertation

Parment, A., 2005, *Car Distribution Organization. Strategic Issues in Four Configurations*, Doctoral Dissertation No. 65, International School of Management and Industrial Engineering, Department of Management and Engineering, Linköping University.

Research Grants

- In 2020, I received a research grant of SEK 250,000 from Digital Demo Stockholm (Stockholm Municipality, Region Stockholm, ABB, Ericsson, Royal Institute of Technology, Skanska and Telia Company)
- In 2019, Fredrik Nordin, David Fridner and I received a research grant of SEK 800,000 from Trafikverket
- In 2015, Sara Brorström, Gothenburg Research Institute, and I received a research grant of SEK 400,000 from Kommuninvest
- In 2015, Sara Brorström, Gothenburg Research Institute, and I received a research grant of SEK 200,000 from NATKOM

Language skills

Swedish Native

English Fluent

German Fluent

Spanish Good command

French Basic communication skills

Language studies in German, English, Spanish and French (Stockholm University and Linköping University).