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Current Employment

ESMT Visiting Faculty-Senior Lecturer, ESMT European School of Management and Technology, Berlin, 2008–present.

Education

MBA, London Business School, United Kingdom, 2003.

MA in Economics (First Class Honours), University of Melbourne, Australia, 1995.

BA (Honours), University of Melbourne, Australia, 1992.

Past Employment

Senior Lecturer, ESMT European School of Management and Technology, Berlin, 2004–2008.

Program Director and Lecturer, Director, Case Study Research Centre, Centre for Management Development, London Business School, London, United Kingdom, 1999–2004.

Lecturer and Researcher, Mt Eliza Business School, Melbourne, Australia, 1997–1999.

Researcher and Editor, Institute of Developing Economies, Japan External Trade Organisation, Tokyo, Japan, 1996–1997.

Trade Development Officer, Japan External Trade Organisation (JETRO), Melbourne, Australia, 1993–1994.

Honors and Awards

European Federation for Management Development Case Award, Category 'Managerial Issues in Transitory Economies', 2007.

Emerald Management Reviews, 'Top 50 Article in Management' Award, 2004.

Australian Postgraduate Research Award, 1994–1995.

Mitsui Research Scholarship to Japan, 1994.

Journal Publications

Anderson, J. and Kupp, M. (2008). Serving the poor: drivers of business model innovation in mobile. *Info* 10(1):5-12.

Anderson J. and Jonnson, M. (Forthcoming). Value Chain Evolution in the Mobile Handset Industry: Implications for Firm Strategy. *Ericsson Review* Summer.

Anderson, J. (2007 – *Forthcoming*). Developing a Route to Market Strategy for Mobile Communications in Rural India. *International Journal of Emerging Markets* 3(2).

Anderson, J. and Billou, N. (2007). Serving the World's Poor: Innovation at the Base of the Economic Pyramid. *Journal of Business Strategy* 28(2): 14–21.

Anderson, J. and Kupp, M. (2006). Madonna: Entrepreneurship on a Dance Floor. *Business Strategy Review* 17(4): 26–31.

Anderson, J. (2006). A Structured Approach to Bringing Mobile Communications to the World's Poor. *The Journal of Information Systems in Developing Markets* 27: 1–9.

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Anderson, J., and Jönsson, M. E. (2006). Mobile Transitions. *Business Strategy Review* 17(1): 21–25.

Anderson, J. and Markides, C. (2006). Creativity Is Not Enough: ICT-Enabled Strategic Innovation. *European Journal of Innovation Management* 9 (2): 129–148.

Anderson, J. (2005): Smart Idea – Delivering Mobile Services in Developing Markets. *Global Telecoms Business* 83(November/December): 22–23.

Anderson, J. (2004). Responding to Low-Cost Operators. *Global Telecoms Business* 75(July–August): 25–26.

Anderson, J. (2004). End of Integration as Low-Cost Operators Capture Customers. *Global Telecoms Business* 74(May–June): 17–18.

Anderson, J., Hart, J. and Williams, B. (2004). The Transnational Challenge. *Global Telecoms Business* 76(September-October): 31–32.

Anderson, J., Markides, C. (2004). T-Innovation: Using Information and Communication Technology to Achieve Strategic Innovation. *International Journal of Innovation and Technology Management* 1(2): 233–248.

Anderson, J. and Williams, B. (2004). Unbundling the Mobile Value Chain. *Business Strategy Review* 15(3): 51–58.

- Anderson, J., Opie, G. and Watton, J. (2003). The Corporate Spend Agenda. *Business Strategy Review* 14(2): 5–7.
- Anderson, J. and Woolley, M. (2002). Towards Strategic Sourcing: The Unilever Experience. *Business Strategy Review* 13(2): 65–73.
- Anderson, J. and Wood, R. (2002). Seven Management Lessons from Microsoft. *Business Strategy Review* 13(3): 28–33.
- Anderson, J. and Goffee, R. (2001). From Wood Panels to Mobile Phones: Strategic Diversification at Sonae Group. *Business Strategy Review* 12(4): 57–71.
- Anderson, J. and Frohlich, M. (2001). Freemarkets and Online Auctions. *Business Strategy Review* 12(2): 59–69.
- Anderson, J. and Voss, C. (2001). Captivate Network and Elevator Telematics. *Business Strategy Review* 12(1): 51–60.
- Anderson, J. (2001). Telematics: Why CRM Will Be Crucial for Automakers. *International Journal of Customer Relationship Management* Spring.
- Anderson, J. and Earl, M. (2000). lastminute.com: B2C e-Commerce. *Business Strategy Review* 11(4): 49–61.
- Anderson, J. and Hibbard, S. (1999). A Brand that Travels: Lonely Planet Publications. *Monash Mount Eliza Business Review* 1(5): 85–92.
- Anderson, J. and Winkler, C. (1998). Minding Your Own Business: The Data-Tech Software Experience. *Monash Mount Eliza Business Review* 1(3): 82–88.
- Anderson, J. (1998). Attracting FDI Australian Government Investment Promotion in Japan 1983–1996. *Pacific Economic Papers* 284. ANU, Canberra: Asia Pacific Research Centre.

Chapters in Books

- Anderson, J. and Markides, C. (Forthcoming). Strategic Innovation in Developing Markets. In *Alleviating Poverty through Business*, ed. C. Wankel. MacMillan.
- Anderson, J. and Antal-Mokos, Z. (2006). Chapter 6: M&A in Mobile Telephony: the Underlying Trends. In *Acquisition Strategies in European Emerging Markets*, eds. K. Meyer and S. Estrin. Hampshire: Palgrave Macmillan.
- Anderson, J. (2005). Strategy at Microsoft. In *Strategic Management Competitiveness and Globalization, Concepts and Cases*, 6th Edition, eds. M. Hitt, R. D. Ireland and R. E. Hoskisson. Cincinnati: Southwestern College Publishing.

Other Publications

- Anderson J. and Kumar, N. (2004). Dasani UK: Brand Under Attack. *ECCHO* 33(Winter): 10–11.

Case Studies and Technical Notes

- Anderson, J and Kupp, M. (2009). *Celltel Nigeria (A-B)*. ESMT-309-00(96/97)-1.
- Anderson, J. and Kupp, M. (2009). *Virgin Mobile UK*. ESMT-309-0094-1.
- Anderson, J. and Kupp, M. (2006). *Zopa.com*. ESMT Case No. ESMT-306-0065-1/8/3.
- Anderson, J., Kupp, M. and Schaefer, U. (2006). *The German Telecommunications Industry in the New Millennium*. ESMT Case No. ESMT-306-0064-1.
- Anderson, J. and Kupp, M. (2006). *Madonna: Strategy in Action*. ESMT Case No. ESMT-306-0059-1/8.
- Anderson, J. (2005). *Nokia – Leadership in the Mobile Handset Industry*. ESMT Technical Note.
- Anderson, J. (2005). *Samsung Electronics*. ESMT Technical Note.
- Anderson, J. (2005). *Motorola*. ESMT Technical Note.
- Anderson, J. (2005). *Smart Communications Case (A, B)*. ESMT Case No. (A): 505-046-1 and (B): 505-047-1
- Anderson, J. and Kupp, M. (2005). *MLP AG*. ESMT Case No. ESMT-305-0030-1/8, abridged: ESMT-305-0031-1.
- Anderson, J. and Kupp, M. (2005). *Retail Financial Services in German in the New Millennium*.
- Anderson, J. and Vandermerwe, S. (2004). *Easymobile: Disruption in the Mobile Market*. 304-525-1/8/9.
- Anderson, J. (2004). *Telmore (A, B): Disruption in the Danish Mobile Market*. ESMT Case No. (A): 304-478-1/8/9 and (B): ESMT-304-479-1.
- Anderson, J. and Kumar, N. (2004). *Dasani (UK): Brand under Attack*. London Business School Case Study. 504-022-1
- Anderson, J. and Oliver, P. (2003). *DeBeers Group and the Hostile Takeover Bid for Ashton Mining*. London Business School Case Study.
- Anderson, J. (2003, May). *Hutchison 3: Disruption in the UK Mobile Industry?* London Business School Case Study.
- Anderson, J., and Conger, J. (2003, March). *Vodafone's Takeover of Mannesmann Boardroom Simulation*. London Business School Case Study.
- Anderson, J. and Woolley, M. (2002). *Unilever Group and Ariba: Towards Strategic Sourcing*. London Business School Case Study, Teaching Note and Supplement Software. 602-030-1/8/9
- Anderson, J. (2002). *SONY: Towards a Network Economy*. London Business School Case Study and Supplement.
- Anderson, J. (2002). *Strategic Sourcing at Unilever Europe*. London Business School Case Study.
- Anderson, J. and Dent, J. (2002). *Vodafone's Takeover of Mannesmann AG*. London Business School Case Study.

Anderson, J. and Earl, M. (2002). *British Airway's e-Business Strategy*. London Business School Case Study.

Anderson, J. (200). *Sony's Networked Gateway Strategy*. London Business School Case Study.

Anderson, J. (2001). *Microsoft : A Strategy for the new Millenium*. London Business School Case Study. 902-038-1

Anderson, J. (2001). *Nokia*. London Business School Case Study.

Anderson, J. (2001). *AOLTimeWarner Goes Mobile*. London Business School Case Study.

Anderson, J. and Earl, M. (2001). *Lastminute.com*. London Business School Case Study.

Anderson, J. and Dimson, E. (2001). *Edward Jones' Canada Market Entry: First Steps towards a Global Presence*. London Business School Case Study.

Anderson, J. and Dimson, E. (2001). *Edward Jones' UK Market Entry*. London Business School Case Study.

Anderson, J. (2000). *Captivate Network*. London Business School Case Study.

Anderson, J. and Earl, M. (1999). *Amazon.com*. London Business School Case Study.

Work in Progress

Anderson, J. *Kiva.org*. Case Study.

Kupp, M. and Anderson, J. *Celtel Zambia and MTN*. Case Study.

Anderson, J. *Nokia in India*. Case Study.

Conference Papers

Anderson, J., Antal-Mokos, Z. and Bauer, A. (2006). Expansion Strategy and Industry Evolution: The Case of Mobile Telephony in Europe and Hungary. Presented at the Academy of International Business 2006 Conference, June 23–26, in Beijing, China.

Languages

English (native).