

**Attachment:** Attachment 2 – Curriculum Vitae (Direct Recruitment / Befordran)

**Prepared in accordance with:** *Handläggningsordning för rekrytering och befordran av lärare vid Jönköping University* (Dnr JU 2025/1288–113)

**Unit:** School of Engineering (JTH), Department of Computing | **Date:** December 28, 2025

## **Einav Peretz-Andersson**

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### **Professional Summary**

Academic leader and researcher at the intersection of artificial intelligence, organizational transformation, and innovation management. Ph.D. (2025) in Business Administration, specializing in AI Transformation, at Jönköping International Business School. Program Manager for the AI Engineering program at Jönköping University, with over a decade of experience in higher education, interdisciplinary research, and regional innovation development. Demonstrated excellence in pedagogical innovation, external collaboration, and societal engagement. Active in several academic and professional boards, including the Swedish AI Society (SAIS), the Swedish-Israeli Chamber of Commerce, the JU AI Network, and JTH's Computing Department Leadership and Societal Engagement Teams.

*This CV is submitted in support of a direct recruitment (befordran) to the position of Lektor (Assistant Professor) at Jönköping University.*

### **Primary Research Areas**

- Digital Transformation, Strategy Making, and Implementation
- AI and Organizational Decision Making
- AI, New Business Models, and Socio-Economic Impacts
- User Behavior in Digital Products and Services Markets
- Strategy Making in Digital Ecosystems and Platforms

### **Research Vision and Future Development**

My research advances **AI Transformation** as a distinct organizational transformation, integrating strategy, structure, process, culture, people, and technology. The next phase focuses on: (1) *trust and governance of AI in industry*, (2) *AI-augmented decision-making for manufacturing resilience*, and (3) *AI literacy and responsible adoption in higher education*. This agenda aligns with JTH's priorities in digitalization and sustainability and underpins the development of a research group in AI Transformation with regional and international partners.

### **Academic Education**

#### **Jönköping International Business School, Jönköping University**

*2020 – 2025 (expected)*

*Ph.D. in Business Administration*

- Dissertation: *AI Transformation as Organizational Transformation: Integrating Strategy, Structure, Process, Culture, People, and Technology.*

#### **Jönköping International Business School**

*2010 – 2011*

*M.Sc. in Business Administration*

<b>Tel Aviv University</b>	<i>M.A. in Public Policy and Economics</i>	1999 – 2001
<b>College of Management, Tel Aviv</b>	<i>B.A. in Human Resource Management</i>	1996 – 1999

## Academic Employment

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<b>Jönköping University, School of Engineering (JTH)</b>	<i>Lecturer and Program Manager, AI Engineering</i>	2019 – present
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- Program Manager for the AI Engineering Program: responsible for curriculum design, quality assurance, and collaboration with industry partners.
- Member of the Computing Department Leadership Team and JTH Societal Engagement Group.
- Supervision of Bachelor's and Master's thesis projects.
- Integration of AI-supported pedagogy, assessment, and digital learning environments.

<b>Jönköping International Business School</b>	<i>Doctoral Student and Researcher, Business Administration</i>	2020 – present
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- Research on AI transformation and digital strategy in organizations and the public sector.
- Active in international collaboration and research networks.

<b>Jönköping University</b>	<i>Academic Registrar</i>	2013 – 2018
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- Oversaw academic governance, program development, and institutional quality processes.

## Professional and Industry Experience

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- **Business Developer**, The Hamrin Foundation, Jönköping (2021–2024)  
Supported research-to-practice innovation and collaboration between academia, public sector, and industry in regional development projects. Focused on digital transformation, data-driven innovation, and sustainable business models.
- **Innovation Consultant and Project Leader**, Freelance / Science Park Jönköping (2011–2013)  
Led digital innovation projects with SMEs in the manufacturing sector. Focus on strategic use of AI, data, and digital tools for business model innovation and sustainable competitiveness.
- **International Coordinator**, Jönköping University (2011–2013)  
Coordinated international academic partnerships, student mobility programs, and external collaborations with industry and public organizations. Supported the establishment of the AI Engineering program's early international network.
- **Project Manager**, Bezeq International, Tel Aviv, Israel (2002–2004)  
Managed large-scale digital transformation and communication infrastructure projects for corporate clients. Responsible for cross-departmental coordination, project delivery, and client relations.
- **Consultant**, Tel Aviv, Israel (1997–2002)  
Business and creative consultant for technology and media companies (e.g., Websplit.com, Media Art Co. Ltd.). Provided strategic communication, innovation marketing, and early web-based services.
- **Military Service – Training & Platoon Officer**, Israel Defense Forces (1993–1995)  
Commissioned officer and head of physical training for an elite infantry platoon of 600 soldiers. Responsible for leadership development, tactical readiness, and coordination of unit training programs across multiple divisions.

## **Teaching Experience (Selected Courses)**

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- **Machine Learning (Master Year 1)** – Lecturer and seminar leader, focus on AI and organizational implications.
- **Research Methods in Computer Science and Informatics (Bachelor Year 2)** – Course responsible and examiner.
- **Research Methods for Intelligent Systems (Master Year 2)** – Lecturer and seminar instructor.
- **Project Management (Bachelor Year 1)** – Course leader and lecturer.
- **Thesis Courses (Master Year 2)** – Course responsible and supervisor.
- **Industrial Placement (Master Year 2)** – Supervisor and reviewer.
- **AI Transformation (MBA, EBS Germany)** – Visiting lecturer.
- **AI and Innovation (University of Udine, Italy)** – Guest lecturer.

## **Supervision of Theses**

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- Olivieri, E. & Isacsson, L. (2020). *Exploring guidelines for human-centred design in the wake of AI capabilities: A qualitative study*. Bachelor's Thesis in Informatics, Jönköping University.
- Edberg, E. & Beck, L. (2020). *Adoption of AI in Digital Design: A qualitative study about the effects on the profession*. Bachelor's Thesis in Informatics, Jönköping University.

## **Industry, Public Sector, and Regional Collaboration**

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- **Saab AB** (saab.com): Collaboration on applied AI, human–machine interaction, and digital transformation in advanced manufacturing.
- **Jordbruksverket (Swedish Board of Agriculture)** (jordbruksverket.se): Cooperation on AI adoption and responsible digitalization in the agri-tech sector.
- **Herenco Group** (herenco.com): Collaboration on digital strategy, innovation capability building, and AI readiness.
- **Husqvarna Group** (husqvarnagroup.com): Joint research, internship and thesis projects in predictive maintenance and AI transformation.
- **Jönköping Municipality** (jonkoping.se): Cooperation on AI in public services, digital transformation strategy, and competence development.
- **Axjo Plastic AB** (axjo.com): Research collaboration on AI-supported sustainable manufacturing and circular economy.
- **Combiq AB** (combiq.se): Collaboration on IoT/AI integration, human-centric AI, and governance frameworks.
- **Plastinject AB** (plastinject.se): Joint supervision of student theses and data-driven automation projects.
- **Region Jönköpings län** (rjl.se): Cooperation in strategic innovation projects and regional AI initiatives.
- **Science Park Jönköping** (sciencepark.se): Joint mentoring of start-ups and student–industry innovation projects.
- Collaboration with **local politicians and policymakers** in regional AI and innovation forums, facilitating academia–society partnerships.

## **Public Speaking & Invited Talks**

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- **Husqvarna Living City 2024 – DMG Malmö (Sweden)**: Invited speaker on “AI and Sustainable Urban Innovation.” Watch recording.

- **Lundahl & Hall AB (Sweden)**: Executive session for senior leaders on “AI and the Future of Industry – Strategic and Human Implications.”
- **University of Udine (Italy)**: Guest lecture on “AI Transformation: Strategy, Structure, and Culture in Organizations.”
- **Herenco Group (Sweden)**: Industry seminar on “AI Transformation in SME Manufacturing – Challenges and Opportunities.”
- **Jönköping Municipality (Sweden)**: Public sector innovation forum talk – “AI Transformation in the Public Sector: From Vision to Practice.”
- **Swedish Association of Local Authorities and Regions (SKR)**: Presentation on “Digital Transformation and AI in Local Governance.”
- **EBS MBA Programme (Germany)**: Invited lecture on “AI Transformation: Strategic and Organizational Implications for Business Leaders.”
- **Science Park Jönköping (Sweden)**: Panelist in “AI for Regional Innovation and Entrepreneurship.”

## **Academic & Teaching Collaborations**

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- **SINTEF / NTNU – Norwegian University of Science and Technology (Norway)** ([ntnu.edu](http://ntnu.edu)) – Collaboration on data-driven transformation, digital ecosystems, and responsible AI. (Prof. Patrick Mikalef)
- **University of Turku (Finland)** ([utu.fi](http://utu.fi)) – Collaboration on foresight, futures studies, information systems, digital economy, and responsible AI governance. (Dr. Matti Minkkinen, Prof. Matti Mäntymäki)
- **University of Tartu (Estonia)** ([ut.ee](http://ut.ee)) – Collaboration on information systems, data-driven governance, and pervasive computing. (Asst. Prof. Anastasija Nikiforova, Assoc. Prof. Huber Flores)
- **Norwegian Defence Research Establishment – FFI (Norway)** ([ffi.no](http://ffi.no)) – Collaboration on defense-oriented AI applications, strategic communication, disinformation, and information integrity. (Paul Magnus Hjertvik, Eskil Grendahl)
- **Haifa University (Israel)** ([haifa.ac.il](http://haifa.ac.il)) – Joint supervision and co-authored research on digital transformation and AI governance.
- **Shenkar College of Engineering, Design and Art (Israel)** ([shenkar.ac.il](http://shenkar.ac.il)) – Teaching and innovation-focused collaboration in AI and design.
- **University of Udine (Italy)** ([uniud.it](http://uniud.it)) – Guest lecturer and collaboration on AI and business model innovation.
- **European Business School (Germany)** ([ebs.edu](http://ebs.edu)) – Visiting lecturer for MBA course “AI Transformation.”
- **Luleå University of Technology (Sweden)** ([ltu.se](http://ltu.se)) – Co-supervision and collaboration within the Swedish AI research network.
- **Lund University (Sweden)** ([lu.se](http://lu.se)) – Joint research on AI governance, sustainable AI innovation, and social impacts of digital transformation. (Prof. Stefan Larsson)
- **Stockholm School of Economics (Sweden)** ([hhs.se](http://hhs.se)) – Collaboration on AI-driven strategic decision-making and organizational transformation.

## **Academic Leadership & Networks**

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- **Jönköping University (Sweden)** ([ju.se](http://ju.se)) – Head of the **JU AI Research Network**, coordinating interdisciplinary AI research, education, and regional partnerships.
- **Swedish AI Society (SAIS)** ([sais.se](http://sais.se)) – Board member and contributor to the national development of AI research and education.

- Scandinavian Conference on Artificial Intelligence (SCAI 2024) ([ju.se/.../scai-symposium-2024.html](http://ju.se/.../scai-symposium-2024.html)) – **General Chair**, conference theme: *AI for a Better Society*.
- Conformal Prediction and Applications (COPA) Conferences 2025–2026 ([copa-conference.com](http://copa-conference.com)) – Member of the **Organizing Committee**, contributing to program development and dissemination of AI research.

## **Grants & Project Leadership**

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- **NordForsk:** *Governing AI Agency and Disinformation Risks for Societal Trust in the Nordic-Baltic Public Sector (TRUST-AI)* – Ongoing proposal, 2025. (Applicant / Co-PI)
- **EU COST Action Proposal:** *ENDUeAI – European Network for Developing and Evaluating the Use of GenAI in Education* – Ongoing EU proposal, 2025.
- **KK-stiftelsen (Knowledge Foundation):** *From Readiness to Resilience: Strengthening skills and confidence for the adoption of AI in manufacturing* – Research Project **application submitted**, November 2025. (Applicant)
- **Tillväxtverket:** *Next Generation Business Models* – SEK 3,000,000 (Project Manager).
- **VINNOVA:** *AI for Biodiversity and Green Spaces* – SEK 100,000 (Co-PI, Sweden–Israel collaboration).
- **VINNOVA:** *Sustainable Health: Digital Transformation, Innovation and Accessibility for All* – Planning grant submitted, Sept 2025.
- **EU Initiatives:** Member of three consortia – *AI and Materials for Circular Business Models*, *AI and Excellence in Education*, and *AI Governance*.
- **Kamprad** Co PI to applications on Sustainable Health: Digital Transformation, Innovation and Accessibility for All.
- Project member, doctoral project **Shinuy** (“Change”) – sub-project within the research profile **AFAIR**, total budget approximately SEK 100 million, funded by the **KK Foundation**.

## **Pedagogical Development**

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- Completed 15 ECTS in higher education pedagogy:
  - *Högskolepedagogik, grundläggande* (7.5 hp), HLK (2019)
  - *Supervision at First and Second Cycles* (7.5 hp), HLK (2023)
- Focus on integrating AI tools, ethics, and experiential learning methods.
- Organizer of JU internal workshops on “AI in Education” and “Digital Pedagogy.”

## **Academic Leadership & Boards**

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- **Leader, JU AI Network** – Responsible for strategic coordination of AI-related research, education, and societal collaboration at Jönköping University.
- **General Chair**, Scandinavian Conference on Artificial Intelligence (SCAI 2024) – Theme: *AI for a Better Society*.
- **Organizing Committee Member**, Conformal Prediction and Applications Conference (COPA) 2025–2026.
- Board Member, **Swedish AI Society (SAIS)**, 2021–present.
- Chair, **AI Engineering Program Advisory Board**, Jönköping University, 2020–present.
- Secretary, **Education and Doctoral Studies Board**, Jönköping University, 2014–2015.
- Board Member, **Swedish–Israeli Chamber of Commerce**.

- Member, **Computing Department Leadership Team**, JTH.
- Member, **Societal Engagement Team**, JTH.

## Selected Publications

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- Full list: Google Scholar.
- Peretz-Andersson, E. (2024). *AI Transformation in Public Organizations: From Strategy to Practice*.
- Peretz-Andersson, E. & Lazebnik, T. (2023). *Transformed or Be Transformed: A Case Study of AI Transformation in a Municipality*.
- Peretz-Andersson, E. (2022). *The Unified Perspective of Digital, AI, and Continuous Transformation*.

## Skills

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- **Domains:** AI transformation, digital strategy, innovation management, governance, public sector digitalization.
- **Research Methods:** Quantitative, qualitative, longitudinal, mixed-methods, case study design, interviews, surveys, focus and observation groups.
- **Tools:** MS 365, SPSS, NVivo, GitHub, Canvas, ChatGPT, LaTeX.

## Languages

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- Swedish (professional working proficiency)
- English (fluent)
- Hebrew (native)