

Personalia

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Education

Ph.D. program in Industrial economics and management 2004-
Royal Institute of Technology Stockholm

M.Sc. in Industrial economics and management 1999-2003
Royal Institute of Technology Stockholm

Upper secondary school, Natural science and technology program 1996-1999
Hersby Gymnasium, Lidingö

Commercial employment/venture experience

Some people seek to pursue double degrees. I have always sought to combine my theoretical education with practical experience. My professional career overlaps in time with my education to a large extent. On average I have spent 50-75% of my time in these positions while managing to complete my studies even slightly ahead of time.

Pricerunner.com – System Operations Manager 2003-2005

As the company grew I focused mainly on system operations management. In 2004 ValueClick Inc. bought Pricerunner and a lot of efforts was spent expanding the operations into the US market, building a secondary datacenter and formalizing all processes into SOX-compliance.

Pricerunner.com – Systems Developer 2001-2003

I joined Pricerunner as a systems developer shortly after the first version of the web-site was published. During my stay at the company it grew from 10 employees to 100+ and despite intending only to stay for a few months, I ended up staying on for a long time as new challenges frequently emerged in a growing company.

Rekryteringsagenten reagent AB – Founder, CTO 2000

In the spring of 2000 some of the old Aladdin partners founded the company Rekryteringsagenten. The company received seed-capital from a company in the area of executive recruitment providing both experience and funding. An Internet-based service assisting recruiters with finding candidates and administering recruitment was built and demonstrated. Due to the dot-com-crash we were unable to find a stage 2 financing partner as initially planned in November 2000.

Aladdin Kommunikation AB – Founder, consultant 1997-1999

Together with three partners I founded an Internet-related company focused on providing Web-hotel services for SMEs. The venture was successful and was profitable from the first year.

We also had a great number of inquiries on consulting opportunities and we came to focus on this part of the business, delivering several innovative technological solutions to customers, such as Boxman, Cederroth, Mega skivakademin etc. I also spent three months at MTG Internet working with the launch of Everyday.com and related services.

The web-hotel customers were eventually sold off to another company in order to better focus on the consulting and technology side of the business.

Cento AB / MP-Man, Founder, CEO

1996-

My professional career began with retailing PC-computers in my own firm. At this time the industry had high margins (15-20% gross margin even in smaller quantities). As margins diminished efforts were gradually shifted into the Internet area in my other company.

In 1998, the worlds first portable MP3-players were introduced. We managed to secure the exclusive market rights for Scandinavia from the Korean producer and imported, introduced and distributed the MPman-players. The players were sold through direct Internet sales as well as distributors and featured in several magazines, as well as on TV.

My areas of research

Utilizing both my professional experience from technology intensive corporations as well as my theoretical education in economics and management I currently work with two research projects at the border between these two areas.

Internet – Innovation & Adoption

The Internet has rapidly evolved from a forum for engineers into a platform for invention and innovation. I study how Internet as a platform has evolved, and is constantly evolving. I seek to engage in a wide range of interesting research questions covering social, economic and politic issues of both the everyday life of the Internet and the processes developing and further shaping the network.

Current research is focused on the hidden economies embedded in the parasitic behavior of artifacts such as spam, malware and computer viruses but is also pursuing research in the area of diffusion of technology and standards adoption.

This project is in part supported by .SE (The Internet Infrastructure Foundation)

Innovation management and technology commercialization in cluster settings

My thesis project is studying pre-commercial R&D projects seeking to commercialize new technologies related to autonomous intelligent systems. The research focus on the intermediary phase between scientific research and commercial development, studying how co-development between universities, research institutes and industry may hinder or foster the application of new technologies.

This project is supported by the Swedish Defence Material Administration (FMV) and VINNOVA.

Publications (academic and non-academic)

As a scholar writing is an integral part of my daily work. I try to reach outside the traditional academic audience by addressing topics with an immediate relevance for others.

- Görling (2008/2009), Innovation and commercialization in co-operative research projects, *planned thesis*
- Görling (2008), Att arbeta med mjukvaruprojekt, *forthcoming book*
- Görling & Rehn (2008), Accidental Ventures – A materialist reading of entrepreneurial potential, *Scandinavian Journal of Management, forthcoming*
- Görling (2007), Open Source Athletes, *First Monday, Vol. 12, Issue 4*
- Strömbergson & Görling (2007), Öppna standarder och dokument inom statsförvaltningen, *Memo to the IT Standards Inquiry*.
- Görling (2007), An overview of the Sender Policy Framework (SPF) as an anti-phishing mechanism, *Internet Research, Vol. 17, Issue 2*
- Görling (2006), Methods for assessing technology transfer – An overview, *Pink Machine Paper #31, Working paper*
- Görling (2006), The Myth of User Education, *Proceedings of the 16th Virus Bulletin International Conference, Montreal 2006*.
- Görling (2005) Transmission eller Television – en tanke om nätets framtid, *Pink Machine Paper #22, Working paper*
- Görling (2004) Parasites: what you can't see can hurt you, *Network Security, Volume 2004, Issue 7*
- Görling (2004) An Introduction to the Parasite Economy, *In U.E. Gattiker (Ed.), EICAR 2004 Best Paper Proceedings (ISBN: 87-987271-6-8) 13 pages. Copenhagen: EICAR e.V.*

Presentations and teaching

Teaching students is a part of my current employment. I regularly hold lectures, advise master thesis students and have had full teaching and administrative responsibility for multiple courses and usually get good student reviews.

I also speak often and with pleasure on conferences, meetings, during courses and in informal settings. A selection of my public presentations is listed below.

- EICAR Conference 2004, "*An introduction to the parasite economy*"
- IP-Dagarna 2004, "*Skadlig kod – ett affärsintresse*"
- Guest lecture at the Swedish Armed Forces HQ, November 2004
- Guest lecture at "*IT-säkerhetsskolan*", December 2004
- Opening speaker at SIG Security forum, 2005
- Internetdagarna 2006, "*Domännamn, värde & kvalitet*"
- Virus Bulletin Conference 2006, "*The myth of user education*"
- Träff 2007, "*Öppna standarder & Sender Policy Framework*"
- Guest lecture at PTS, October 2007
- Internetdagarna 2007, "*Spam & SPF*"

I have been awarded a grant to arrange a series of cross-disciplinary seminars under the title "Internet – Technology, economics, policy". The first seminars will be held during spring 2008.

Media coverage

My research in the intersection between technology and economy has generated interest from media and is often given the opportunity to comment on topics such as spam, phishing, computer viruses and other issues related to the immoral business models on the Internet. A selection of media articles is listed below.

- 12 mars 2004, "*Spam kostar miljarder*", Computer Sweden
- Maj 2004, Intervju i CIO i temanummer kring Spam, <http://www.idg.se/2.1085/1.19212>
- September 2006, "*Slapphänt Nordea*", Computer Sweden, <http://www.idg.se/2.1085/1.74862>
- September 2006, "*Låg nivå på säkerheten*", Di.se, <http://di.se/Index/Nyheter/2006/09/04/199957.htm>
- September 2006, "*Ställ inte ut kassaskåpet på gatan*", P1 Vetenskapsradion
- October 2006, "*Security Expert: User education is pointless*", News.com, http://news.com.com/Security+expert+User+education+is+pointless/2100-7350_3-6125213.html
- November 2006, "*Spam skapar aktiebubblor*", Computer Sweden, <http://www.idg.se/2.1085/1.82322>
- Februari 2007 "*Spamlag utan tändar*", Computer Sweden, <http://www.idg.se/2.1085/1.96317>

Inquiries

It is my great honor to have participated in several inquiries, public as well as professional.

During 2007 I conducted two separate studies funded by .SE (The Internet Infrastructure Foundation). The first study predicted the evolution of the Internet during the next 3-5 years combined with a strategic analysis on possible future business expansions as a result of this. The study was used as a discussion tool for strategy discussions with the board.

The second study investigated a possible center for Anti-Spam activities. The inquiry resulted in a complete proposal for such a center including activities, organization, budget and strategy. The proposal was presented and accepted by the board and the organization is to be established during 2008.

I have also served as Ph.d. student representative in a number of KTH related inquiries as well as both formal and informal participation in public inquiries.

Extra curricular activities

I am a member of the board of Swedish Network Users' Society (SNUS) where I work with IT-policy related issues such as responding to public referrals..