

**Karlstad Business School**  
Handelshögskolan vid Karlstads universitet



**SIQ**

# Swedish Quality Development Research Academy

the Service Research Center, Karlstad Business School

# Karlstad Business School/CTF

- **Research interest**
- Service quality and quality development
- Work environment and competence issues
- Service development and customer involvement
- Customer satisfaction and customer experience

Examples of specific research topics

1. Value creation through service
2. Quality as an embedded quality
3. Customer experience
4. Service development through design
5. Designing quality
6. Service Dominant Logic – Quality in value propositions and value constellations in service systems
7. Sustainable Business
8. Values based Service
9. Measurements: Loyalty, and Key Performance Indicators
10. Human resource management and quality improvement
11. Etc.

- **Objective**

- CTF contributes to the scientific knowledge on value-creation through service.

- **Academic relevance**

- Focus on publishing in high ranked academic journals. The CTF researchers expects to publish 30-40 papers under 2010.

- **Industrial relevance**

- Value creation through service
- The transformation process from product to service
- Etc.



- **Background**

- CTF was founded in 1986 as a multidisciplinary research center at Karlstad University focusing on service research. At present, more than 60 people are affiliated with the center. At CTF a number of academic subjects are represented including Business administration, Psychology, Working life science, Sociology, and Sociology of Religion. Conducts research, education and Ph.D. education and has an extensive co-operation with industry and the public and government sectors. SAMOT, an Vinn Excellence center, is an subunit to CTF that performs research on public transit service

- **Case studies at hand**

- IKEA (experience room)
- SKF, Volvo, Stora ENSO, Tetra Pak (New Service Development)
- Ericsson Global Services, (Models and methods in NSD customer involvement)
- ICA, Löfbergs Lila, Stamford (customer experience, eye-tracking, experiments)
- Svensk kollektivtrafik, PTAs and Operators (value co-creation, customer involvement, service quality, etc).
- Etcetera.

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- **Academic relevance**
- Focus on publishing in high ranked academic journals. The CTF researchers expects to publish 30-40 papers under 2010.
- **Industrial relevance**
- Value creation through service
- The transformation process from product to service
- Etc.
- **Projects in progress**
- A few examples from the SAMOT subunit:
- Soft policy measures
- User involvement
- Meta methods for co-creation
- LET – a model for loyalty enhancing
- Customer complaint behavior in public transportation
- ICT based methods and ways of working
- Key performance indicators
- Implementation of service orientation
- Etc.
- **Partners**
- At present CTF have about 200 national and international partners. Below a brief example from the Swedish research field:  
Compare, Ericsson, IKEA, Länsförsäkringar, Region Värmland, Swedish Tax Agency, Swedish Agency for Public Management, The Packaging Arena, Veolia Transport, Volvo Group, The Swedish National Financial Management Authority, ICA, The Knowledge Foundation, Nobina, Government Offices of Sweden, Stockholm Public Transport, Stål & Verkstad, The Paper Province, VINNOVA, Västtrafik, SL, Värmlandstrafik, SIQ, etc.
- **Expected results**
- Introducing quality thinking, quality models, etc in New Service Development
- Focus on value creation and Service Dominant Logic
- Implementation of the TQM thinking in New Service Development.
- Etc.
- **Researchers involved**
- At present about 60 researchers and PhD students work at CTF. Below about a handful of our scholars are listed:
- Bo Edvardsson, Professor
- Anders Gustafsson, Professor
- Lars Witell, Professor
- Bo Enquist, Professor
- Patrik Larsson, Associate professor
- Mikael Johnson, Assistant professor

# Bo Edvardsson

- **Researcher**
- Name Bo Edvardsson...
- Profession Professor
- E-mail Bo.Endvardsson@kau.se



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# Anders Gustafsson

- **Research interest**
  - New service development and innovation
  - Customer Satisfaction and loyalty
  - Service infusion in manufacturing
  - Customer co-creation
  - Influence research
- **Objective**
  - Develop methods and approaches for service innovation
  - Link attitudes to behaviour
  - Develop company strategies when introducing new services
  - Understand customer roles in the development process
- **Academic relevance**
  - Aiming at high impact, high cited projects in journals listed in ISI such as JM, JAMS, JSR, JBR, JR
- **Industrial relevance**
  - Highly relevant both for manufacturing companies and companies in the retail sector
- **Projects in progress**
  - 15+ projects at different stages in all the areas of interest
- **Partners**
  - ICA, Löfbergs Lila, Metso Paper, Expert, Telia, Music Partner, Stamford, LFV, The Packaging Arena, Stål och verkstad
- **Expected results**
  - .....
- **Researcher**
  - Name Anders Gustafsson
  - Profession professor
  - E-mail anders.gustafsson@kau.se



# Lars Witell

- **Research interests**
- Quality management in Service organization
- Theory of AttractiveQuality
- The Role of Quality Managers
- Dealing with Quality in Service Development
  
- **Recent Publications (related to Quality Management)**
- Witell, L., Löfgren, M. and A. Gustafsson (2011) Setting a Research Agenda for the Theory of Attractive Quality, forthcoming in *TQM Journal*.
- Witell, L., Löfgren, M., and Gustafsson, A. (2011) Co-creation for Attractive Quality Creation, forthcoming in *TQM Journal*.
- Wästlund, E. Shams, P., Löfgren, M., Witell, L. and A. Gustafsson (2010) Consumer perception at the Point-of-Purchase - Evaluating proposed package designs in the eye-tracking lab, forthcoming in *Journal of Business & Retail Management Research*.
- Cronemyr, P. and L. Witell (2010) Changing from a Product to a Process Perspective for Service Improvements in a Manufacturing Company, *TQM Journal*.
- Rönnbäck, Å. And L. Witell (2009) Value creation in outsourced service provision in public transportation, *TQM Journal*, Vol. 21, No. 5, pp. 517-529.



- **Description of the Researcher**
- Professor in Business Administration
- CTF-Service Research Center
- Karlstad University
- [Lars.witell@kau.se](mailto:Lars.witell@kau.se)
  
- **Swedish Academic Network (Writing Publicationstogether)**
- Researchers at Quality Sciences, Chalmers,
- Researchers at Quality Technology, Linköping University.
- Researchers at MDH.
- Researchers at CTF, Karlstad University.

# Bo Enquist

- **Research interest:**
  - Accounting
  - Service Quality
  - Service Culture
  - Corporate Social Responsibility
  - Value creation
  - Sustainable business in value stakeholder networks in both private and public contexts such as public transport, retailing and SME.
- **Case studies at hand**
  - Public transit service/value networks: SL, Skånetrafiken, Västtrafik, K2020, Karlstads Buss, Hallandstrafiken, and SJ (Sweden). International: SBB, Hamburg, and Freiburg (Germany), ZVV, Zürich, Switzerland, etc.
- **Academic relevance**
  - Focus on publishing in high ranked academic journals.
- **Industrial relevance**
  - Action reserach proejects are in most cases attractive to indistries
- **Projects in progress**
  - An ongoing book project on doubling public transit
  - Etc.
- **Partners**
  - IKEA, SME, The Swedish Public Transport System/ Svensk Kollektivtrafik- SL, Stockholm Transport/AB Storstockholms Lokaltrafik, Värmlandstrafik, Nobina, Västtrafik
- **Researcher**
  - Bo Enquist
  - Profession professor
  - E-mail: Bo.Enquist@kau.se



# Patrik Larsson

- **Research interest**
  - Service Encounters, aesthetic labour
  - Organizing service
- **Objective**
  - To develop usable knowledge for industry and academia
- **Background**
  - Most theories are from a manufacturing setting
  - There is a focus on customization
- **Academic relevance**
  - *Aesthetic labour is far more important and extensive than hitherto acknowledged*
- **Industrial relevance**
  - *Aesthetic labour is used as a proxy to avoid future costs for workers' sickness absence and rehabilitation*
- **Projects in progress**
  - Aesthetic and athletic labour
  - The use of bureaucracy in the service encounter
  - 
  - *Other projects:*
    - Private matters at work
    - The deregulation of public services
    -
- **Partners**
  - Swedish retail companies
  - Telia Sonera, SJ and Posten
- **Expected results**
  - What were the results of the deregulation?
- **Researcher**
  - Name Patrik Larsson
  - Profession Associate professor
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Researcher foto

# Mikael Johnson

- **Research interest:**
  - Sustainable business
  - Performance management
  - Performance measurement, KPIs
  - Management accounting and business development
  - Service management and quality
  - Value networks
  - Value creation through service
  - Service innovation
- **Objective**
  - Develop knowledge on stakeholder driven sustainable business development.
- **Case studies at hand**
  - Swedbank (values based business)
  - Swedish Road Administration (sustainable service, and stakeholder dialogue)
  - Public transit service/value networks: SL, Skånetrafiken, Västtrafik, K2020, Karlstads Buss, Hallandstrafiken, and SJ (Sweden). International: SBB, Hamburg, and Freiburg (Germany), ZVV, Zürich, Switzerland, etc.
- **Academic relevance**
  - Focus on publishing in high ranked academic journals.
- **Industrial relevance**
  - Action research projects are in most cases attractive to industries
- **Projects in progress**
  - An ongoing book project on doubling public transit
  - A hand full of papers on service innovation in public transit service.
  - Etc.
- *Other projects:*
  - *A handbook project on responsible business (CSR and sustainability) for SMEs.*
- **Partners**
  - SME, The Swedish Public Transport System/Svensk Kollektivtrafik- SL, Stockholm Transport/AB Storstockholms Lokaltrafik, Värmlandstrafik, Nobina, Västtrafik
- **Researcher**
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