

Swedish Quality Management Academy

Mid Sweden University

Research interest

- New Methodologies and tools for Attractive Quality and Customer Delight
- Customer Focused Product Development
- Process Monitoring and Control
- Values within TQM
- Lean
- Customer Value
- Commercial Experiences
- Modeling Quality Management Systems and Initiatives
- Creativity and Inventive Thinking
- Leadership, Culture and Sustainable Health

Objective

To improve and strengthen organizations and innovation in practice.

Case studies at hand

A large number of studies in different fields.

Academic relevance

3 Doctoral dissertations and 2 licentiate thesis 2009/10.

We also have 29 academic courses and 2 academic programs in Quality Technology and Management.

Industrial relevance

We are conducting applied research together with a large number of companies and organizations

Projects in progress

- Bridge Building Support Structures
- Mid Sweden Risk and Crisis Research Center
- Societal Entrepreneurship in Sparsely Populated Areas
- Sports Technology
- Sports and Adventure Technology
- Peak Innovation
- Produktionslyftet (IVF)
- Peak Experiences
- Customer Focused Development of Outdoor Products
- Interreg II: Product Development
- Internal Communication

Partners

A large number of partners are involved in the research projects, both from industry and from the service sector.

Expected results

To develop tools and methods to support organizations to increase customer value in different kind of sectors and organizations.

Researchers

Håkan Wiklund, Magnus Tilja Svensson, Ingela Bäckström, Johan Lilja Pernilla Ingelsson, Maria Eriksson, Johan Bylander, Anna Åslund, Petter Stenmark, Anna Mårtensson etc.

Johan Bylander

Research interest

Johan is employed from January 1, 2011 and he will probably start his PhD-studies during 2011/12

Researcher

- Johan Bylander
- MSc, Lecturer
- Johan.Bylander@miun.se



Ingela Bäckström

Research interest

- Quality Management, TQM, Sustainable Health, Leadership, Values within TQM

Objective

- Associate professor (Docent) 2012
- Supervisor for PhD-students

Background

- BSc in Business Administration
- Licentiate in Quality Engineering
- PhD in Ind. Prod. Development and Quality Sciences
- Accountant at Deloitte & Touch
- Team Leader and project leader at Ericsson Utvecklings AB
- Policy Deployment Leader at Solectron Sweden AB

Case studies at hand

- Case studies at Alecta Award winners; Fresh AB, SÖS Emergency, Roxtec International AB and Swedbank
- Multinational manufacturing company
- Engcon Nordic AB

Industrial relevance

- The research is considered applied research and aims to develop tools and methods to improve and strengthen organizations.

Projects in progress

- Bridge Building Support Structures
- Mid Sweden Risk and Crisis Research Center
- Societal Entrepreneurship in Sparsely Populated Areas

Expected results

- To develop tools and methods within Quality Management to support organizations when it comes to developing customer focused organizational development and leadership.

Researcher

- Ingela Bäckström
- PhD, assistant professor
- Ingela.backstrom@miun.se



Maria Eriksson

Research interests

- Customer Expectations and Customer Value
- Attractive Quality and Customer Delight
- Commercial Experiences

Objective

- PhD 2012

Background

- Degree of Licentiate of Technology in the subject of Industrial Product Development and Quality Sciences
- Bachelor of Science in Mechanical Engineering
- Work experience within telecom industry with quality technology

Case studies at hand

- Performed: Single case study at Walt Disney World, Florida and multiple case study of 8 experience providers in Jämtland, Sweden.
- Planned: A study of customer expectations within commercial experiences

Industrial relevance

- The research is considered applied research and aims to develop tools and methods to improve and strengthen organizations.

Projects in progress

- Sports Technology1, Sport and Adventure Technology

Expected results

- Increase knowledge of Commercial Experiences and develop tools and methods within quality development to support organizations when it comes to building customer value.

Researcher

- Maria Eriksson
- Tekn.lic, PhD student
- Maria.Eriksson@miun.se



Pernilla Ingelsson

Research interest

- Values
- Leadership and organizational culture
- Lean
- Commercial Experiences

Objective

- PhD 2012

Background

- BSc in Human Resource Development
- Quality and Operational Developer, Master Black Belt and Quality Manager at Ericsson/Solectron Sweden
- Degree of Licentiate of Philosophy in Industrial Product Development and Quality Science, Title of essay: How to Create a Commercial Experience - Focus on Leadership, Values and Organizational Culture

Case studies at hand

- Performed: Interviews of co-workers and leaders at Swedbank, single case study at Disneyworld Florida and a multiple case study of eight experience offering companies in the county of Jämtland.
- Planned: A survey study at different types of organizations working with Lean to investigate values and organizational culture, case study of Lean and commercial experiences in Japan

Industrial relevance

- The research is considered applied research and as such the aim is to develop tools and methods to improve and strengthen organizations.

Projects in progress

- Sports Technology1, Sport and Adventure Technology
- Bridge Building Support Structures
- *Other projects:*
- *We are a node within "Produktionslyftet" from 2010.*

Expected results

- To develop tools and methods within Lean and TQM to support organizations when it comes to developing customer focused organizational development and leadership.

Researcher

- Pernilla Ingelsson
- Fil.lic, PhD student and lecturer
- pernilla.ingelsson@miun.se



Johan Lilja

Research interest

- New Methodologies and tools for Attractive Quality and Commercial Experience Design in practice
- Capturing Latent and High-level Needs in Practice
- Applying “Appreciative Inquiry” in Quality Contexts
- Measuring Quality and Customer Value in Practice
- Modeling Quality Management Systems and Initiatives for Practice
- Creativity and inventive thinking

Objective

- Contribute to providing the answers to WHAT, WHY and HOW Attractive Quality and Superior Commercial Experiences are to be realized most effective and efficient in practice

Background

- Degree of Doctor of Technology, MIUN
- Degree of Licentiate of Technology, LTU
- Master of Science in Mechanical Engineering, Chalmers
- Program leader of the annual Skarp Åre educational program for leaders of innovation in Åre
www.skarp.se

Case studies at hand

- Performed: Single case study at Walt Disney World, and 8 experience providers in Jämtland, Sweden.
- At hand: Appreciative Inquiry in learning contexts, Experience Tracking, Experience Design Cards...

Industrial relevance

- The researcher is conducting applied research and develops tools and methodologies to improve and strengthen organizations and innovation in practice.

Projects in progress

- Sports Technology1, Sport and Adventure Technology
- Peak Experiences, New methods for service innovation

Expected results

- Developed and validated tools and methodologies for Attractive Quality and Commercial Experience Design in practice

Researcher

- Johan Lilja
- PhD, Assistant professor
- Johan.Lilja@miun.se



Anna Mårtensson

Research interest

Anna work as a lecturer today but she will soon start her PhD-studies

Researcher

- Anna Mårtensson
- BSc, Lecturer
- Anna.Martensson@miun.se



Petter Stenmark

Research interest

- Customer focused product development

Objective

- Contribute to more knowledge about how to use customers in the product development processes

Background

- MSc. Mechanical Engineering, Production Technology, Luleå University of Technology

Projects in progress

- Bridge Building Support Structures

Case studies at hand

- Customer involvement in product development, studying scandinavian outdoor gear companies

Expected results

- Licenciate thesis 2011

Researcher

- Petter Stenmark
- MSc, PhD Student
- Petter.stenmark@miun.se



Magnus Tilja Svensson

Research interest

- Quality Management, self-assessment, organisational learning and improvement work

Background

- Studies within the two fields building engineering and business administration
- Licentiate in TQM, LTU
- PhD in TQM, LTU

Case studies at hand

- Performed: Case studies were made within three different projects among educational organisations about self-assessment
- At hand: questionnaire within the Interreg project
- Planned: studies within the risk & crisis project and the outdoor project

Industrial relevance

- The research is considered applied research and aims to develop tools and methods to improve and strengthen organizations, especially in their way to take care of experiences in order to learn and improve

Projects in progress

- Mid Sweden Risk and Crisis Research Center
- Interreg II project about physical activities
- Customer focused development of outdoor products

Expected results

- Developed and validated tools and methodologies for self-assessment work, organisational learning and improvement work

Researcher

- Magnus Tilja Svensson
- PhD, Assistant professor
- Magnus.Svensson@miun.se



Håkan Wiklund

Research interest

- TQM
- Process monitoring and control
- Customer focused product development

Background

- MSc, Mechanical Engineering, LiU
- Tekn.lic, Production Engineering, LiU
- PhD, Production Engineering, LiU
- Docent, Quality technology, LTU
- Professor, Quality Technology, LTU
- Professor, Quality Technology and Management, Miun

Case studies at hand

- See our PhD-students

Projects in progress

- Customer focused development of outdoor products
- Bridge Building Support Structures
- Peak Innovation

Researcher

- Håkan Wiklund
- Professor and Deputy Vice Chancellor Miun (prorektor)
- Hakan.Wiklund@miun.se



Anna Åslund

Anna starts her PhD-studies January 1, 2011.

Research interest

- Quality Management, Entrepreneurship

Objective

- Licentiate 2013
- PhD 2014

Background

- Degree of Bachelor of Science

Projects in progress


- Societal Entrepreneurship in Sparsely Populated Areas

Expected results

- To increase societal entrepreneurship in sparsely populated areas.

Researcher

- Anna Åslund
- BSc, PhD-student
- Anna.Aslund@miun.se



We will send a
nice picture soon