



**SERVICE RESEARCH CENTER**  
CTF | CENTRUM FÖR TJÄNSTEFORSKNING

# ANNUAL REPORT 2017

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# ANNUAL REPORT 2017

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# INTRODUCTION

## About CTF

CTF, Service Research Center at Karlstad University, Sweden, is one of the world's leading research centers focusing on service management and value creation through service. Established in 1986, CTF now has 70 researchers and PhD students involved in research, undergraduate and graduate education. We cooperate closely with private and public organizations. In 2013, Karlstad University appointed two Excellent Research Groups, and CTF is one of them.

## Vision & Mission

CTF's vision and mission is to contribute to scientific knowledge and development of private and public organizations and the wider society through research on value-creation through service.

## Aims & Research

By research and education, CTF contributes to smarter and more sustainable private and public organizations. CTF aims to be recognized in its role as strengthening value creation between organizations and their beneficiaries (i.e. customers, patients, citizens or users). Central research areas are: service innovation, service management, service experience, service transformation and service logic. CTF is always open to new research areas when societal transformation makes such areas relevant. The aim is to ensure that CTF is at the leading edge of international research. We develop and conduct research projects in close collaboration with private and public organization. CTF contributes to education through master, doctoral and online courses at Karlstad University.

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# ORGANIZATION

CTF is a multidisciplinary research center at Karlstad University. Researchers and PhD students are variously involved in disciplines such as business administration, psychology, information systems, environmental and energy systems, and working life science.

## Management team

CTF's daily operations are led by Director, Professor Per Kristensson, and Vice director, Professor Per Skåln. They are supported by a strategic council that consist of professors and associate professors at CTF, and an administration team: Administrators Britt-Marie Shandrew and Ingrid Hansson, Accountant Roberta Starosky Jonsson, and Communications Linda Fridberg.

## Advisory board

CTF's Advisory Board provide CTF with valuable insights, vital knowledge and experience. In 2017, a new board was appointed for a three year period.

## External members of the CTF board

- Malin Thorsén, Bright Planet AB (Chair)
- Peter Rovér, Effect Management
- Hans Karlsson, SKL
- Christina Öberg, Örebro University
- Jonas Matthing, RISE Research Institutes of Sweden
- Anders Tufvesson, Ninetech
- Sofi W. Elfving, Ericsson
- Vilhelm Jensen, Nordea
- Kathrine Löfberg, Löfbergs
- Mikael af Kleen, Differ Strategy

## Members from CTF:

- Per Kristensson, Professor
- Per Skåln, Professor
- Margareta Friman, Professor
- Jenny Karlsson, PhD Student

# KEY NUMBERS

128

PUBLICATIONS IN TOTAL

42

JOURNAL ARTICLES

24

INTERNATIONAL  
CO-AUTHORED ARTICLES

19,8

NEW EXTERNAL FUNDING IN MSEK

48

ONGOING  
RESEARCH PROJECTS

70

CTF PEOPLE

37

CTF SEMINARS

3

PHD DEFENSES



# DIRECTOR'S REPORT

2017 has been a prosperous year in many ways. As you may have seen on the previous page there are several key performance indicators where CTF researchers have outperformed themselves. During 2017, we published 128 research papers. Of these, 42 ended up as articles in peer-reviewed scientific journals, and 24 of these articles were co-authored with international scholars, which underlines the international profile we have at CTF. Nine of the articles were published in journals classified as ABS level 3 and 4, which is considered a high level journal. We have successfully applied and been granted new research funding, and our collaboration with researchers all over the world is continuing at an increased speed. These are actions that are important for us and represents the core of what is all about, being an excellent academic research environment.

We have many highlights from 2017, for example, our successful workshop on service ecosystems with several business organizations. Professor Anders Gustafsson was, as the first European, appointed President of AMA Academic Council. We recruited seven new researchers. Tobias Otterbring, Johan Netz and Jessica Westman completed their PhD's in an elegant manner. In September, we had our annual research meeting, this year held at Tanumstrand on the Swedish west coast. During the year, several of our researchers presented their research at seminars and conferences all over the world, where the international research conferences QUIS in Porto and Frontiers in Service in New York, stood out as particularly impressive in terms of the number of participating researchers from CTF. Not only did we make academic impact, we also made an impact in society, such as several of our researchers appearing in both national and international media.

Still, if being asked what was most important for CTF during 2017, I would like to emphasize two additional aspects. First, I would like to express how impressed I am of our research partners. They are public- and business organizations that provide us with meaningful research questions, help us gather empirical data and diffuse the outcome of our scientific knowledge th-

roughout their organizations. I am thankful and proud of all the organizations that co-produce research together with us, and the impact the research provides both for them and for us.

Secondly, I would like to highlight the CTF culture and atmosphere. CTF is always full of life and we have many visitors from all over the world. People are open to exchange ideas and research findings with each other, many times over a cup of coffee in our fika sofa. I will quote one of our visiting professors, Thorsten Gruber, Loughborough University, on this:

"CTF is a great place, more of a family than a group of researchers. Very welcoming and embracing, with very strong social bonds and top research performances across the whole spectrum of service research."

Finally, I would like to take the opportunity and stress that CTFs' research is important as our mission is to contribute to a positive development of organizations and the overall society. We do so by conducting research that has significance on value-creation through service. CTF is associated with how organizations, both public and private, succeed in co-creating value for their users and customers. With this knowledge in mind, I am happy that we succeeded so well in 2017.

Per Kristensson  
Director of CTF & Professor



# CHAIR'S VIEW

In 2017, and for the second time in just a few years, a behavioral scientist was awarded the Nobel Prize in Economics. In 2002, Professor Daniel Kahneman was awarded for introducing psychological research in economical science. Now Professor Richard Thaler has been acknowledged for his work on building a bridge between the economic and the psychological analysis of individual decision-making, and how lack of self-control affects economical decisions. These awards show the importance of insight in human behavior and perception.

The society of today is facing global trends such as urbanization and digitalization. At the same time, we are challenged by the fact that we have to transform our society and lifestyle to adapt to more sustainable ways of living. To be able to meet future demands and technological innovations, as well as the goals set in Agenda 2030, we need a broader understanding of the human nature. This development, and the decrease on our ecological footprint, can only become a reality if people are willing to adapt and change their ways.

In this context CTF at Karlstad University, with its multidisciplinary research, has an important role. During 2017, CTF advisory board have set out a new strategy. We now state that the research, focusing on value creation through service and education at CTF shall contribute to smarter and more sustainable societies, companies and organizations. The new strategy also sets for branding Karlstad as a hub and excellence center for service development. A vital part of this success and the position held by CTF is, of course, due to the passion of the fantastic affiliated researchers. Their curiosity and tenaciousness are the core of the development. The new strategy will be used as a tool both for fueling and inspiring

the already affiliated researchers as well as attracting current and upcoming stars within the field of service research.

CTF is known as one of the world's most prominent research centers in the field of service innovation and value creation, combining expertise in the fields that explores the human as well as organizational motivators for change with understanding of the impact and possibilities of new technology. We are determined to further establish this important role in the research and results to come, acting as a strong partner and source of knowledge and insight for companies and organizations who wants to lead the change.

Malin Thorsén

Chair of CTF Advisory Board & CEO Bright Planet



# RESEARCH

CTF conducts research on value creation through service based on the needs of individuals and society. We want our research to make a difference and help develop people, organizations and the world around us. We conduct scientific research on services and develop new knowledge about value creating processes. With value creating processes, we refer to the effects that arise between an organization and a user in the form of a customer, citizen or patient.

Central research areas are: service innovation, service management, service experience, service transformation and service logic. CTF is always open to new research areas when societal transformation makes such areas relevant. CTF's research is at the forefront of the international research and is conducted in collaboration with private and public organizations as well as academia.

A word cloud of research topics on a teal background with faint gear patterns. The words are arranged in a circular, cloud-like shape, with 'value creation' and 'service' being the most prominent. Other visible words include 'service innovation', 'behavior change', 'business models', 'service design', 'public transportation', 'gamification', 'sustainability', 'user experiences', 'consumer psychology', 'method', 'relationships', 'service management', 'idea management', 'servitization', 'quality management', 'service experience', 'food waste', 'moocs', 'digitalization', 'eco system', 'trust', 'public service', 'co-creation', 'Retail', 'resource integration', 'patient centered care', 'techonology', 'Industry', 'mobility', 'service dominant logic', 'transformative service research', and 'institutional logic'.

behavior change  
business models  
service innovation  
service design  
value creation  
public transportation  
gamification  
sustainability  
user experiences  
consumer psychology  
method  
relationships  
service management  
idea management  
servitization  
quality management  
service  
eye-tracking  
service experience  
food waste  
moocs  
digitalization  
eco system  
trust  
public service  
co-creation  
Retail  
resource integration  
patient centered care  
techonology  
Industry  
mobility  
service dominant logic  
transformative service research  
institutional logic



# SISB, SERVICE INNOVATION FOR SUSTAINABLE BUSINESS

The research profile Service Innovation for Sustainable Business (SISB) was launched in September 2011, and we have since then worked together with our partner companies towards identifying the DNA of service innovation. With two years remaining, the research profile is slowly coming to an end, and several of our initiatives are focused on bringing together our results and comprehend what it means for service innovation and for Swedish industry. One example is our book project on service innovation where we have gathered around 15 chapters covering initiation, development and value capture of service innovation. In the book we will bring together experiences from our SISB partners, such as Ericsson, Volvo, Valmet, Ikea, Ica and Löfbergs, together with experiences from other CTF partners. The book will be published in 2018 and is an important part of the results from SISB.

In 2017, the scientific results continued to be strong with several research articles published in journals such as Journal of Service Research, Journal of Service Management and Journal of Business Research. In particular, several researchers participated in the special issue lead by Professor Anders Gustafsson in Journal of Business Research. Johan Netz defended his dissertation "First things first – think before you decide: the how, what and who of idea screening", based on his collaboration with Volvo and Ericsson within SISB. In his dissertation he managed to reach interesting results regarding idea management, beneficial for both research and practice.

We look forward to several good journal publications as a result of our research activities during 2017, and our new initiatives on service innovation together with our partners. We have some exciting projects to share with you in 2018,

that we think will strengthen the profile of CTF as a leader on service innovation.

The research profile extends over 2011-2019 and is financed by The Knowledge Foundation, Karlstad University and a number of Swedish companies: Ikea, Ericsson, Volvo, Löfbergs, Ica Maxi, Valmet and Stamford.

Lars Witell  
Research Director of SISB & Professor





# SAMOT, THE SERVICE AND MARKET ORIENTED TRANSPORT RESEARCH GROUP

Samot Vinn Excellence Center (The Service and Market Oriented Transport Research Group) was initiated in 2006 and ended in December 2017. During these years Samot was established as Europe's leading unit for public transport research (Heilig and Voß, 2015). The center was a joint program between public and private transport organizations, Karlstad University and public sectors funded by the government innovation agency Vinnova.

At most, Samot included about 30 researches focusing on the experience, service offer and the underlying framework and rules of public transportation. The research was conducted in multidisciplinary projects involving researchers from psychology, business administration, working life science and economics. A success factor was the close cooperation with partners such as Värmlandstrafik, Göteborgs spårvägar, Svensk Kollektivtrafik, Karlstadbuss, Veolia, Göteborgs stad, Stockholms Lokaltrafik, Västtrafik, Swebus, Nobina, Taxi

Stockholm and Karlstad Airport. Samot's research was based on a service and market-oriented perspective.

Samot's vision was public transport that combines the individual's needs for easy, efficient and flexible transportation with societal goals for long-term, sustainable development of cities and regions. The attractiveness of public transport, quality and user satisfaction was considered as a prerequisite in supporting the development towards an increased customer orientation and against a management and organizational renewal. The opportunity to change societies and people's everyday life through various services was a strong trend that supported this approach. In order to understand and develop public transport as a sustainable alternative, Samot has carried out a number of innovative projects.

We are very proud to have worked with all these experts and amazing people among our partners, and we are looking forward to further collaboration in future projects.

Margareta Friman  
Research Director of Samot  
& Professor

# HIGHLIGHTS 2017

## PER KRISTENSSON MEMBER OF RISE RESEARCH COUNCIL

RISE Research Institutes of Sweden formed a research council to guide the institute in future research efforts. The council consists of 18 acknowledged members from industry, academia and the public sector, and one of these is Per Kristensson, Professor and Director of CTF.



CTF's Advisory Board had their first board meeting at Tanumstrand in September 2017.

## ANDERS GUSTAFSSON PRESIDENT OF AMA ACADEMIC COUNCIL

Anders Gustafsson, Professor in Business Administration, was awarded the prestigious assignment as President of AMA Academic Council. He is a member of the council's Executive Committee and is in line to serve as the first council president from outside of North America.





## AWARDS

CTF was awarded the "Service-Dominant Logic Award" at the 2017 Frontiers in Service Conference in New York. The Award was established by Professor Robert Lusch and Stephen L. Vargo to recognize the contributions of individuals that have worked to advance the theory and practice of Service-Dominant Logic.

"CTF has made significant contributions to the advancement of the concepts and content of Service-Dominant Logic since its inception. A number of their projects and initiatives have been S-D logic based; they have hosted a major S-D logic focused conference; and they rank near the top, worldwide among academic organizations, in S-D logic related citations. I am delighted to see so many researchers making important scholarly contributions to the further development of S-D logic", says Professor Stephen L. Vargo.

Professor Bo Edvardsson was presented the "Evert Gummesson Award" at the Naples Forum on Service.

Professor Bo Edvardsson, PhD Maria Åkesson and Professor Per Skålén received Highly Commended Paper Award for the article "Value proposition test-driving for service innovation" (Journal of Service Theory and Practice, Vol 26, no 3) at QUIS15 in Porto.

The article "Institutional Complexity as a Driver for Innovation in Service Ecosystems" (Service Science, 8 (3), 333-343) by PhD Student Kaisa Koskela-Huotari, CTF, Jaakko Siltaloppi, Aalto University, and Stephen L. Vargo, University of Hawai'i, was awarded "Service Science 2017 Best Article Award".

PhD Student Kaisa Koskela-Huotari, CTF, and Professor Stephen L. Vargo, University of Hawaii at Manoa, was awarded the Journal of Service Theory and Practice Highly Commended Award for the paper "Institutions as resource context" (Journal of Service Theory and Practice, Vol 26, no 6).



Bo Edvardsson, Maria Åkesson, Per Skålén, and Associate Professor Chatura Ranaweera.



Stephen L. Vargo, Kaisa Koskela-Huotari, and Jaakko Siltaloppi.



Sebastian Dehling, Alexandre Sukhov, Lothar Fritsch, Nurul Momen and Jenni Rueben.

## BEST IN SWEDEN

PhD Students from Karlstad University won first place in the Cyber Challenge 2017 organized by Swedish Defense University's Center for Asymmetric Threat Studies(CATS) and the Swedish Contingencies Agency (MSB). The team from Karlstad University consisted of PhD Students, Alexandre Sukhov and Sebastian Dehling, both from CTF, Jenni Rueben and Nurul Momen, both from Computer Science, and their supervisor Lothar Fritsch, Associate Professor at Computer Science at Karlstad University.

# NEW CTF PEOPLE



**MARIT ENGEN** is a Postdoctoral researcher with focus on service innovation processes. Marit contributes to research on the micro processes and the role of employees as contributors to service innovation. She will also conduct research on value co-creation in public services.



**FREDRIK WIKSTRÖM** is an Associate Professor in Environmental and Energy Systems. His research focuses on how various technical solutions can reduce environmental problems. During the recent years there has been an increase in focus on the interaction between man and technology.



**JANA HUCK** is a PhD Student in Business Administration. Her research areas are service innovation and idea management, and her PhD project focuses on the refinement and development of ideas in the early phase of the innovation process.



**JAKOB TRISCHLER** is a Postdoctoral researcher. His research focuses on advancing service design and co-design as a collaborative innovation approach. He also investigates public policy from an ecosystems lens. Recent publications appear in Journal of Service Research and Journal of Public Policy & Marketing.



**HELÉN WILLIAMS**, Lecturer in Environmental and Energy Systems, conduct research on how the environmental impact changes when the packaging services are added as packaging attributes in the environmental analysis.



**STURE NÖJD**, PhD Student in Psychology, focuses on the development of digital tools and services based on the needs and possibilities that customers, patients, and citizens are experiencing, or could expect to experience in the future. Sture is a Certified Psychologist.



# EXTERNAL RELATIONS

"CTF offers researchers an excellent environment to conduct research. Discussing theories and having access to companies and organizations make CTF an invaluable resource."

Joann Peck, Associate Professor of Marketing,  
University of Wisconsin-Madison, USA



## FUNDERS & PARTNERS

Since the start in 1986, CTF works in partnership with businesses, public organizations, academia and providers of research finance. Our funders and partners are important factors of our success.

In addition to support from Karlstad University we are grateful for the support from the following funders and partners during 2017: KK-stiftelsen, Vinnova, Riksbankens jubileumsfond, Region Värmland, Anne-Marie och Gustaf Anders stiftelse, Vetenskapsrådet, Norska forskningsrådet, Handelsbankens forskningsstiftelse, Ericsson, Volvo, Valmet, Ikea, Löfbergs, Ica Maxi, Trafikverket, Naturvårdsverket, Uppsala universitet, CBI-Betongforskningsinstitutet, Handelsrådet, Forte, Formas, Mistra, Karlstads kommun, Tillväxtverket, and others.

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Examples of academic partners: Forskarskolan Management och IT, Chalmers University of Technology, University of Gothenburg, Stockholm University, Linköping University, University of Borås, Uppsala University, Lund University, Center for Service Innovation, BI Norwegian Business School, Hanken School of Economics, NHH Norwegian School of Economics, University of Aker, KEDGE Business School, Aalto University, EAWAG, University of Loughborough, Freie Universität Berlin, Manchester Business School, Università Bocconi, Arizona State University, Edificio Egade-Itesm, University of Hawaii at Manoa, Florida State University, Politecnico di Milano, University of Maryland, University of Miami, University of Wisconsin-Madison, Kyoto University, Griffith University, University of Queensland, and others.

## INTERNATIONAL COOPERATION

### International Network of Service Researchers

Since 2014, CTF coordinates the International Network of Service Researchers to strengthen and move the field of service research forward. In 2017, the network presented eight different research contributions in a special section of the Journal of Business Research: Gustafsson, A., and D. Bowen (2017) "The Curious case of interdisciplinary research deficiency: Cause or symptom of what truly ails us?" (2017) Journal of Business Research, vol 79, pp. 212-218.

### Service Design for Innovation Network

Service Design for Innovation (SDIN) is a European Training Network for Early Stage Researchers, that started in January 2015 and will run until December 2018. It is funded by the EU research program Horizon 2020. The aim is to develop relationships between service design and innovation researchers at leading European universities. SDIN is a collaboration between CTF, University of Porto, Maastricht University, Cologne University of Applied Sciences, Linköping University, the company EDP Comercial and Experio Lab at the County Council of Värmland.

### External academic appointments

Among CTF researchers, Per Skålén and Bo Edvardsson are visiting professors at INN, Högskolan i Innlandet, Per Kristensson is a Visiting Professor at NHH, Norges Handelshøyskolen, Anders Gustafsson is a Visiting Professor at BI, Norwegian Business School, and Per Pettersson a Visiting Professor at Uppsala University. Mikael Johnson is a Research Fellow at INN.

### Ander Visiting Professors at CTF

CTF received grants from the Anne-Marie and Gustaf Ander Foundation for Media Research to cover the costs of visiting professors at CTF. The visiting professors contribute with an international perspective and knowledge from the absolute front within their respective fields of research. Their knowledge of methods, theoretical frameworks and their contacts benefit our researchers and doctoral students and have great deal of input in their research. Ander Visiting Professors during 2014-2017: Stephen L. Vargo, University of Manoa, Hawaii, Thorsten Gruber, Loughborough University, UK, Joann Peck, Wisconsin School of Business, University of Wisconsin-Madison, USA, and Ruth Bolton, Arizona State University, USA. Read more about one of our Ander Visiting Professors, Stephen L. Vargo on the next page.

## STEPHEN L. VARGO - ANDER VISITING PROFESSOR AT CTF

Stephen L. Vargo is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawai'i. Professor Vargo's primary areas of research are marketing theory and thought and marketing strategy. He is best known for his work with Professor Robert F. Lusch on "Service-Dominant Logic."

Professor Vargo has received the Harold H. Maynard Award by the American Marketing Association for "significant contribution to marketing theory and thought," the AMA/Sheth Foundation Award for "long term contributions to the field of marketing" and the Evert Gummesson Award for outstanding research, among other awards. Thomson-Reuters spinoff (Clarivate Analytics' Web of Science) has identified him as one of the World's Most Influential Scientific Minds/Highly Cited Researchers (top 1%) in economics and business. This is the fourth consecutive year that Professor Vargo has made this prestigious Web of Science. He is one of only two marketing professors to ever be on the list four times and one of only four marketing profes-

sors worldwide on the list this year. There are no other economics or business professors from any discipline on it from Swedish Universities and only one other associated with from any Nordic university.

Professor Vargo's 2004 article in the Journal of Marketing titled "Evolving to a New Dominant Logic for Marketing" is the most-cited marketing article published in this new millennium. Overall, his work has been cited over 39,000 times, according to Google Scholar.

"I enjoy my association with CTF and Karlstad University to date and it seems clear that it has been mutually beneficial. Karlstad University scholars frequently cite my work - actually the most citations from any university in the world, including my own - and CTF has a major, multi-year profile (Service Innovation for Sustainable Business) partially grounded in my work. Given the diversity of research interest at CTF, I have found the relationship useful for stretching my own thinking and advancing my work. I believe these mutual benefits could be accelerated in the future", says Professor Stephen L. Vargo.



# SELECTED NEW PROJECTS

In 2017, CTF applied for funding for 36 research projects and received funding for 13 new research projects. Here are some examples.



PhD Maria Åkesson

## Servitization in the manufacturing industry

CTF received 4.6 million SEK from the KK Foundation for research on servitization in manufacturing companies. Researchers Maria Åkesson, Peter Magnusson and Nina Löfberg will develop a reference model to create a better understanding of how servitization is done in practice. The purpose of the project is to create understanding and knowledge about servitization and how this process can be translated into practice and provide competitive advantages.

”We will study how companies can manage and organize their operation for this type of transformation. We will focus on how resources can be used and configured in new ways, how value can be created and captured, how routines and processes may need to be updated, and what norms and values are needed in the company to be able to make servitization work”, says Project Leader Maria Åkesson.

The project “ServzChall” is implemented over a three-year period in collaboration with the companies BillerudKorsnäs AB, Rolls-Royce AB, Voith Hydro AB and Cellcomb AB. It is funded by the KK Foundation, Karlstad University and the participating companies.



PhD's Charlotte Bäckman and Linda Bergqvist

## Robotics in the field of elderly care

The Health and Care administration at Karlstad municipality has, as one of the first municipalities in Sweden, installed a hygiene robot - an intelligent shower. Charlotte Bäckman and Linda Bergqvist will study how the new technology is perceived and received among staff and residents in service homes.

”We have the opportunity to study how users, staff and relatives, perceive the solution and to create an understanding of the entire shower situation, including the traditional one. This, to be able to develop routines around showering, even when there is no intelligent shower available. In a broader perspective, the research result will contribute to an increased understanding of how different users experience the implementation of welfare technology at large”, says Project Leader Charlotte Bäckman.

The project “Intelligent Shower Solution” is conducted over a 12 month period in collaboration with Karlstad Municipality and Robotics Care. It is funded by Karlstad Municipality and Karlstad University.





Professor Peter Magnusson

### New method for patient involvement in health care

CTF and the County Council in Värmland, Liv have been awarded 790,000 SEK from Vinnova in order to validate and disseminate information about patient involvement through innovation groups.

“Our method is to capture and improve ideas from patients and employees on how to improve health care and make it more efficient, both from a patient and an employee perspective. Research has shown that the best innovations often emerge among the users, that is, those who benefit from the innovation – in this case the patients and employees. Involving users in development work ensures that the results support the actual needs. With our method, this work becomes easier and more efficient,” says Project Leader Peter Magnusson.

Peter Magnusson is one of the researchers behind the method developed in a previous Vinnova funded project at CTF, where he worked with patients and staff at a number of health care centers in the County of Värmland. Now the method will be validated by people with chronic health conditions – in this case the groups: diabetes, heart failure, asthma, and Chronic obstructive pulmonary disease, COPD as well as mental illness. The project will run during the period January 2018 to July 2019. CTF researchers Linda Bergkvist and Lars E. Olsson are also participating in the project.



Associate Professor Erik Wästlund

### Future customer experiences

CTF have been granted 3,9 million SEK for research on future customer experiences. Erik Wästlund, Pernille K Andersson, Jessica Westman, Sture Nöjd and Tobias Otterbring will develop new knowledge on how to make retail and the hospitality industry more attractive through digitalization. The project aims to examine digitalization applications, opportunities and development potential in retail and the hospitality industry.

“We will work together with companies in retail and the hospitality industry to try and evaluate different digital services to see how these services can help strengthen their attractiveness. We want more knowledge on how digitalized services can promote future customer experiences and create value both for customers and companies. We hope to get a better understanding of customers’ and visitors’ experiences and then use this knowledge in the development of digital services that will strengthen the retail and hospitality industry’s attractiveness”, says Project Leader Erik Wästlund.

The project “Future customer experiences: Digitalizing services in physical venues as a way to create value for both company and customer” implemented within the framework of the research initiative “The future physical meeting place” with the support of BFUF (The R&D Fund of the Swedish Tourism & Hospitality Industry) and The Swedish Retail and Wholesale Council for two years. The research will be conducted in collaboration with Infid AB, Centrum Karlstad Utveckling, Visit Karlstad Member and Karlstad Handel.

# EDUCATION

CTF contributes to undergraduate and graduate education at Karlstad University. Researchers and PhD Students are variously involved in disciplines such as business administration, psychology, information systems, environmental and energy systems, and working life science. During 2017, 24 PhD students and over 20 Master's students were connected to CTF.

## Online courses

Since 2014, CTF develop and offers online courses in Service Innovation based on CTF's world-leading research in the field. The courses are developed in collaboration with organizations and companies and are intended for professionals working with or having an interest in service, customer experiences and business

development. During 2017, the courses "Customer experience", and "Making sense of service logic" were available.

In the beginning of 2017, Karlstad University embarked on a project that aims to develop and offer cutting-edge international web-based courses at master's level developed for professionals working with or having an interest in service, customer experiences and business development. At CTF, the course Idea Management was developed in collaboration with the companies Pollen AB and Idea2innovation Sweden AB. It is part of the WISR project funded by the Knowledge Foundation during 2017-2019.



# PHD DEFENSES



JESSICA WESTMAN defended her PhD thesis in Psychology "Drivers of children's travel satisfaction" on December 8, 2017, at Karlstad University. The thesis shows how different factors such as mode of travel and activities affect children's well-being and achievement at school, and why parents choose to drive their children.



JOHAN NETZ defended his PhD thesis in Business Administration "First thing first think before you decide: the how, what and who of idea screening" on October 26, 2017, at Karlstad University. The thesis investigates decision-making activities leading to the initial selection of which new ideas should be selected for further development or rejected.



TOBIAS OTTERBRING defended his PhD thesis in Psychology "A shaken self on shopping: consumer threats and compensatory consumption" on April 21, 2017, at Karlstad University. The thesis investigates how various threats that customers may encounter influence the customers' subsequent purchase and choice behaviors.



# COMMUNICATION & DISSEMINATION ACTIVITIES

## SEMINARS & EVENTS

Researchers from CTF were invited to speak at seminars, public events and research conferences during the year, some examples are: Frontiers in Service, QUIS15, the Naples Forum on Service, Thredbo15, Public Service Innovation Conference, and Almedalsveckan. During 2017, we arranged 35 seminars at Karlstad University. We also arranged several seminars and events outside the University, and some examples are:

### Do Service Innovation in Ecosystems

On November 23, CTF arranged the event, "Do service innovation in ecosystems", in cooperation with RISE Service Labs and Norrsken in Stockholm. Key speakers: Zayna Khayat, Mars Discovery District, Toronto, Kanada, Johan Sellström, CareChain AB, and Erik Fernholm, 29k.

### Samot's Partner and Research Conference

In April, representatives from the public transport industry, researchers and research financiers gathered for the annual Samot partner- and research conference in Stockholm. Since 2006, when Samot, The Service and Market Oriented Transport Group, was established as a Vinn Excellence Center at Karlstad University, an annual conference has been organized where partners and researchers meet to exchange experiences and discuss challenges in the public transport industry.

### Future customer experiences

In October, CTF and Centrum Karlstad arranged a breakfast seminar about digitalization in retail and the hospitality industry in Karlstad. The seminar was a part of the project "Future customer experiences: Digitalizing services in physical venues as a way to create value for both company and customer".

## COMMUNICATION

CTF actively use the webpage ([ctf.kau.se](http://ctf.kau.se)), social media and other digital solutions to post press releases, news, blog post, activities etc. Research communication is an important part of CTF's activities. During 2017, the following blog post were published: "Service research: Innovate or parish", "Moving towards a service perspective – is the history hindering manufacturing firms", "Ever wonder what service innovation is?", "Co-creating the Arab Spring", "Do we all work with service innovation?" "Service research journals are gaining impact", and "Markets systems toward a research agenda".

### CTF Newsletter & Magazine

CTF News is our bimonthly, electronic newsletter. It is published on Mynewsdesk and has nearly 1900 Swedish subscribers, and nearly 400 international subscribers. Since 1999, CTF publishes the Swedish magazine Aktuell tjänsteforskning. During 2017, number 71 was published and distributed to over 800 subscribers.

### CTF in Social media

CTF's Facebook account (CTF Service Research Center) was launched in 2011. In 2010 CTF joined Twitter @CTFse and in 2011 Youtube (CTFse). In 2017 Karlstad University launched @kauresearch on Instagram. The account is used for exploring the researchers' daily life at Karlstad University which also includes CTF.

### Mynewsdesk & AlphaGalileo

Since 2014, CTF use the digital PR solution Mynewsdesk.com together with Karlstad University for national external communication. In 2017, we published 10 press releases and 14 news articles. Since May 2017 CTF use AlphaGalileo, an independent business to business service for the research and media communities, for international external communication. Two articles have been published during 2017, both with nearly 300 hits in international media.



# CTF IN MEDIA IN 2017

Researchers and PhD students are frequently featured in international, national and regional media. In 2017, our research on consumer behavior and consumer experience had a big international and national media impact during the year. Selected examples of CTF i media during the year:

Charlotte Bäckman	Elektroniktidningen: "Robotdusch på prov i verkligheten"
Charlotte Bäckman	SVT: "Världsunik duschrobot testas i Karlstad"
Anders Gustafsson	SR Plånboken: "Så påverkas vi av stressen i julhandeln"
Per Kristensson	Vetenskapsstudion: "Om konsumtionshets"
Johan Quist & Martin Fransson	Dagens samhälle debatt: "Fler skyltfönster - men blir det någon verkstad"
Pernille K Andersson	SR Plånboken: "Missnöjd med mäklaren, återvinningsmyter och alltför vänskapliga försäljare"
Margareta Friman	P4Värmland: "Delningsekonomi och tillgänglighet kan förbättra resvanor"
Margareta Friman	Dagens samhälle debatt: "Så får vi fler att välja bort bilen"
Tobias Otterbring	dagligvarehandelen.no: "Veltrent personale øker handlelysten"
Tobias Otterbring	forskning.se: "Vältränad butikspersonal och förbud får oss att handla mer"
Tobias Otterbring	DI: "Vältränade män i butiken får män att handla mer"
Per Skållén	Säljaren: "Marknadsförarens vardag kartläggs"
Tobias Otterbring	SR Plånboken: "Snygga människor påverkar hur du äter"
Tobias Otterbring	forskning.se: "Så påverkas du av din middags dejt"
Tobias Otterbring	T-online.de: "Wie Sie erkennen, ob Ihr Date Sie attraktiv findet"
Pernille K Andersson	kit.se: "Trött på säljaren som vill vara din polare? Du är inte ensam."
Tobias Otterbring	Radio Live: "Study finds women more likely to opt for salad over a burger and chips if handsome men are around"
Tobias Otterbring	Mailonline: "Women choose salad when dining with a handsome man - but men splash out on pricey foods when dating to try and show off"
Per Skållén	SR: "20 sekunder - så lång tid har en låt på sig att slå i framtiden"
Jörg Paregis	it-pedagogen.se: "Forskare utvecklar internationella spetsutbildningar"
Jessica Westman	Borås tidning: "Skolbuss i stället för bil ger vaknare och gladare elever"
Jessica Westman	SR: "Därför tar vi bilen när vi lämnar barnen på skolan"

# ATTACHMENTS



# RESEARCHERS

## Name & title

Pernille K Andersson, PhD in Psychology  
Linda Bergkvist, PhD in Informatics  
Charlotte Bäckman, PhD in Psychology  
Carolina Camén, PhD in Business Administration  
Per Echeverri, PhD in Business Administration  
Bo Edvardsson, Professor in Business Administration  
Bo Enquist, Professor in Business Administration  
Marit Engen, PhD in Business Administration (Postdoc)  
Markus Fellessen, Associate Professor in Business Administration  
Martin Fransson, PhD in Business Administration  
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Anders Gustafsson, Professor in Business Administration  
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Nina Löfberg, PhD in Business Administration  
Martin Löfgren, Associate Professor in Business Administration  
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Johan Netz, PhD in Business Administration  
Lars E Olsson, Associate Professor in Psychology  
Tobias Otterbring, PhD in Psychology  
Jörg Pareigis, PhD in Business Administration  
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Per Pettersson, Professor in Religion  
Johan Quist, PhD in Business Administration  
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Jakob Trischler, PhD in Business Administration (Postdoc)  
Bård Tronvoll, Associate Professor in Business Administration  
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## Name & title

Fredrik Wikström, Associate Professor in Engineering & Chemical Sciences

Helén Williams, PhD in Engineering & Chemical Sciences

Lars Witell, Professor in Business Administration

Erik Wästlund, Associate Professor in Psychology

Maria Åkesson, PhD in Business Administration

## PHD STUDENTS

Name	Affiliation & Discipline
Kotaiba Aal	MIT / Business Administration
Jasenکو Arsenovic	MIT / Business Administration
Vasileios Charitsis	MIT / Business Administration
Sara Högström	CTF / Business Administration
Sebastian Dehling	SDIN / Business Administration
Rolf Findsrud	INN / Business Administration
Jana Huck	CTF / Business Administration
Johan Högberg	CTF / Psychology
Caroline Jennings Saul	EAWAG / Business Administration
David Joelsson	RISE / Business Administration
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Jenny Karlsson	CTF / Business Administration
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Josina Vink	SDIN / Business Administration
Xiaohong Wang	CTF / Business Administration
Huang Yidan	CTF / Business Administration
Henrik Öhlin	CTF / Business Administration



## VISITING RESEARCHERS

Stefano Pace Associate Professor, KEDGE Business School France	January
Jaakko Siltaloppi Ph D, Aalto University Finland	February
Thorsten Gruber Professor, University of Loughborough UK	March
Michael Kleinaltenkamp Professor, Freie Universität Berlin Germany	March
Stephen L. Vargo Professor, University of Hawaii at Manoa USA	April
Corinne Kelley PhD student, Florida State University USA	May
Miguel Carceles Parra Admin. Assistant, University of Murcia Spain	June
Stephan Hennerberg Professor, University of London UK	September
Thorsten Gruber Professor, University of Loughborough UK	September
Stephen L. Vargo University of Hawaii at Manoa USA	October
Ingo Karpen Associate Professor, RMIT Melbourne Australia	October
Joann Peck Professor, Wisconsin School of Business USA	October
Jaakko Siltaloppi PhD, Aalto University Finland	October
Iis Tussyadiah Ph D, University of Surrey UK	November
Filipe Andre De Moura Lima Ph D student, Politecnico di Milano Italy	Nov 2017 - Feb 2018

# PUBLICATIONS

## JOURNAL ARTICLES

- Bruggen, E.C., Hogreve, J., Holmlund, M., Kabadayi, S., and M. Löfgren (2017) Financial well-being: A conceptualization and research agenda. *Journal of Business Research*, Vol. 79, pp. 228-237.
- Durl, J., Trischler, J., and T. Dietrich (2017) Co-designing with young consumers - reflections, challenges and benefits. *Young Consumers*, Vol. 18, No. 4, pp. 439.
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- Echeverri, P. and Salomonson, N. (2017) Bi-directional and Stratified Demeanor in Value Forming Service Encounter Interactions, *Journal of Retailing and Consumer Services*, Vol. 36, pp. 93-102.
- Echeverri, P. and Salomonson, N. (2017) Embodied Value-co-creation: A turn-taking perspective on service encounter interactions. *Journal of Creating Value*, Vol. 3, No. 1, pp. 1-17.
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- Forkmann, S., Henneberg, S. C., Witell, L., and Kindström, D. (2017). Driver Configurations for Successful Service Infusion. *Journal of Service Research*, Vol. 20, (3), 275-291.
- Friman, M., Gärling, T., Ettema, D., and L.E. Olsson (2017) How does travel affect emotional well-being and life satisfaction? *Transportation Research Part A*, 106, pp. 170-180.
- Friman, M., Huck, J., and L.E. Olsson (2017) Transtheoretical Model of Change during Travel Behavior Interventions: An Integrative Review. *International Journal of Environmental Research and Public Health*, Vol. 14, Iss. 6, pp. 581.
- Friman, M., Olsson, L. E., Ståhl, M., Ettema, D., and Gärling, T. (2017). Travel and residual emotional well-being. *Transportation Research Part F: Transport Psychology and Behaviour*, Vol. 49, pp.159-176.
- Gebauer, H., Saul, C. J., Haldimann, M., & Gustafsson, A. (2017). Organizational capabilities for pay-per-use services in product-oriented companies. *International Journal of Production Economics*. Vol. 192, pp. 157-168. doi.org/10.1016/j.ijpe.2016.12.007
- Gebauer, H., Haldimann, M., & Saul, C. J. (2017). Competing in business-to-business sectors through pay-per-use services. *Journal of Service Management*, 28(5), 914-935.
- Gebauer, H., Haldimann, M., & Jennings Saul, C. (2017). A typology for management innovations: Analyzing the actual state of art and conducting case study research. *European Journal of Innovation Management*, 20(4), 514-533.
- Gebauer, H., Saul, C. J., & Haldimann, M. (2017). Business model innovation in base of the pyramid markets. *Journal of Business Strategy*, 38(4), 38-46.
- Gebauer, H., Haldimann, M., & Saul, C. J. (2017). Business model innovations for overcoming barriers in the base-of-the-pyramid market. *Industry and Innovation*, 24(5), 543-568.
- Gustafsson, A., and D. Bowen (2017) The curious case of interdisciplinary research deficiency: Cause or symptom of what truly ails us? *Journal of Business Research*, Vol. 79, pp. 212-218.
- Gärling, T. (2017). Travel-related feelings: review, theoretical framework, and numerical experiments. *Transportation Letter*, Online, doi:10.1080/19427867.2017.1300399.
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- Jouny-Rivier, E., Reynoso, J., and B. Edvardsson (2017) Determinants of services co-creation with business customers. *Journal of Services Marketing*, Vol. 31, Iss. 2, pp. 148-160.
- Koskull, C., Strandvik, T. and Tronvoll, B. (2016) Emotional strategizing in service innovation. *Management Decision*, Vol. 54, Iss. 2, pp. 270 - 287.
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- McColl-Kennedy, J.R., Hogan, S.J., Witell, L. and Snyder, H., (2017) Cocreative customer practices: Effects of health care customer value cocreation practices on well-being. *Journal of Business Research*, Vol. 70, pp. 55-66.
- McColl-Kennedy, J. R., Snyder, H., Elg, M., Witell, L., Hekkula, A., Hogan, S.J., and L. Anderson (2017). The changing role of the health care customer: review, synthesis and research agenda. *Journal of Service Management*, Vol. 28, No. 1, pp. 2-33.
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Sundström, E., Karlsson, J. and C. Camén (2017) Service innovation as a political process. *The Service Industries Journal*, Vol. 37 Iss. 5/6, pp. 341-362.

Tronvoll, B. (2017) The Key Determinator in Service Ecosystems. *Systems*, Vol. 5, No. 38, pp. 1-14.

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Verleye, K., Jaakkola, E., Hodgkinson, I.R., Gyuchan, T., Odekerken-Schröder, J.G., and J. Quist (2017) What causes imbalance in complex service networks? Evidence from a public health service. *Journal of Service Management*, Vol. 28, Iss. 1. pp. 34-56.

Vorhees, C.M., Fombelle, P.W., Gregoire, Y., Bone, S., Gustafsson, A., Sousa, R., and T. Walkowiak (2017) Service encounters, experiences and the customer journey: Defining the field and a call to expand our lens. *Journal of Business Research*, Vol. 79, pp. 269-280.

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Westman, J., Friman, M., and L. E. Olsson (2017) What drives them to drive?- Parents' reasons for choosing the car to take their children to school. *Frontiers in Psychology*, Vol. 8, Article 1970.

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## CONFERENCE PAPERS

Aal, K., Nasr, L., Hammedi, W., Tronvoll, B., and R. Fisk. Exploring the role of conflict in the transformation of service ecosystems. 26th Annual Frontiers in Service 2017, June 22-25, New York, USA

Arsenovic, J., Edvardsson, B., Gruber, T., Tronvoll, B., Åkesson, M. Exploring the Black Box of Service Co-Recovery Encounters. 26th Annual Frontiers in Service 2017, June 22-25, New York, USA

Arsenovic, J., Edvardsson, B., Tronvoll, B., Åkesson, A. and Gruber, T. (2017), Conceptualizing the holistic Co-recovery Customer Experience, Paper presented at QUIS15 in Porto June 12-15 and included in the conference proceedings.

Arsenovic, J., Edvardsson, B., Gruber, T., Tronvoll, B., Åkesson, M. Measuring the Customer Co-Recovery Experience. QUIS15 - The 15th International Research Symposium on Service Excellence in Management, June 12 - 15, Porto, Portugal.

Aschemann-Witzel, J., Otterbring, T., de Hooge, I. E., Normann, A., Rohm, H., & Oostindjer, M. (2017). Intervening to reduce retail suboptimal food waste targeted at the right consumers – results from a five country study in COSUS. The 3rd Norwegian Food Market Research Conference, November 2-3, 2017, Tromsø, Norway.

Bergkvist, L. and Camén, C. Service innovation in outsourcing business relationships – enablers and inhibitors. QUIS15 - The 15th International Research Symposium on Service Excellence in Management, June 12 - 15, Porto, Portugal

Bergkvist, L. and Camén, C. Service innovation in outsourcing business relationships – prerequisites for enabling value creation. 26th Annual Frontiers in Service 2017, June 22-25, New York, USA

Brambila, C., Valdes, A., Reynoso, J., and Edvardsson, B. Social capital as a resource in actor's value co-creation. QUIS15 - The 15th International Research Symposium on Service Excellence in Management, June 12 - 15, Porto, Portugal

Camén C., Lidestam H., and Wretstrand A. Kontraktsformer inom kollektivtrafiken, FEKIS (företagsekonomiska ämneskonferensen), 18-19 oktober, Malmö

Charitsis, V. (2017) Reproduction of social inequalities in the quantified society. Ephemera conference: Beyond Measure, Stockholm, Sweden, June 1-2

Charitsis, V. (2017) Biopolitical marketing and the wild: A commentary. Capitalism Marketing and Critique Conference, London, England, May 24-25

Charitsis, V., Bradshaw, A. and Zwick, D. (2017). Selling your (digital) self or going into the supermarket and buying what you need with your good data. 9th workshop on Interpretive Consumer Research, Stockholm, Sweden, April 27-28

Dehling, S., Edvardsson, B., Tronvoll, B., and Holmlid, S. Innovate at startup speed but scale at industry level: Stakeholder engagement practices between corporations and startups. QUIS15 - The 15th International Research Symposium on Service Excellence in Management, June 12 - 15, Porto, Portugal

Dehling, S., Edvardsson, B., Tronvoll, B., and Kleinaltenkamp, M. Expanding the understanding of resource integration for value co-creation: A signaling approach. The 5th Naples Forum on Service, 6th - 9th June 2017, Sorrento, Italy



Durl, J., Dietrich, T. and Trischler, J. (2017) Co-design of virtual reality adolescent 'Party' simulation, presented at ANZMAC and recipient of best paper in track, December 4-6, Melbourne, Australia.

Eccheverri, P., & Salomonson, N. Uncovering the reciprocal mechanisms of embodied value co-creation: turn-taking and multimodality. 26th Annual Frontiers in Service 2017, June 22-25, New York, USA

Edvardsson, B. Perspectives on service innovation research. The 8th International research symposium in service management, August 1-5, Seoul, Korea

Ettema, D., Friman, M., Olsson, L. E., & Gärling, T. (2017). What Does Travel Do to Life Satisfaction and Emotional Well-being? TRB 2017 Annual Meeting Poster Session Presentation, 10 January Washington, US

Ettema, D., Olsson, L. E., Stahl, M., Friman, M., & Gärling, T. (2017). The Effect of Weather and Season on Travel Satisfaction and Travel Related Mood: Evidence from On-line Measurements in Three Swedish Cities. 96th Annual TRB meeting, Washington, USA

Findsrud, R., Tronvoll, B. (2017) Resource integration in value co-creation: Integrative framework from S-D logic and Motivation Theory, 5th Naples Forum on Service - University of Naples Federico II, Naples, Sorrento, Italy, July 6-9.

Friman, M. (2017). Review of current knowledge on travel and child well-being. Paper presented in the symposium session: "Child well-being and daily travel" convened by M. Friman and L. E. Olsson at the Association of Psychological Science (APS) International Convention of Psychological Science in Vienna March 23-25, 2017

Friman, M., Olsson, L. E., & Huck, J. (2017). Intention for changed work commute using the transtheoretical model. Presentation på 5:e nationella konferensen i Svensk transportforskning, oktober, KTH, Stockholm.

Friman, M., Gärling, T., & Bamberg, S. (2017). The role of attitudes in Travel. Chapter presented at the Attitudes Conference, Philadelphia in US, May 17-19.

Friman, M. & Rosenbaum, M. S. (2017). Exchanged service resources and subjective well-being. Frontiers in Service, Fordham University 22-25 June 2017, New York, US

Fyrberg Yngfalk, A. (2017) Gendering the consumer as value co-creator: service consumption and the gendered nature of marketing, ICR-Interpretative Consumer Research, 27-28 April, Stockholm University

Fyrberg Yngfalk, A. and C. Camén. Gendering Service Research. QUIS15 - The 15th International Research Symposium on Service Excellence in Management, June 12 - 15, Porto, Portugal

Fyrberg Yngfalk, A. and C. Yngfalk (2017) The legitimization of consumerism in sustainability promotion: the role of institutional work, Bringing Institutional Theory to Marketing, ISC Business School Paris, 29-30 May

Gammel, P., and K. Aal. The dual role of time in the value creation process from an S-D logic lens. The 5th Naples Forum on Service, 6th - 9th June 2017, Sorrento, Italy

Gammel, P., Meijboomb, B., Akkermans, J., De Bergha, T. and Edvardsson, B. (2017). Coordination Routines in Healthcare to create Value in Handover moments, Paper presented at QUIS15 in Porto June 12-15 and included in the conference proceedings.

Gidhagen, M., Helkkula, A., Loebler, H., Jonas, J., Sörhammar, D., Tronvoll, B. (2017) Human-to-nonhuman value co-creation and resource-integration: parasocial actors in

service ecosystem, 5th Naples Forum on Service - University of Naples Federico II, Naples, Sorrento, Italy, July 6-9.

Hurley, E., Dietrich, T. and Trischler, J. (2017) Co-designing transformative services for sensitive topics, presented at ANZMAC, December 4-6, Melbourne, Australia.

Karlsson, J. and Bergkvist, L. Service innovation implementation in healthcare – enablers and inhibitors. 26th Annual Frontiers in Service 2017, June 22-25, New York, USA

Koskela-Huotari, K., Nariswari, A. and Palo, T. It's Fika time! The role of materiality in the institutional maintenance of mundane practices. Bringing Institutional Theory to Marketing conference, May 29-30, 2017, Paris, France.

Koskela-Huotari, K., Siltalo, J. and Wieland, H. Dynamic construction of resource integrating actor's identity. The 5th Naples Forum on Service, 6th - 9th June 2017, Sorrento, Italy

Lidestam, H., Camén, C. and Lidestam B. (2017) Evaluation of cost drivers within the public bus transport in Sweden, Thredbo15, August 13-17, Stockholm

Lidestam, H., Camén C. and Lidestam B. (2017) Utvärdering av kostnader i kollektivtrafiken, Presentation på 5:e nationella konferensen i Svensk transportforskning, oktober, KTH, Stockholm.

Lättman K., Friman, M., and L. E. Olsson: A new approach to accessibility. Perceived accessibility versus objectively measured accessibility in daily travel. Thredbo 15 Conference, August 13-17, Stockholm, Sweden

Magnusson, P.R., Bergkvist, L. and Skälén, P. Exploring patients as contributors to service innovation in primary healthcare. The 24th Innovation and Product Development Management Conference (IPDMC), June 11th-13th, Reykjavik, Iceland

Ettema, D., Olsson, L. E., Stahl, M., Friman, M., & Gärling, T. (2017). The Effect of Weather and Season on Travel Satisfaction and Travel Related Mood: Evidence from On-line Measurements in Three Swedish Cities. 96th Annual TRB meeting, Washington, USA

Olsson, L. E. (2017). 6 Years of Research on Daily Travel and Well-Being Among Adults: But What About the Children? Presented at the 15th International Society in Quality of Life Studies Conference, Innsbruck, Austria.

Olsson, L.E., Magnusson, P.R. & Sukhov. Don't prime for creativity under cost-saving constraints! The 24th Innovation and Product Development Management Conference (IPDMC), June 11th-13th, Reykjavik, Iceland.

Olsson, L. E., & M. Friman. Energy-efficient business travel: motivation in behavior intervention programs. International Conference on Environmental Psychology, Aug 30- Sept 1, Spain. Otterbring, T. Appetite for destruction: Counterintuitive effects of attractive faces on people's food choices. The 29th Annual Conference Human Behavior and Evolution Society (HBES) Conference, May 31-June 3, 2017, Boise, ID, USA.

Otterbring, T., & Kristensson, P. When dominance drives the dollars: Dominance mediates the effect of employee contact on consumer spending. QUIS15 - The 15th International Research Symposium on Service Excellence in Management, June 12 - 15, Porto, Portugal

Otterbring, T., & Sela, Y. Sexy ads make hungry men financially impatient. The 29th Annual Conference Human Behavior and Evolution Society (HBES) Conference, May 31-June 3, 2017, Boise, ID, USA.

Otterbring, T. (2017). Appetite for destruction: Attractive faces alter people's food choices. MAPP Conference 2017, November 23, 2017, Copenhagen, Denmark.

Otterbring, T. (2017). Appetite for destruction: Attractive faces alter people's food choices. Association for Consumer Research (ACR) North American Conference, October 26-29, 2017, San Diego, CA, USA.

Otterbring, T. (2017). Attractive faces alter people's food choices. The 26th Subjective Probability, Utility, and Decision Making (SPUDM) Conference, August 20-24, 2017, Technion, Israel.

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Value creation through service