



Syllabus

Course Approval

The syllabus was approved by the Faculty Board for Arts and Social Sciences on 2026-04-09 and is valid from the autumn semester of 2026 at Karlstad University.

Doctoral study subject

Business Administration

Course name

Hållbar och digital tjänstemarknadsföring och ledning: Teori och forskning

Sustainable and Digitally Enabled Services Marketing and Management: Theory and Research

Credit points

7.5

Degree Level

Doctor

Language of Instruction

English.

Individual supervision can be offered to students in Swedish or English.

Target group and prerequisites

The course is primarily aimed at doctoral students in Business Administration at Karlstad University, Swedish Research School of Management and IT (MIT); Roma Tre University, University of Macedonia, and secondly, for others.

Aims

After completing the course, the doctoral student should be able to:

- Gain a deep understanding of the theoretical foundations, key perspectives, and emerging concepts within services management and marketing research, specifically focusing on the "systems turn" in service research.
- Analyze Service System Transformation, including theoretical foundations for sustainability (social and environmental responsibility).
- Apply systemic approaches to service innovation and design.
- Formulate research problems and conduct their own research, supported by problem-based learning and in-depth analysis of literature.

Course Content

The course aims to give doctoral students an overview of the evolution within service research and the most recent developments. The doctoral students will gain an understanding of theoretical and methodological foundations, including emerging concepts within service research and marketing in particular, with a systemic perspective on sustainable and digital transformation.

The following topics will be covered in-depth during the course:

- 1. Foundations of Service Research*
- 2. Theoretical Foundations of Sustainable Services Marketing: Covering sustainability principles, service ecosystems, service innovation, and sustainable consumption within marketing frameworks.*
- 3. Digital Transformation in Services Marketing: Exploring digital ecosystems, digital marketing technologies, omnichannel strategies, and the impact of digitalization on service management and consumer behavior.*
- 4. Sustainable Service Business Models and Circular Economy: Analyzing sustainable service-based business models, circular economy practices, and strategies for sustainable development in service organizations.*

The course provides a current overview of the development in service research and related areas with a particular focus on digital and sustainable system transformation. The course highlights a systems perspective and methodological basis in service research.

Reading List

See the separate document.

Examination

The course is examined through written assignments and oral presentations. All examinations are individual.

Quality Assurance

Follow-up relating to learning conditions and goal fulfilment takes place both during and upon completion of the course. The results will be used as a basis for the development and planning future courses.

Additional Information

The course is under the Blended Intensive Program (BIP) of Erasmus+, organized in collaboration between Karlstad Business School/CTF-Service Research Center (CTF), Karlstad University, Department of Business Studies, Roma Tre University, and Department of Business Administration, University of Macedonia, on sustainable and digitally enabled services marketing & management with a focus on theory and research.

The in-person sessions will take place at CTF, Service Research Center/Karlstad Business School, Karlstad University. The course will adopt a hybrid format, allowing participants to attend in person and via Zoom.