

Must Read 2013



Professor Anders Gustafsson, one of the authors.

The journal article Relationship Characteristics and Cash Flow Variability: Implications for Satisfaction, Loyalty and Customer Portfolio Management by Crina Tarasi, Ruth Bolton, Anders Gustafsson, and Beth Walker, Journal of Service Research, May, is one of MSI's Must Reads from 2013.

"Just as in finance, reducing the volatility of customer cash flows can improve overall marketing performance. Why? Because cash flow volatility big swings up and down wreak havoc on marketing and operations budgets. This article explores the factors that influence the variation in customer cash flows and identifies specific managerial actions to reduce such variability without reducing overall customer profitability. This is important for any firm that has ongoing relationships with customers, regardless of industry."

Professor Katherine Lemon for MSI

[Read more >](#)

Notices

Visit from Roma Tre

Gabriella Arcese, Ph. D in Commodity Science, and Laura Di Pietro, Ph. D student in Commodity Science and Quality Management, from Roma Tre University in Italy, have been visiting CTF to work with Professor Bo Edvardsson and Ph D Student Kotaiba Aal.

[Read more >](#)

Searching for the DNA of Service Innovation

In our new brochure from SISB, Service Innovation for Sustainable Business you can read about our research studies on Business Models and the customer journey in collaboration with the Swedish companies Ericsson, Volvo, Löfbergs and Ikea. Manfred Dasselaar, Service Innovation Researcher at Ericsson, also gives his reflection on our joint research within SISB.

[Read the brochure >](#)

Per Kristensson at ASU

Until the end of April, Per Kristensson, Professor of Consumer Psychology and Innovation, is a Visiting Professor at the Center for Service Leadership, one of the flagships of Arizona State University. We had a chat with Per to see how he is doing.

[Read more >](#)

Calendar

AMA SERV SIG

June 13-15, Thessaloniki, Greece >

FMM2014

June 16-21, Karlstad, Sweden >

2014 Frontiers in Service Conference

June 26-29, University of Miami, Florida

2014 Global Marketing Conference

Juli 15-18, Singapore >



Ph D Student Katrin Lättman

New Ph D Student in Psychology

Katrin Lättman is our new Ph D Student. She will conduct her Ph D Studies within Samot, The Service and Market Oriented Transport Research Group, where she will study experienced accessibility within public transport.

[Read more about Samot >](#)

New assignment for Martin Löfgren



Associate Professor
Martin Löfgren

Martin Löfgren, Assistant Professor at CTF, has been appointed Deputy Head of Karlstad Business School at Karlstad University. Martin conducts research on business models, customer satisfaction, service and marketing in stores. Currently he is involved in a project in the research profile Service Innovation for Sustainable Business, SISB, where he is researching how manufacturing companies change from service for free to service for fee.

- Our Business School is modern and young with a great development potential. I hope to contribute to a positive development, and especially within research and graduate education.

[Read more about Karlstad Business School >](#)

