

Success for CTF at Horizon 2020

Seven out of twenty, or 35 percent. That is the number of research projects at Karlstad University that have been granted funding from the Horizon 2020 EU framework program. The average in EU is 11 percent. One of the projects, Service Design Innovation, SDI will be lead by researchers Bo Edvardsson and Bård Tronvoll at CTF.

The aim of the project is to develop an educational network to promote service design for innovation. This will be achieved by developing relations between service design- and innovation researchers at leading universities in Europe through joint Ph D projects and educational programs, and additionally, by developing and disseminating theory and method of service design for innovation through applications and case studies in collaboration with companies. There will also be workshops and education in the field of design and service innovation.

[Read more >](#)



Bo Edvardsson



Bård Tronvoll

Notices

Open Ph D position in Service design and Innovation at CTF

Service Design for Innovation (SDIN), a Marie Curie European Training Network, is now seeking 9 outstanding Early Stage Researchers (ESR) to join its 3 years research training program, involving a PhD enrolment and a full-time contract. SDIN welcome applicants from different academic disciplines preferably with a service focus, such as Management, Design, Engineering, Human-Computer Interaction and related areas. The closing date for applications is 13th of April 2015. servicedesignforinnovation.eu >

A new initiative will renew and strengthen Swedish industry

A new research and innovation project is focusing on manufacturing companies to strengthen their competitiveness and increase their profitability by moving from goods to service production. The initiative known as ATIT is headed by Swerea IVF in collaboration with CTF and Linköping University.

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Highly Commended Paper Award

Professor Anders Gustafsson has been awarded Highly Commended Paper Award for the article "Small details that make big differences: A radical approach to consumption experience as a firm's differentiating strategy". The article is published in the Journal of Service Management and is co-authored by Ruth Bolton, Janet McColl-Kennedy, Nancy Sirianni, and David Tse.

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Hello Henrik Öhlin...

Ph. D student, Business Administration at CTF. You are currently in New Zealand, what are you doing there?

- I will spend the spring semester here at University of Otago to work on my thesis, make new contacts and develop my international network. In addition, I will take the opportunity to experience a beautiful country with amazing nature and incredibly nice people. It is thanks to a grant from Jan Wallander and Tom Hedelius Foundation that I have been given this opportunity, which I am incredibly thankful for. A major goal with my visit is to take time to reflect over the data I have collected for my thesis work and to study theory that can be connected to the empirical data.

[Read more >](#)

Apply to our open courses in Service Innovation

CTF offer online courses in Service Innovation based on CTF's world-leading research in the field and are intended for professionals working with or having an interest in service, customer experiences and business development.

[Read more and apply here >](#)

Calendar

The Spring Servitization Conference 2015, May 18-19, Aston University, UK >

QUIS14, June 18-21, Shanghai, China >

The 24th Annual Frontiers in Service Conference, July 9-12, San José, USA >

RESER2015 - Innovative Services in the 21st Century, September 10-12, Copenhagen, Denmark >

3rd International Colloquium on Relationship Marketing, ICRM, September 15-17, Helsinki, Finland >

