

## 1st Workshop on Service Innovation Research

On September 18-20th the 1st Workshop on Service Innovation Research was held at University Magna Graecia of Catanzaro, Italy. A small group of prominent researchers were invited to create a common agenda for how research in the field of service innovation can be developed.

About 30 researchers from Europe and the United States gathered to present and to discuss research. Keynote speaker was Tor. W Andreassen, Professor at the Norwegian School of Economics, Bob Lusch, Professor at University of Arizona, and Bo Edvardsson.

The initiators of the workshop are Professors Bo Edvardsson and Lars Witell, CTF, Karlstad University and Maria Colurcio, University Magna Graecia of Catanzaro.



Bo Edvardsson and Maria Colurcio, two of the initiators.



One of many group exercises.

[Read more >](#)

## New Literature

### Patients as co-creators of health and social care

The new report Patient involvement for service innovation - An agenda for research and innovation in healthcare and social service indicates the measures necessary to enable the development of future service innovations in Swedish healthcare.

- The report aims to identify and specify the potential of patient involvement, something which in several current investigations and research programs is being indicated as an almost paradigmatic trend in the development of future healthcare and social service. This shift in perspective means that the patient's role is changing from being a passive object for care providers to being the co-creator of his/her own health and care. The report describes the relationship with previous endeavours, but primarily the key motives for a realignment, says Per Echeverri, researcher at CTF and author.

The agenda report gives support for the establishment of a new national consortium (INVOLVE) driven by actors in nine different county councils, eight private companies, and twelve academic institutions/universities beside different governmental and trade organizations.

[Read the report here >](#)

## Calendar

### AMA SERVVISG

June 13-15, Thessaloniki, Greece  
Submission Deadline November 15 >

### FMM2014

June 16-21, Karlstad, Sweden  
Submission Deadline November 15 >

### 2014 Frontiers in Service Conference

June 26-29, University of Miami, Florida  
Submission Deadline November 22

### 2014 Global Marketing Conference

Juli 15-18, Singapore  
Submission Deadline January 15 >

## The Bus of the future on Research Friday

The Bus of the Future should be able to go anywhere, be powered by solar energy and fun to ride in. That is the description middle school students came up with when they met researchers from Samot (The Market and Service Oriented Transport Research Group) at Karlstad University during Research Friday.

- It is important for us researchers to reach out to the public. Meeting with the students gave us an opportunity to inform what we researchers do. We also got the opportunity to tell them how important it is for us to know what they think about their journeys to and from school. The students took the task seriously and constructed very exciting buses for the future, says Margareta Friman, professor and director of Samot.

[Read more >](#)



Pictures from Research Friday in Karlstad.

## One moment Christoph Peters...

... Ph D Student from Kassel University in Germany. You have been visiting CTF for six weeks and are now back in Germany. What are you going to do next?

- First of all, let me say that I really enjoyed my visit at CTF!

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