

## The art of creating attractive and unique consumer experiences

In order to grow and to survive, a firm must create value with consumers in ways that both fit in with consumer demands and stand out from competitors. In a new doctoral thesis from CTF, Service Research Center at Karlstad University, Claes Högström describes different approaches to accomplishing this from a consumer experience perspective.

- In my dissertation I examine how value is created in the interactions between consumers and businesses. The consumer experience perspective is important in order to understand how consumers decide what creates value, and also how companies can support consumer creation and experience of value, says Claes Högström, researcher at CTF. [Read more >](#)

## Continued funding from The Ander Foundation

Anne-Maria and Gustaf Ander Foundation for Media Research continues to support CTF, Service Research Center at Karlstad University. The research center will receive 1,3 million SEK for the period 2014-2017. [Read more >](#)

## Webinars in Service Innovation

During this fall, CTF will be holding webinars within service innovation. A webinar is a seminar held over the web in a virtual meeting room. The first webinar was held on October 10th, and the next webinar will be held on November 7th. [Read more and register here >](#)

## International Network of Service Researchers

Good things always happen when influential open-minded and intelligent people meet; this is the simple underlying idea of forming an international network of service researchers. The inaugural meeting was hosted in September by CTF. The target audience for the event was mainly leading researchers from the different research centers around the globe and in the end there were 35 attendees from 13 countries. [Read more >](#)

Apply before October 15th!

## Distance courses in Service Innovation

During the spring 2015 we offer four distance courses in Service Innovation on master's level:

[Crafting and Executing Service Strategies \(6 ECTS credits\) >](#)

[Making Sense of Service Logic \(1.5 ECTS credits\) >](#)

[Mastering Service Innovation \(6 ECTS credits\) >](#)

[Understanding Customer Experience \(6 ECTS credits\) >](#)

## Notices

### New Ph D Students

We welcome two new Ph D Students to CTF: **Alexandre Sukhov** is a PhD student in Business Administration with an interest in the methodologies for service innovations. [Read more >](#)

**Frida Skarin**, Ph D Student in Psychology at Samot, The Service and Market Oriented Transport Research Group, will conduct her studies within Transformative Service Research. [Read more >](#)

### Visit from ASU

Professors Laurel Anderson and Amy Ostrom from ASU, Arizona State University, USA, visited CTF for a week in September to meet with the researchers at CTF, and to participate in the start-up meeting of the International Network of Service Researchers. During their visit they also held two seminars on Transformative Service Research for the researchers and Ph. D students at CTF.

### Visit from Hanken

We caught up with Ph D Student Mikko Laamanen, from CERS at Hanken School of Economics in Finland, who visited CTF for two weeks. [Read more >](#)

## Calendar

**Service Convention Sweden**, December 9-10, Karlstad, Sweden >

**Webinar:** Service Innovation: Service Logic Perspectives and a new framework on November 12th. [Register here >](#)

**Call for paper!** QUIS14, June 18-21, 2015, Shanghai, China >

**Call for paper!** The 24th Annual Frontiers in Service Conference, July 9-12, 2015 in San José, California, USA >

