

## One year as an Excellent research group at Karlstad University

One year has passed since CTF was appointed "Excellent research group" at Karlstad University, and much has happened during this year.

- For CTF it is an opportunity to grow and further and strengthen our position as one of the world's foremost research centers in service research, says Henrietta Huzell, Director of CTF. With the appointment we will receive additional financial support from the University - resources that we will use for investment in a new research field within service science, Transformative Service Research (TSR). We will also grow through recruiting Ph D students, researchers, and Visiting Professors. Our ambition is that our researchers will be able to work abroad, and have more articles published in the most prestigious scientific journals. The appointment and our success is largely based on our interaction with the community, both the private and public sector, and we intend to continue. As an excellent research team we also have the responsibility to seek more external funding, including from EU, and here are our partners play a big role. [Read more >](#)

## Transformative Service Research

CTF's efforts to develop groundbreaking theoretical knowledge has resulted in multidisciplinary research themes: Service Innovation, Service Management, and Service Experience. Based on these themes CTF is now developing a crosscutting theme on Transformative Service Research, TSR, - a relatively new field in service research which is increasingly getting more attention in academia. The new focus on TSR takes place within the framework of the Excellence initiative that was granted to CTF last year from Karlstad University. [Read more >](#)

## Thorsten Gruber Ander Visiting Professor at CTF

Professor Thorsten Gruber has been appointed Visiting Professor at CTF. The Visiting professorship is funded by Anne-Marie and Gustaf Ander Foundation for Media Research, which provide grants to cover the cost of a visiting professor at CTF for a month during the next three years. [Read more >](#)

### CONCERENGE

## International Conference on Business Servitization

On November 13-14, the IBS Conference (3rd International Conference on Business Servitization) was held in Bilbao, Spain. Servitization, which was the theme of the conference, is what happens when manufacturing companies start focusing on services. At the conference CTF was represented by Nina Löfberg, Lars Witell and Maria Åkesson. [Read more >](#)

### Notices

## New Ph D Students

We welcome new Ph D Students to CTF: **Peter Samuelsson, Marcus Olsson and Johan Högberg**. They will conduct their Ph D studies within Transformative Service Research. [Read more >](#)

## Visit from Murcia

We caught up with Ph D Student Pablo Moreno from the Spanish Science and Education Ministry at Murcia University who has been at CTF for a four month long visit. [Read more >](#)

## CTF-Webinar

During this fall, CTF has been holding webinars within Service Innovation. A webinar is a seminar held over the web in a virtual meeting room. The last webinar will be held on December 12 th. [Read more and register here >](#)

### Calendar

**Webinar:** "Service Innovation: Service Logic Perspectives and a new framework" 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 >



*Merry Christmas*

