



## NOTICES & CALENDAR

### NEW THESIS EXPERIENCES OF EVERYDAY TRAVEL - THROUGH THE LENS OF A CHILD

Jessica Westman, Ph D Student in Psychology, defended her thesis "Experiences of everyday travel - through the lens of a child" on December 11th at Karlstad University. The purpose of the thesis is to investigate how children experience their everyday travel. More specifically, do travel mode, travel time, and travel activities influence children's experiences of their everyday travel, their current mood, and their cognitive performance. [Read the thesis here >](#)

### WORK SHOP ON REMOTE SERVICES

In November CTF arranged a workshop on remote services. This was an activity within CTF's research profile "Service innovation for sustainable business" and was conducted with Valmet and Volvo Trucks who together with researchers from CTF discussed business models - how to price and sell a remote service. This coming spring the researchers and business partners will meet for a follow up. [Read more about the research profile >](#)

### JANUARI 5-8

#### HICSS 49

Hawaii International Conference on System Sciences HICSS-49 at Grand Hyatt, Kauai, Hawaii  
[hicss.org](http://hicss.org)

### MAJ 31 - JUNE 3

#### 2016 La Londe Conference in Service Management

The 2016 Edition of the LaLonde Service Management conference in La Londe les Maures.  
[lalondeconference.org](http://lalondeconference.org)

### FUTURE WELFARE SERVICES IN FOCUS

Representatives from world-leading companies, researchers, teachers, consultants and politicians were invited to Karlstad, Sweden, on December 2-3 to discuss how we can develop future welfare service. The requirements on both services and suppliers are becoming higher and regardless if the user is called customer, citizen, local resident, or patient, it is the experience that makes the difference. To offer services based on the user's requirements is becoming increasingly important. How are we involved in the development? [Read more >](#)

### HOW THE EYE AND MEMORY CONTROL OUR PURCHASE DECISIONS

The majority of purchasing decisions are made on location in the store. Even if you already in advance have decided what kind of cereal to buy, it is not until you are in the store that it is determined which cereal box ends up in the basket. Store owners and manufacturers are well aware of this and that is why our stores are filled with various messages for us consumers. The question is, what actually works and how do the consumers react? This is what researchers at CTF have studied, financed by the Swedish Retail and Wholesale Development Council, and now have released a report on the study. [Read more >](#)

### TOP RANKING PUBLIC TRANSPORT RESEARCH

Karlstad University along with Samot, The Service and Market Oriented Transport Research Group, is the leading European institution on public transport research. These are findings from a new study where public transport research was surveyed. [Read more >](#)

### NEW INNOVATION CLUSTER TO PROMOTE ENERGY-EFFICIENT PUBLIC TRANSPORT

The research group Samot, The Service and Market Oriented Transport Research Group at Karlstad University, has been commissioned to form an innovation cluster to coordinate and stimulate innovation, technology transfer, commercialization and dissemination of information on energy-efficient public transport. The overall aim is to encourage more people to use public transport. [Read more >](#)

### HELLO MARGARETA FRIMAN...

Director of Samot, The Service and Market Oriented Transport Research Group at Karlstad University. After almost ten years of operation it is now time to sum up and look at the future. What happens to Samot now? [Read more >](#)

