

# QUIS13

## Welcome to QUIS13!

CTF is the host for QUIS13 - The 13th International Research Symposium on Service Excellence in Management. The symposium will be held on June 10-13 in Karlstad, Sweden. QUIS is considered to be the world's leading biannual symposium on service research and brings together the best interdisciplinary academic research and management practice.

- We will start with a reception on Monday evening and sessions and social programs will continue until Thursday lunch. The symposium takes a broad interdisciplinary and international view of service excellence in management. The topics are representative but not exclusive themes. A Best Paper Award will be presented during the conference and a special issue with selected papers from QUIS13 will be published in Journal of Service Management and Cornell Hospitality Quarterly, says Ingrid Hansson, coordinator at CTF.

In the program

R. Gary Bridge, Senior Vice President, Cisco System's strategic consulting arm, USA, A Parasuraman, Professor University of Miami, USA, Birgit Mager, Professor University of Applied Sciences Cologne, Germany, James R. Weigand, President DuPont Sustainable Solutions, USA, Panel Chair: Mary Jo Bitner, Professor Arizona State University, USA, Bo Edvardsson, Professor Karlstad University, Sweden, Tore Strandvik, Professor Hanken School of Economics, Finland, Rohit Verma, Professor Cornell University, USA, Madeleine Stenwreth, Master of Wine, Sweden, Benny Hermansson, CEO Deskstore of Sweden, Earlier IKEA, Sweden, Andy Neely, Professor University of Cambridge, UK, Ruth Bolton, Professor Arizona State University, USA, Manfred Dasselaar, Service Manager Ericsson, Sweden, Anders Gustafsson, Professor Karlstad University, Sweden and Janet McColl Kennedy, Professor University of Queensland, Australia, amongst others.

See the full program [here](#) >  
Go to [register](#) >



### CONGRATULATIONS ...

**.. Poja Shams, new PhD in Business Administration.**  
**You recently defended your thesis, what is it about?**

- How consumers make decisions in purchasing situations and what impact the packaging design, shelf placement, search behavior, experiences and habits have on the decision.

**What method did you use?**

- Eye tracking technology, which is a method where by measuring eye movements we can find out what a person is looking at. I have conducted experiments in a lab environment where test persons have looked at projected images of store shelves. During the experiment I measured how the gaze wandered over the images in various ways depending on the instructions given.

**How do we make our purchasing decisions?**

Past experiences and habits have a major impact. If you, for example, have bought the same coffee for 10 years it will take a lot for you to break this habit. Products must be visible and easy to find. The placement of the product has to be in the right place, where the customer expects to find that type of product, it creates a sense of security for the customer. The eye sorts out products that are placed in the "wrong" place - they become invisible to us and chances that they will end up in our shopping carts are small.

Poja Shams is a member of the research group MIT, Management and IT. The defense took place on March 22nd at Karlstad University. Faculty Opponent was Professor A. Parasuraman, University of Miami. Read a short summary of the thesis "What does it take to get your attention" [here](#).

Read the abstract [here](#) >



## CTF at Vinnova's Program Conference

On April 8th, Vinnova arranged a program conference on "Open innovation and cutting-edge users in 2012." Per Kristensson, Professor at CTF and Jonas Matthing, SP, Technical Research Institute of Sweden attended the conference and presented experiences from four different projects.

The purpose of the conference was to give projects within this area the opportunity to learn from each other and share their experiences. By holding this conference Vinnova is also hop-

ing to build expertise on non-traditional innovation methods in Sweden.

Eric von Hippel, a renowned Professor from the Massachusetts Institute of Technology (MIT) was the keynote speaker. He is the leading expert and researcher on user innovation in the world. The program conference was broadcasted live via the web.

Read more about Vinnova [here >](#)

## Samot conference

On April 9-10, SAMOT, The Service and Market Oriented Transport Research Group, arranged their annual partner conference. This is an opportunity for researchers and partners to meet and discuss issues in the public transportation sector and also to discuss how they together can further develop the cooperation between Academia and Industry.

- Our annual partner meetings are very appreciated. Together with our partners we get the opportunity to

deepen our dialogue on key development issues for public transportation in the future together, says Margareta Friman, Professor and Director of Samot.

Some of the topics discussed were the use of open traffic data, new payment systems, travel planners and an expert competence program within service innovation.

Read more about [Samot >](#)



Samot researchers and partners at the annual research and partner conference.

## NOTICES



### New PhD Student in Samot

Erik Nilsson is a new Ph. D student in Psychology at Karlstad University. He will conduct his Ph. D studies tied to the public transportation research group Samot where he will study experienced availability within public transportation.

### Highly Commended Award

Professors Anders Gustafsson, Per Kristensson and Lars Witell, CTF, have been awarded the 2012 "Highly Commended Award" by the scientific journal JOSM, Journal of Service Management for their article, Customer co-creation in service innovation: a matter of communication? The award will be presented during the QUIS13 conference.

### New research collaboration with TPA

The Packaging Arena, TPA, and Oriflame are starting a collaboration to find new packaging concepts for cosmetics and beauty products. The project that will start this spring is led by TPA in collaboration with Attitude in Karlstad and researchers Per Kristensson, CTF, and Jonas Matthing, SP, Technical Research Institute of Sweden.



### Guest researcher

Angela Caridà, research fellow at University Magna Graecia of Catanzaro, Italy, will be visiting CTF during the next two months. This is her second time at CTF. She stayed at CTF for three months last year. Angela Caridà have a Ph D in Economic and Management of Healthcare. Her main areas of interest are service innovation, interactive marketing and co-creation.