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DOCTORAL THESIS IN BUSINESS ADMINISTRATION

## Service Orientation in Manufacturing Firms

Globalization and increased competition from low-cost countries have pushed many Swedish manufacturing companies to focus on services. This service orientation has brought a number of challenges; for example, the services are not as profitable as expected, and the employees find it difficult to sell the services, and customers are not interested in buying them.

[Read more >](#)

## Notices

### Best Paper Award

Professor Anders Gustafsson and co-authors Ruth Bolton, Criaana Tarasi and Beth Walker are the winners of the Journal of Service Research Best Article Award 2013 for their article "Relationship Characteristics and Cash Flow Variability: Implications for Satisfaction, Loyalty, and Customer Portfolio Management". The award is sponsored by IBM and was announced and presented at the Frontiers in Service Conference which was held in Miami, Florida, June 26-29, 2014.

## On-line Courses in Service Innovation this Fall

CTF will offer four online courses in Service Innovation during the fall. The courses are based on CTFs world-leading research in the field and are intended for professionals working with or having an interest in service, customer experiences and business development. The approach of the courses is flexible and consists among others of short video lectures and group work. The courses are free, but registration is required.

[Read more >](#)

### Visiting Professor of Service Management

Professor Bo Edvardsson has been awarded the title of Visiting Professor of Service Management in the Centre for Service Management (CSM) in the School of Business and Economics at Loughborough University, UK. Professor Thorsten Gruber, Co-Director of CSM, commented on the appointment, saying: "It is great news that Professor Bo Edvardsson is joining CSM as a Visiting Professor. Bo has a fantastic research track record and is one of the leading authorities in the field. I am sure he will help us immensely with moving CSM forward". Professor Edvardsson will also join the advisory board of CSM.

[Read more >](#)

## CTF arranged a Day on Service Innovation

Today the development is fast-paced. Many traditional industries and trades will disappear as today's products and services are being replaced by new, innovative, cost-effective and customized solutions. "Focus on, and get to know your customers! To get the customer to choose your products or services you must know your customers to understand what they want", said Professor Anders Gustafsson, presenter and one of the initiators of the Service Innovation Day which was organized by CTF June 16 in Karlstad.

[Read more >](#)

## International Network of Service Research



Anders Gustafsson

CTF has initiated a international network for service researchers.

- We are working to strengthen the field of service research. In September we will arrange the first network meeting here in Karlstad to discuss, among other things, how we can develop joint research projects on a global level and how scientific journals in the field can support the initiative. There is an enormous interest, which is incredibly fun, and in a short time we have attracted many expressions of interest from scientists around the world, says Professor and initiator Anders Gustafsson.

## Calendar

2014 Global Marketing Conference at Singapore, July 15-18, 2014 >

17th QMOD Conference Quality Management and Organizational Development, Prague, Czeck Republic, September 3-5 >

