



Excellence Research Group at Karlstad University



Henrietta Huzell

In December 2013 CTF was appointed Excellence research group at Karlstad University.

-With this appointment we are given the opportunity to develop and further strengthen our position as one of the leading research centers on service innovation in the world. As an Excellence research group CTF will receive up to 15 million SEK a year, for up to five years. This funding will enable us to develop and grow through recruiting more researchers, finance career programs for recent graduates, guest professors and post docs, to make it easier for researchers to stay abroad and to produce more articles that are published in the most highly ranked scientific journals, says Director Henrietta Huzell.

Notices

New Ph D Students

During the fall two new Ph D Student in Business Administration, Emma Axelsson and Kotaiba Aal, joined CTF.

[Read more >](#)

Hello Per Kristensson...

... Professor at CTF. You are leaving for Arizona State University during the Christmas Holidays. What are you going to do there?

[Read more >](#)

Ander Visiting Professor

Joann Peck 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 the CTF for a month during the next three years.

- I am so excited to be invited as a visiting professor at CTF and Karlstad University. I have been fortunate to work with Anders Gustafsson at CTF on several projects. I look forward to both continuing and expanding this work both with Anders Gustafsson and with other researchers and students at CTF. My work has a direct relationship with

service since I study sensory marketing, and specifically the sense of touch. This includes both product touch and interpersonal touch. I look forward to spending more time in Karlstad and to pursuing further research projects. I am truly honored to be invited as a visiting professor!



Joann Peck

[Read more >](#)

Erik Wästlund in Scientific American

Erik Wästlund, Lecturer in Psychology and researcher at CTF, appears in the latest issue of the popular science magazine Scientific American. The article talks about how people easier understand and remember text on paper compared to text on a screen.

[Read more >](#)



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AMA SERVSIG

June 13-15, Thessaloniki, Greece >

FMM2014

June 16-21, Karlstad, Sweden >

2014 Frontiers in Service Conference

June 26-29, University of Miami, Florida

2014 Global Marketing Conference

July 15-18, Singapore >

Right lighting in the Supermarket



Tobias Otterbring

Store lighting can either attract or deter customers from shopping. The wrong kind of lighting in a deli counter can for example turn a tasty piece of red meat into something discolored and unappetizing. In a study made by CTF, Service Research Center, researchers have studied the effects lighting has on consumer's evaluation of products in the supermarket.

In the study, the researcher examined what type of lighting, cool (bluish) or warm (yellowish), fits best in the freezer containing frozen pre cooked meals. The results show that warm lighting works best, it had a positive effect on perceived quality, attractiveness and taste.

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