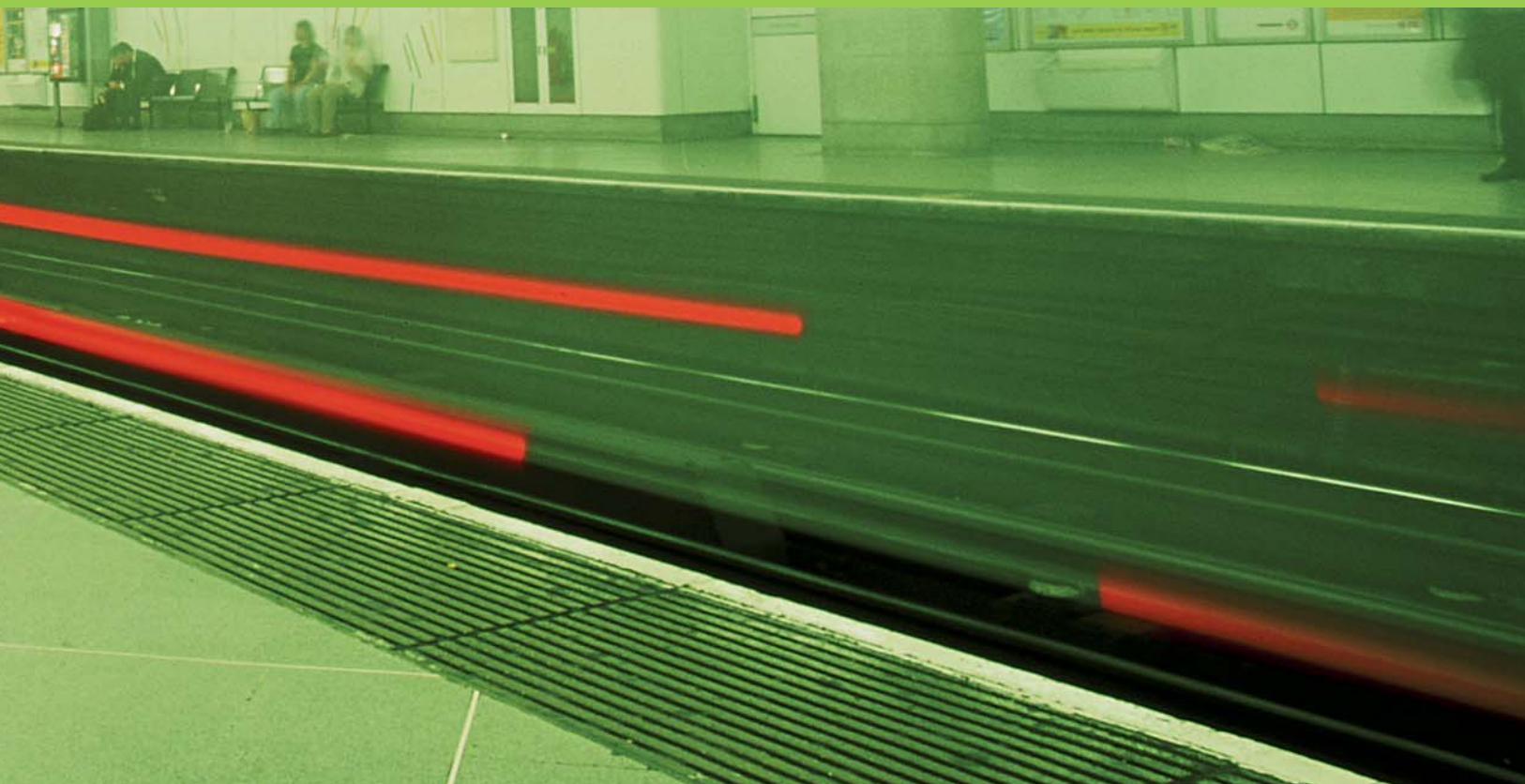




**SAMOT – THE SERVICE AND MARKET ORIENTED TRANSPORT RESEARCH GROUP**



## SERVICE AND MARKET ORIENTED PUBLIC TRANSPORT FOR SUSTAINABLE DEVELOPMENT.

The research group SAMOT has developed and grown within CTF – The Service Research Center. Established some twenty years ago, CTF is a strategic research group within the new faculty of Economic Sciences, Communication and IT and has a high priority in the continued development of strategic profiles for Karlstad University.

Three related main themes constitute the basis for the SAMOT research profile. Public transport is primarily regarded as being something that is perceived. Here, the perception of the passenger forms the natural departure point, but the employees' perceptions of the service operation, and their own work, are also worth noting and studying in more detail. The next question is twofold; What is it, in actual fact, that is perceived; What is public transport's "product" or customer offering? We are of the opinion that this offering is, to all intents and purposes, synonymous with the way in which the operations of the public transport companies are organised. Finally, we would also like to highlight the underlying frameworks and rules of play governing the sector and its players. This is where the foundations are laid for the customer offerings produced, and thus also for the public transport that the passenger finally experiences.

SAMOT is financed by; VINNOVA, industrial and public partners and Karlstad University.

### **Operational Concept and Long-term Goals**

SAMOT's operational concept is to conduct multidisciplinary,

internationally recognized research via active collaboration with trade and industry, public sector players, and universities. In doing so, the SAMOT Group will contribute to the long-term sustainable development of passenger transportation services.

### **Industrial and Public Partners**

The participating companies represent different types of players in the transport sector.

### **What's in it for You?**

The benefit is that the contributing companies will strengthen their innovative ability and expertise.

SAMOT will develop a strong environment for multidisciplinary need-driven research in close collaboration with industry. We will produce trained researchers who are well prepared for professional activity in industry and society. The idea of our research program is to build up internationally competitive research and an innovation environment.

### **Organisation and Management**

The center is governed by a board, which is responsible for the operations. An executive team, including the director, is responsible for the operational management of activities.

### **Contact**

Associate Professor Margareta Friman, Director SAMOT  
E-mail: samot@kau.se



**“We have a strong interest in constant innovation in our development, with the aim of securing more, and more satisfied, passengers.”**

Lennart Jangålv, MD & CEO of Stockholm's public transport company, SL. Chairman of the Board of SAMOT.



# SAMOT

THE SERVICE AND MARKET ORIENTED TRANSPORT RESEARCH GROUP



CTF - SERVICE  
RESEARCH CENTER