

CURRICULUM VITAE, PUBLISHED RESEARCH REPORTS AND OTHER ACADEMIC QUALIFICATIONS

Bo Åke Edvardsson

Date of birth: March 18, 1952

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Mail address: Service Research Center, Karlstad University, 651 88 Karlstad, Sweden.

My research can be divided into five main areas:

- Service Management and Marketing
- Service Quality
- Customer Relationship Dynamics (focusing on Critical Incident & Directive Incident studies)
- New Service Development
- Service Culture and Service Strategy.

There are also links to other fields such as marketing, organization theory and human resources management, business-to-business marketing, general management, entrepreneurship, quality control and operations management.

Employment and research experience:

Sept – 2005	Fellowship, Center for Relationship Marketing and Service Management, Swedish School of Economics and Business Administration, Helsinki, Finland
Feb – April 2004	Invited visiting professor, Center for Service Leadership (CSL), Arizona State University, Department of Marketing, School of Business Appointed Fellow at CSL
Aug – Dec 2003	Invited visiting professor, National University of Singapore, Department of Quality, School of Engineering
Nov – Dec 2001	Invited visiting professor, Department of Marketing, University of Auckland, New Zealand
Jan 1999-2000	Invited visiting professor, Swedish School of Economics and Business Administration, Helsinki, Finland
Jan 1998 -	Professor of Business Administration,

University of Karlstad

- Jan 1991 - Seminars and guest lectures in a number of countries: U.S., Singapore, Malaysia, Australia, Germany, England etc.
- Feb 1990 Responsible for the section on Service Quality, Master program - Chair in Service Management - at Vrije Universiteit, Brussels.
- Dec 1986 Associate professor in business economics, Department of economics and statistics, the Swedish University of Agricultural Sciences, Uppsala.
- July 1986 - President, Service Research Center, University of Karlstad. Combined administrative/research appointment. Leave of absence from lectureship.
- Dec 1988-Jan 1989 Visiting scholar, First Interstate Center for Services Marketing, Arizona State University.
- July 1981- June 1986 Senior lecturer Business Administration, University of Karlstad.
- July 1981-June 1984 Research associate, Department of Economics and Statistics, the Swedish University of Agricultural Sciences, Uppsala. Leave of absence.
- Oct 1977-June 1981 Research assistant, Uppsala.
- July 1977-Oct 1977 Study visit to USDA, USA to study American agricultural policies.
- March 1976-Sep 1977 Teaching assistant, Uppsala, 50%.
- Jan 1976-Feb 1976 Teaching assistant, Uppsala, 25%.

Education:

- Oct 1977-June 1981 Doctoral studies, agricultural economics. Studies in business economics at Uppsala University and University of Minnesota. Agricultural PhD. Thesis: Company Strategies
- Sep 1973-May 1977 Agricultural degree, Economic major, Uppsala.
- June 1972 School leaving certificate, Natural sciences, Huskvarna.

Published works:

A. Articles and papers

2008

Åkesson, M, Edvardsson, B and Skålen, P., 2008, E-government and Service Orientation: Gaps Between Theory and Practice, *International Journal of Public Sector Management*, Vol. 21, No. 1 Forthcoming.

Roos, I and Edvardsson, B., 2008. Customer support service: A relationship perspective, *Managing Service Quality*. Vol. 18 No. 1, 2008.

2007

Edvardsson, B and Gustafsson, A., 2007, Services Science with a Focus on Academia and Company Collaboration, chapter in *Services Science: Fundamentals, Challenges and Future Developments*, Bernd Stauss, Kai Engelmann, Anja Kremer and Achim Luhn (eds.), Springer, Berlin.

Edvardsson, E, Friman, M and Roos, I., 2007, Service Quality Grounded in Customer Experiences, Affect and Relationships, in *Service Excellence als Impulsgeber*, Gouthier, M. H. J, Coenen, C. Schulze, H. S and Wegmann, C (eds.), Gabler, Wiesbaden.

Edvardsson, B, Holmlund, M and Strandvik, T., 2007, *Relationship Initiation in Business-to-Business Professional Services*, Paper presented at the frontiers in Service Conference, san Fransisco, October 4-7 2007.

Edvardsson, B, Holmlund, M and Strandvik, T., 2007, *Initiation of Business-to-Business Relationships*, Paper presented at the IMP conference, Manchester September 1-5 2007.

Magnusson, P, Hipp, C., and Edvardsson, B., 2007, Defining Product-Service Concepts from a Manufacturing Firm Perspective. Paper presented at XVII RESER International Conference; Tampere September 8-10 2007.

Edvardsson, B., 2007, Developing of Service Research in Europe against the background of Global Economic Change: Experience, Challenges and Trends. In Streich, D and Wahl, D. (eds.), *Moderne Dienstleistungen, Impulse für Innovation, Wachstum und Beschäftigung*, Campus, Frankfurt, pp. 23-26.

Long-Tolbert, S., and Edvardsson, B., 2007, Justifying deviant consumer behavior in service encounters. *Paper presented at QUIS10*, Orlando June 11-14.

Edvardsson, B., Enquist, and Johnston, B., 2007, Creating and test-driving service experience prior to purchase and consumption. *Paper presented at QUIS10*, Orlando June 11-14.

Edvardsson, B, Holmlund, M and Strandvik, T., 2007, Initiation of Business Relationships in Service-dominant Settings. Accepted for publication in *Industrial Marketing Management*.

Åkesson, M., Skålén, P., and Edvardsson, B., 2007, E-government service orientation: Gaps between theory and practice. Accepted for publication in *Journal of Public Sector Management*.

2006

Edvardsson, B, Homlund, M and Strandvik, T., 2006, Relationship Initiation in Business-to-Business Professional Services, *Paper presented at NoRD 2006*, Yli-Ii, Finland, October 6-8.

Edvardsson, B, Gustafsson, A and Enquist, B., 2006, Challenges in New Service Development: and Value Creation Through Service, chapter in Nilsson, A., Gustas, R., Wojtkowski, W., Wojtkowski, G., Wrycza, S and Zupancic, J (Eds.), *Advances in Information Systems Development Bridging the Gap between Academia and Industry*, Springer pp. 23-34.

Edvardsson, B and Enquist, B., 2006, Quality improvement in governmental services. The role of change pressure exerted by the “market”, *TQM Magazine*, Vol. 18, No. 1, pp 7-21.

Roos, I, Gustafsson, A and Edvardson, B., 2006, Defining Relationship Quality for Customer-driven Business Development - a Housing-mortgage Company Case, *International Journal of Service Industry Management*. Vol. 17, No. 3/4

Edvardsson, B, Enquist, E. and Hay, M., 2006, Values-based Service Brands: Narratives from IKEA, *Managing Service Quality*, Vol. 16, No. 3

2005

Edvardsson, B., 2005, Service Quality: Beyond Cognitive Assessment, A Guru’s View, *Managing Service Quality* Vol 15, No 2, pp 127-131.

Edvardsson, B, Gustafsson, A and Roos, I., 2005, Service Portraits in Service Research – A Critical Review. *International Journal of Service Industry Management*, Vol 16, No 1, pp 107-121.

Edvardsson, B, and Nilsson-Witell, L, 2005, Identifying Satisfiers and Dissatisfiers in the Service Encounter, *The Asian Journal on Quality*, Vol 6, No 1, pp 8-23.

Edvardsson, B, Enquist, B, and Johnston, B., 2005, Co-Creating Customer Value Through Hyperreality in the Pre-purchase Service Experience, *Journal of Service Research*, Vol. 8, No. 2, pp. 149-161.

Edvardsson, B, Enquist, B, and Hay, M., 2005, Value-based Service Branding and Beyond – The IKEA way. Paper presented at the ServSig conference in Singapore June 2 – 4.

Roos, I, Gustafsson, A, and Edvardsson, B., 2005, Defining Service Quality for a Customer-Driven Business development – A House-Mortgage Company Case. Paper presented at the ServSig conference in Singapore June 2 – 4.

Skalen, P, Quist, J, Edvardsson, B and Enquist, B., 2005, The Contextualization of Human Resource and Quality Management: A Sensemaking Perspective on Everybody's Involvement, *The International Journal of Human Resource Management*, Vol. 16, No. 5 pp 736-751.

Edvardsson, B, Gustafsson, A and Enquist, B., 2005, Quality in New Service Development: Critical Success Factors, Paper presented at the QMOD Conference, Palermo June 29 – July 1

2004

91. Nilsson-Witell, L, Edvardsson, B, 2004, The Role of Satisfiers and Dissatisfiers in the Service Encounter, paper accepted after review to be presented at the QMOD conference, Monterrey, Mexico, August 5-8.

Enquist, B, Edvardsson, B, 2004, Corporate Social Responsibility and Brand Cultivation, In *Service Excellence in Management: Interdisciplinary Contributions*, 2002, ISQA, Karlstad University Press, Karlstad, Sweden. Co-editor with Anders Gustafsson, Stephen W Brown, and Robert Johnston.

Chuan, T, Edvardsson, B, 2004, Culture-related Issues and Implications for Service Quality in the Singapore Workforce, In *Service Excellence in Management: Interdisciplinary Contributions*, 2002, ISQA, Karlstad University Press, Karlstad, Sweden. Co-editor with Anders Gustafsson, Stephen W Brown, and Robert Johnston.

Roos, I, Gustafsson, A, Edvardsson, B, 2004, The Role of Customer Clubs in Telecom Relationships, In *Service Excellence in Management: Interdisciplinary Contributions*, 2002, ISQA, Karlstad University Press, Karlstad, Sweden. Co-editor with Anders Gustafsson, Stephen W Brown, and Robert Johnston.

Matthing, J, Sandén, B, Edvardsson, B, 2004, New Service Development – Learning from and with customers, *International Journal of Service Industry Management*. Vol 15, No 5, pp 479-498.

Skålen, P, Quist, J, Edvardsson, B, Enquist, B, 2004, The Contextualization of Human Resource and Quality Management - A sensemaking perspective on everybody's involvement, *The International Journal of Human Resource Management*, Accepted for publication.

Roos, I, Edvardsson, B, Gustafson, A, 2004, Customer Switching Patterns in Competitive and Noncompetitive Service Industries, *Journal of Service Research*, Vol 6, No 3, pp 256-271.

Gustafsson, A, Roos, I, Edvardsson, B, 2004, Customer Clubs in a Relationship Perspective – a Telecom Case, *Managing Service Quality*, Vol.14, No. 2&3, pp 157-168.

2003

Edvardsson, B, Roos, I, 2003, Customer Complaints and Switching Behavior - A Study of Relationship Dynamics in a Telecommunication Company, *Journal of Relationship Marketing*. Vol 2, No 1&2 pp 43-68.

Björling-Lidén, S, Edvardsson, B, 2003, Mapping Service Guarantees, *Managing Service Quality*, Vol 13, No 3. Winner of the Best article award of the year in the journal “Managing Service Quality”.

Edvardsson, B, Gustavsson, BO, 2003, Quality in the work environment: a prerequisite for success in new service development, *Managing Service Quality*, Vol 13, No 2, pp 148-163.

Wiklund, H, Klefsjö, B, Wiklund, P.S, Edvardsson, B, 2003, Innovation and TQM in Swedish higher education institutions - possibilities and pitfalls, *The TQM Magazine*, Vol 15, No 2, pp 107-.

Friman, M, Edvardsson, B, 2003, A content analysis of complaints and compliments, *Managing Service Quality*. Volume 13, No1, 2003, February.

- 2002

Edvardsson, B, Enquist, B, 2002, Service Culture and Service Strategy - The IKEA Saga, *The Service Industries Journal*. Vol 22, No 4, pp 153-186.

Edvardsson, B, Strandvik, T, 2002, “Describing and Understanding Directive Incidents in Customer relationships”. Paper presented at the 2nd Nordic Workshop on Relationship Dissolution, Visby, September 20-22, 2002.

Edvardsson, B, Roos, I, Gustafsson, A, 2002, “Understanding the Trigger Effect on Customers' Maturity Processes in Telecommunications”, In Brown, S W, Johnston, R, Scheuing, E E and Tax, S (Eds). *Quality in Services: Crossing Boundaries*, 2002, ISQA, University of Victoria, College of Business, Canada.

Edvardsson, B, Strandvik, T, 2002, “Directive Incidents in Customer Relationships”, In Brown, S W, Johnston, R, Scheuing, E E and Tax, S (Eds). *Quality in Services: Crossing Boundaries*, 2002, ISQA, University of Victoria, College of Business, Canada.

Edvardsson, B, Gustavsson, BO, “Quality in Work Environment - A Prerequisite for Success in New Service Development”, In Brown, S W, Johnston, R, Scheuing, E E and Tax, S (Eds). *Quality in Services: Crossing Boundaries*, 2002, ISQA, University of Victoria, College of Business, Canada.

- Edvardsson, B, Gustafsson, A, Sandén, B, 2002, "Mapping Customer Behaviour: A key to successful new service development and innovation", In Sundbo, J and Fugelsang, L. (Eds.) *Innovation as Strategic Reflexivity*, Routhledge, London, pp140-163.
- Edvardsson, B, Johnson, M D., Gustafsson, A, Strandvik, T, 2002, "The effects of satisfaction and loyalty on profits and growth: products versus services, Total Quality Management", in Cortada, J. W & Woods, J. A., (Eds.), 2002, *The Quality Yearbook*, McGraw-Hill, New York, pp116-129 .
- Edvardsson, B, Roos, I, 2001, Critical Incident Techniques - Towards a framework for analysing the criticality of critical incidents, *International Journal of Service Industry Management*. Vol 12 No 3-4, pp 251-268.
- Edvardsson, B, Roos, I, 2001, "Bytesprocesser och klagomålsbeteende - en studie av kundrelationer i ett telekommunikationsföretag". I Järvinen, R & Grönroos, C, 2001, *Palvelut ja asiakassuhteet markkinoinnin polttopisteessä*, Kauppakaari Qyi, Helsingfors. In Finnish.
- Edvardsson, B, Johnson, M D., Gustafsson, A, Strandvik, T, 2000, The effects of satisfaction and loyalty on profits and growth: products versus services, *Total Quality Management*, Vol 11, No 7, pp 917-927.
- Edvardsson, B, Enquist, B, 2000, "The IKEA Saga – a success story about a company driven by Service Culture and Service Strategy", presented at a conference in Hong Kong.
- Edvardsson, B, Strandvik, T, 2000, Is a Critical Incident Critical for a Customer Relationship? *Managing Service Quality*, Vol 10. No 2, pp. 82-91.
- Ekdahl, F, Gustafsson, A, Edvardsson, B, 1999, Customer-oriented service development at SAS, *Managing Service Quality*, Vol 9, No 6.
- Edvardsson, B, Gottfridsson, P, 1999, Relationsmarknadsföring – synsätt, strategi eller verktyg? *Ekonomiska samfundets tidskrift*, nr 3, sid 117- 127.
- Gustafsson, A, Ekdahl, F, Edvardsson, B, 1999, Customer focused service development – a case study at Scandinavian Airlines System (SAS), *International Journal of Service Industry Management*, Vol 10, No 4.
- Edvardsson, B, Strandvik, T, 1999, Criticality of Critical Incidents in Customer Relationships, In Kunst et al. *Service Quality and Management*, Deutscher Universitäts Verlag, Wiesbaden, Germany, pp. 88- 110.
- Edvardsson, B, Strandvik, T, 1999, "Is a Critical Incident Critical for a Customer Relationship?" Paper presented at Nordiska företagsekonomiska ämneskonferensen i Helsingfors, 16-19 augusti. Publicerad i proceedings.
- Edvardsson, Gustafsson, A, Skålén, P, 1999, "The Role of Trust Drivers in Service Quality Management", Paper presented at the Conference on TQM and Human Factors, Linköping University June 1999.

Edvardsson, B, Johnson, M, Gustafsson, A and Strandvik, T, 1999, "The Effects of Satisfaction and Loyalty on Profits and Growth – Products versus Services", Paper presented at the workshop Customer satisfaction: Theory and Measurement, Vienna May 21-23.

Edvardsson, B, Gustafsson, A and Sandén, B, 1999, "Kvalitet i tjänsteutveckling", Paper presenterat vid Kvalitet –99.

Edvardsson, B, 1998, Relationsmarknadsföring, *Relasjon*, juni, sid. 4-6.

Gustafsson, A, Ekdahl, F and Edvardsson, B, 1998, "Customer Focused Service Development in Practice – A case study at Scandinavian Airline System (SAS)", Paper presented at QUIS 6, Norwalk, Connecticut, NY.

Friman, M, Edvardsson, B and T Gärling, 1998, Perceived Service Quality Attributes in Public Transport: Inferences from Complaints and Negative Critical Incidents, *Journal of Public Transportation*. Vol 2, No 1.

Edvardsson, B, 1998, Causes of Customer Dissatisfaction, *Managing Service Quality*,

Edvardsson, B, 1998, Service Quality Improvement, *Managing Service Quality*. Vol 8,

Edvardsson, B, 1997, Quality in New Service Development - Key concepts and a frame of reference, *International Journal of Production Economics*, Vol 52, No 1-2. p. 31-46.

Edvardsson, B, Larsson, G and S Setterlind, 1997, Internal Service Quality and the Psychosocial Work Environment: An Empirical Analysis of Conceptual Interrelatedness, accepted for publication in *The Service Industries Journal*, Vol 17, No 2.

Edvardsson, B, Karlsson, P and A Lindström, *Reformen des öffentlichen Sektors in Skandinavien*, Nomos Verlagsgesellschaft, Baden-Baden.

Bejou, D, Edvardsson, B and R P Rakowski, 1996, A Critical Incident Approach to Examining the Effects of Service Failures on Customer Relationships: The Case of Swedish and U.S. Airlines, *Journal of Travel Research*, Vol XXXV, No 1.

Edvardsson, B and Olsson, J, 1996, Key Concepts for New Service Development, *The Service Industries Journal*, Vol 16, No 2.

Edvardsson, B, 1996, Quality of Service: Making it really work. *Managing Service Quality*, Vol 6, No 1.

"Service Quality Improvement - Making it Really Work", 1995, Paper presented at the UITP Congress, Paris May 28 - June 3.

"Analysis, Planning, Improvisation and Control in the Development of New Services - Some Swedish Experiences", 1994, Paper presented at the QUIS 4 symposium, Norwalk, Connecticut, July 5 - 8. Together with Lars Haglund and Jan Mattsson. Accepted for publication in *International Journal of Service Industry Management*.

“Quality in Professional Services - An Empirical Study of Company Health-care”, 1994, Paper presented at the 3rd International Symposium on Service Management, Aix Marseilles, May 24 - 27. Together with doctoral student Göran Skarman.

“A Critical Incident Approach of Examining the Effects of Service Breakdowns on Customer Relationships: The Case of Swedish and US. Airlines”, 1994, Paper presented at the AMA World Congress in Australia, June 1995.

“Key Concepts for New Service Development”, 1994, Article accepted for publication in *The Service Industries Journal*. Together with Jan Olsson.

“Service Integrity”, 1994, Article accepted for publication in *Managing Service Quality*. Together with Eberhard E. Scheuing.

“Internal Service Quality and the Psychosocial Work Environment: An Empirical Analysis of Conceptual Interrelatedness”, 1994, Together with Sven Setterlind and Gerry Larsson.

“Quality in Service Design”, 1993, Article published in the *Service Quality Handbook*, American Management Association.

“An Experienced-based Measure of Service Quality”, 1993, *The Service Industries Journal*.

“Service Design: A TQM Instrument for Service Providers?” 1992, Paper presented at the Service Productivity & Quality Challenge Conference, The Wharton School, October 23 - 24 1992. Together with Jan Mattsson.

“Internationalization in Service Companies”, 1993, *The Service Industries Journal*. Vol 13 No 1. Together with Harry Nyström and Leif Edvinsson.

“Internationalization in Service Companies”, paper presented at NordREFO's seminar at Karlslunde, Denmark, May 1992. Together with Harry Nyström and Leif Edvinsson.

“Service Breakdowns - A Study of Critical Incidents in an Airline”, 1992, Paper presented at the Academy of Marketing Science, San Diego, CA, May 1992. *International Journal of Service Industry Management*. Vol 3 No 4.

“Service Design”, 1991, Paper presented at the conference Quality in Local and County Councils, Handelshögskolan, University of Gothenburg, September 2 - 3. Received an award for best paper among some 70 contestants. In Swedish.

“Strategic Management Thinking in Service Firms: Modeling the Qualitative Dimension in Causal Maps”, 1991, Paper presented at EIASM workshop Quality in Services Brussels May 16 - 17. Together with Jan Mattsson.

“Management Consulting - Towards a Successful Relationship”, 1990, Research report 90:1, Service Research Center, University of Karlstad.

“Purchasing Management Consultancy”, I Lindmark, L (ed.), 1990, Knowledge as critical resource - a collection of articles on knowledge intensive companies, Handelshögskolan, Umeå University.

“Quality in Service and Quality in Service Organisations A Model for Quality Assessment”, In Brown, S, Gummesson, E, Edvardsson, B and Gustavsson, BO, 1990, *Service Quality: Multidisciplinary and Multinational Perspectives*, 1990, Lexington Books, New York.

“Problem Detection in Service Management Systems - A Consistency Approach in Quality Improvement”, 1990, Paper presented at the Quality in Services Conference (QUIS), Norwalk Connecticut, July 8 - 11, 1990.

“Service Production and Services Marketing in Manufacturing Companies”, 1990, Paper presented at the 1st International Research Seminar in Service Management, The Institut d'Administration des Entreprises d'Aix-en-Provence, June 5-8 1990.
Management Consulting - Towards a Successful Relationship, 1990, *International Journal of Service Industry Management*. Vol 1 No 3.

“Managing Internationalization in Knowledge-intensive Service Companies - A Tentative Frame of Reference”, 1989, together with Leif Edvinsson. Paper presented at the Fourth Nordic Meeting on Service Management, Oslo April 27 - 28 1989.

“Service and Quality - An introduction”, article in *Quality Development in Private and Public Service Companies*, 1989, Natur and Kultur, Stockholm. Co-editor with Bertil Thomasson. In Swedish.

“A model for Analysis of Service-producing Organisations Focusing on Quality Improvement”, 1989, Paper presented at the conference Quality in Local and County Councils, Handelshögskolan, University of Gothenburg, February 1 - 2. Together with BengtOve Gustavsson. In Swedish.

Purchase of Consulting Services, 1989, *Purchasing Magazine* No 1 1989. In Swedish.

Service Quality in Customer Relationships: A Study of Critical Incidents in Mechanical Engineering Companies, 1988, *The Service Industries Journal*, Vol 8 No 4.

“Service Implementation in a Multicultural Context - A Quality Assessment Model and an Empirical Case Study”, 1988, together with BengtOve Gustavsson. Working paper, Service Research Center .

“An Expanded Model of the Service Encounter with Emphasis on Cultural Context”, 1988, Together with BengtOve Gustavsson and Dorothy Riddle. Paper presented at the European Marketing Academy Conference, Athens 1988.

“Internationalization in Knowledge-intensive Service Companies - A Frame of Reference and Some Management Implications”, 1988, Together with Leif Edvinsson and Harry Nyström. Paper presented at the seventh annual Services Marketing Conference, October 2 - 5, Arlington, VA, USA.

Critical Incidents in the Sales Process - A study of service related critical incidents in the manufacturing industry, 1988, in Edvardsson, B and Gummesson, E (eds.), *Management in the Service Sector*, Liber, Malmö. In Swedish.

Service Quality in Customer Relationships - A Study of Critical Incidents in Mechanical Engineering Companies, 1988, *The Service Industries Journal*. Vol. 13 No 4. Together with Jan Mattsson.

There are Services in Products too, *Ledarskap*, No 11, 1986. In Swedish.

Developing and Marketing New Food Products: the Case of Sweden, in Kaynak, E, 1986, *World Food Marketing Systems*, Butterworths, Boston. Together with Harry Nyström.

“Services as Competitive Tools - A notional framework”, 1985, University of Karlstad, Paper presented at the Second Nordic Meeting on Service Management in Lund. In Swedish.

Case Studies in the Marketing of Anebyhus, 1983, Marketing Technology Center. In Swedish.

Product Innovation in Food Processing - a Swedish Survey, *R and D Management*, No 2, 1982.

Research and Development Strategies for Swedish Companies in the Farm Machinery Industry, 1980, In *Research, Development and Technological Innovation*, Devendra Sahal, editor, Lexington Books, Berlin. Together with Harry Nyström.

The Role of Consumer Interest in Product Development, *Hushållsläraren* No 10, 1980. Together with Harry Nyström. In Swedish.

Development Strategies in 20 Swedish Food Companies, *Ekonomien* No 10, 1980. Together with Harry Nyström.

How are Consumer Interests Taken into Consideration when Developing New Products? *Livsmedelsteknik* No 7, 1980. Together with Harry Nyström. In Swedish.

How are Successful New Food Products Developed? A study of development strategies in 20 Swedish food companies, *Livsmedelsteknik* No 6, 1980. Together with Harry Nyström. In Swedish.

The Food Industry as Product Developer, *Nya Perspektiv* No 2, 1980. Together with Harry Nyström. In Swedish.

Research and Development and Company Development, *Ekonomien* No 10, 1979. In Swedish.

Strategies for Research and Development, *Affärsvärlden* No 11, 1979. In Swedish.

Small-scale Manufacturers of Farm Machinery Manage Change Better. *Lantbruksnytt* No 16, 1978. Together with Harry Nyström. In Swedish.

Why so Little Swedish-made Farm Machinery? *Nya Perspektiv* No 3, 1978. In Swedish.

Are the Norwegian Acquisition Laws Anything for us in Sweden ? *Lantmän* No 31, 1977.

Land Acquisition Act in our Neighbouring Countries, *Lantmannen* No 5 1977. In Swedish.

B. Books

Involving Customers in New Service Development, 2006, Imperial College Press, London. Co-editor with Anders Gustafsson, Per Kristensson, Peter Magnusson and Jonas Matthing. I have contributed with two chapters as co-author.

Tjänstegarantier, 2004, Studentlitteratur, Lund. Co-author with Patrik Larsson. In Swedish.

ServiceExcellence in Management: Interdisciplinary Contributions, 2004, Karlstad University Press, Karlstad, Sweden. Co-editor with Anders Gustafsson, Stephen W Brown, and Robert Johnston.

Quality in Service: Crossing Boundaries, 2002, ISQA, University of Victoria, College of Business, Canada. Co-editor with Stephen W Brown, Robert Johnston and Steve Tax.

Marknadföring i tjänsteekonomin, 2002, Studentlitteratur, Lund. Co-author with Per Echeverri. In Swedish.

New Service Development and Innovation in the New Economy, 2000, Studentlitteratur, Lund. Together with Anders Gustafsson, Michael Johnson and Bodil Sandén.

The Nordic School of Quality Management, 1999, Studentlitteratur, Lund. Co-editor with Anders Gustafsson.

Pursuing Service Excellence: Practices and Insights, 1998, ISQA, St John's University, Jamaica, NY. Co-editor with Stephen W Brown, Robert Johnston and Eberhard E Scheuing.

Mätning av tjänstekvalitet i praktiken, 1998, Studentlitteratur, Lund. Co-author with Tobias Andersson, Tobias Sandén, and Björn Waller. In Swedish.

Tjänstemarknadsföring i teori och praktik, 1998, Studentlitteratur, Lund. Co-author with Birgitta Arnerup. In Swedish.

Kvalitet och tjänsteutveckling, 1996, Studentlitteratur, Lund. In Swedish.

Advancing Service Quality: A global perspective, 1996, ISQA, St John's University, Jamaica, NY. Co-editor with Stephen W Brown, Robert Johnston and Eberhard E Scheuing.

Service Management, Interdisciplinary Perspectives, 1996, Nerenius & Santérus, Stockholm. Co-editor with Sven Modell.

Quality of Service - Making it Really Work, 1994, McGraw-Hill, London. Co-author with Bertil Thomasson and John Øvretveit.

Marknadsföring av tjänster, 1992, Studentlitteratur, Lund. Co-author with Birgitta Arnerup. In Swedish.

Internationalization in Service Companies, 1992, Studentlitteratur, Lund. Co-author with Harry Nyström and Leif Edvinsson. In Swedish.

Kvalitetsutveckling – Ett managementperspektiv, 1991, Studentlitteratur, Lund. Co-author with Bertil Thomasson. In Swedish.

Service Quality: Multidisciplinary and Multinational Perspectives, 1990, Lexington Books, New York. Co-editor with Stephen Brown, Evert Gummesson and BengtOve Gustavsson.

Kvalitetsutveckling i privata och offentliga tjänsteföretag, 1989, Natur and Kultur, Stockholm. Co-editor with Bertil Thomasson. In Swedish.

Tjänstesverige, 1988, Studentlitteratur, Lund. Co-author with Leif Magnusson. In Swedish.

Management i tjänstesamhället, 1988, Liber, Malmö. Co-editor with Evert Gummesson. In Swedish.

Company Strategies for Product Development, 1981, Doctoral thesis, the Swedish University of Agricultural Sciences, Uppsala. In Swedish.

C. Research reports

“Customer Dissatisfaction and Complaint Handling”, 1997, Service Research Center. In Swedish.

“Service Development with Built-in Quality”, 1996, Service Research Center. In Swedish.

“Critical Incidents. A study of Göteborg’s municipal bus service”, 1996, Service Research Center. Together with Margareta Luukkonen. In Swedish.

“New Service Development with Designed-in Quality”, 1995, Service Research Center.

“The Development of New Services”, 1994, Service Research Center. Together with Marie Wilhelmsson. In Swedish.

“Service Development and Service Design”, 1992, Service Research Center. Together with Per Norling and Evert Gummesson. In Swedish.

“Service Break-downs - A Study of Critical Incidents in an Airline”, 1991, Service Research Center.

“Evaluation of the work by the Bergslag Delegation”, 1989, Service Research Center. Together with BengtOve Gustavsson. In Swedish.

“Information Achievements by the Bergslag Delegation” - Report No 5 from a project regarding evaluation of the work by the Bergslag Delegation, 1989, Service Research Center. Together with BengtOve Gustavsson. In Swedish.

“Transport Visions for Bergslagen” - Report No 4 from a project regarding evaluation of the work by the Bergslag Delegation, 1989, Service Research Center. In Swedish.

“Purchasing of Consultant Services - A Preliminary Study Focusing on Management Consulting”, 1989, Service Research Center, University of Karlstad. Together with Kjell Nyberg.

“Quality in Services and Quality in Services Organisations - A Model for Quality Assessment”, 1988, Service Research Center, University of Karlstad. Together with BengtOve Gustavsson.

“Internationalization in Knowledge-intensive Companies”, 1988, Service Research Center, University of Karlstad. Together with Leif Edvinsson and Harry Nyström. In Swedish.

“Increased Integration Between Products and Services”, 1987, Service Research Center, University of Karlstad. A revised version was also published in Benndorf H & Henriksson H (Eds.), 1989 *Future Perspectives on Marketing*, Marketing Technology Center. In Swedish.

“Medium-sized Cities and Private Services - A Study with the Focus on the Karlstad Region”, 1987, Service Research Center, University of Karlstad. Together with Charlie Karlsson and Thomas Furéh. In Swedish.

“Critical Incidents in the Sales Process- A Study of Service-connected Critical Incidents in the Manufacturing Industry”, 1987, Service Research Center, University of Karlstad. In Swedish.

“Service Sweden in a Management Perspective”, 1986, Service Research Center, University of Karlstad. In Swedish.

“Service as a Competitive Tool in Industrial Marketing”, 1986, Service Research Center, University of Karlstad. In Swedish.

“Consumer Evaluation of New Food Products”, 1981, Report 180 from the Department of Economics and Statistics, the Swedish University of Agricultural Sciences, Uppsala. In Swedish.

“Company Strategies for Research and Development”, 1980, Report 166 from the Department of Economics and Statistics, the Swedish University of Agricultural Sciences, Uppsala. In Swedish.

“Technological and Marketing Strategies for Product Development”, Report 164 from the Department of Economics and Statistics, the Swedish University of Agricultural Sciences, Uppsala. Together with professor Harry Nyström. In Swedish.

“Research and Development Strategies for Companies in the Farm Machinery Industry in Sweden”, 1978, Report 130 from the Department of Economy and Statistics, the Swedish University of Agricultural Sciences, Uppsala. Together with professor Harry Nyström. In Swedish.

“Research and Development Strategies for Swedish Companies in the Farm Machinery Industry”, 1978, Report 139 from the Department of Economics and Statistics, the Swedish University of Agricultural Sciences, Uppsala. Together with professor Harry Nyström.

“Legislation for Acquisition of Agricultural Properties in Denmark, Finland and Norway”, 1977, Report 104 from the Department of Economics and Statistics, the Swedish University of Agricultural Sciences, Uppsala. In Swedish.

Additional research merits:

- Editor International Journal of Service Industry Management
- 2004 Career Contributions to the Services Discipline Award. Presented by Services Marketing Special Interest Group (ServSig) of the American Marketing Association.
- Member of the editorial staff of the following journals: International Journal of Service Industry Management, Managing Service Quality, International Journal of Internet Marketing & Advertising and Journal of Service Research.
- Member of organizational committees for several research conferences on Service Management and for the international symposium on Quality in Services, QUIS 1–8, held every other year since 1988 alternately in Sweden and in the USA. Co-ordinator of the International Academy of Services Research and Education.
- Member of the Board of Directors for, ETOUR, Östersund, Service Forum, Söderhamn and the Institute for Quality Improvement.
- Opponent at 15 dissertations in Sweden, Finland, Norway and England.
- Take part in Executive seminars in Malaysia and Singapore and other countries on a regular basis.