

## **CURRICULUM VITAE**

**Bo Edvardsson, Professor Business Administration, Founder of CTF**

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**Bo Edvardsson** ([Bo.Edvardsson@kau.se](mailto:Bo.Edvardsson@kau.se)) is Professor of Business Administration

Research Center and Vice Rector, Karlstad University, Sweden. He is the former editor of Journal of Service Management on the review board for a number of scientific journals including Journal of Service research, Journal of Service management and International Journal on Research in Market  
Google scholar citations: 14694, August 10 2018.

### **My research can be divided into the areas of:**

- New Service Development and Service Innovation
- Value Creation Through Service and The Service-Dominant Logic
- Complaints Management and Service recovery
- Customer Relationship Dynamics and Customer Experience
- Service Infusion in Manufacturing
- Service Culture and Service Strategy.

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

### **Selected academic and visiting positions**

- 2017 Evert Gummesson Award at Naples Forum for “long term contributions to and support of service research and education”.
- 2013 Edvardsson was appointed Honorary Distinguished Professor of Service Management, EGADE Business School, Monterrey Tech, Mexico.
- 2013 Bo was appointed Distinguished Faculty Fellow of the Center for Excellence in Service, University of Maryland
- 2013- Edvardsson was appointed a position as “Professor Two” Hedmark University College in Norway
- 2013 Bo Edvardsson was appointed Distinguished Faculty Fellow of the Center for Excellence in Service at University of Maryland.
- 2011-2013 Bo Edvardsson was appointed a position as “Professor Two” (20%) Norwegian School of Economics and Business Administration

- 2011 Bo Edvardsson was appointed Guest professor of Service Management, EMBA Center, Nankai University China
- 2010 Bo Edvardsson was appointed Honorary Visiting fellow in Manchester Business School.
- 2009 Bo Edvardsson was awarded Honorary Doctorate, Swedish School of Economics and Business Administration, Hanken.
- On December 3<sup>rd</sup> 2008, Bo Edvardsson was awarded for public service with a Medal from the City of Karlstad.
- 2008 The RESER award; “Commendation for lifetime achievement to scholarship” by The European Association for Service Research.
- 2004 Career Contributions to the Services Discipline Award. Presented by Services Marketing Special Interest Group (ServSig) of the American Marketing Association.
- Editor International Journal of Service Industry Management 2005-2010.
- 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 international symposium on Quality in Services, QUIS 1–11, held every other year since 1988 alternately in Sweden and in the USA. Coordinator of the International Academy of Services Research and Education.
- Opponent at 21 dissertations in Sweden, Finland, Denmark, Norway and England.
- Take part in Executive seminars in Malaysia and Singapore and other countries on a regular basis.
- Invited Key-note speaker at a number of conferences such as THE RESER 2008 conference in Stuttgart September, MarkStrat Helsinki January 22<sup>nd</sup> 2009, Service for The Future ISS National University of Singapore March 2010, Service Innovation Circus Helsinki June 3<sup>rd</sup> 2010, Frontiers In Service Conference Karlstad June 13<sup>th</sup> 2010, Second International Conference on Service Science and Innovation Augusts 9<sup>th</sup> 2010.

## **Published works:**

### **A. Articles, conference papers and book chapters**

#### **2018**

Edvardsson, B., Tronvoll, B., Witell, L. (2018) *An Ecosystem Perspective on Service Innovation*. In Gallouj, and Djella, F. (Eds.) *A Research Agenda for Service Innovation*, (p. 85-102). Cheltenham, UK: Edward Elgar Publishing.

Edvardsson, B., Frow, P., Jaakkola, E., Keiningham, T., Koskela-Huotari, K., Mele, C., Toombs, A. (2018) Understanding How Context Change Foster Service Innovation. *Journal of Service Management*, published online: <https://doi.org/10.1108/JOSM-04-2018-0112>.

Koskela-Huotari, K., Edvardsson, B. and Tronvoll, B. (2018). *Resource integration and the emergence of new resources*. In Vargo, S. L. and Lusch, R. F. (Eds.) *The SAGE Handbook of Service-Dominant Logic*, (p. 372-387). London, UK: SAGE Publications Inc.

Kaartemo, V., Kowalkowski, C. and Edvardsson, B. (2018). *Enhancing the understanding of processes and outcomes of innovation: the contribution of effectuation to S-D logic*. In Vargo, S. L. and Lusch, R. F. (Eds.) *The SAGE Handbook of Service-Dominant Logic*, (p. 522-535). London, UK: SAGE Publications Inc.

Angela Carida, Bo Edvardsson, Maria Colurcio, (2018), "Conceptualizing resource integration as an embedded process: Matching, resourcing and valuing", *Marketing Theory*, sagepub.co.uk/journalsPermissions.nav DOI 10.1177/1470593118772215, pp.1-20.

## 2017

### Published articles

Laura Di Pietro, Bo Edvardsson, Javier Reynoso, Maria Francesca Renzi, Martina Toni, Roberta Guglielmetti Mugion, (2017) "A scaling up framework for innovative service ecosystems: lessons from Eataly and KidZania", *Journal of Service Management*, <https://doi.org/10.1108/JOSM-02-2017-0054>

Keenan D. Yoho, Robert Ford, Bo Edvardsson, Fred Dahlinger, (2017) "Moving "the greatest show on earth" W.C. Coup as an innovation champion", *Journal of Management History*, <https://doi.org/10.1108/JMH-07-2017-0001>  
Permanent link to this document:

Elodie Jouny-Rivier, Javier Reynoso, Bo Edvardsson, (2017) "Determinants of services co-creation with business customers", *Journal of Services Marketing*, Vol. 31 Issue: 2, pp.85-103. **Highly Commended Award.**

Elina Jaakkola, Thomas Meiren, Lars Witell, Bo Edvardsson, Adrienne Schäfer, Javier Reynoso, Roberta Sebastiani, Doris Weitlaner, (2017) "Does one size fit all? New service development across different types of services", *Journal of Service Management*, Vol. 28 Issue: 2, pp.329-347, <https://doi.org/10.1108/JOSM-11-2015-0370>

Stephen L. Vargo, Kaisa Koskela-Huotari, Steve Baron, Bo Edvardsson, Javier Reynoso, Maria Colurcio (2017) A systems perspective on markets – Toward a research agenda. *Journal of Business Research*, Available online 31 March 2017. <http://dx.doi.org/10.1016/j.jbusres.2017.03.011>

### Conference papers

Jasenko, A., Edvardsson, B., Tronvoll, B., Åkesson, A. and Gruber, T. (2017), *Conceptualizing the holistic Customer Experience*, Paper presented at QUIS15 in Porto June 12-15 and included in the conference proceedings.

Gemmel, P., Meijboomb, B., Akkermans, J., De Bergha, T. and Edvardsson, B. (2017), *Coordination Routines in Healthcare to create Value in Handover moments*, Paper presented at QUIS15 in Porto June 12-15 and included in the conference proceedings.

## **Book chapters**

Colurcio, M., Carida, A. and Edvardsson, B. (2017), Conceptualizing Resource Integration to Advance Service Innovation, In Russo, T., Mele, C. and Nuutinen, M. *Innovating in Practice; Perspectives and Experiences*, Springer International, Berlin, pp. 211-238

Holmlid, S., Wetter-Edman, K. and Edvardsson, B. (2017), Breaking free from NSD: Design and service beyond service development in *Designing for Service: Key Issues and New Directions*, Sangiorgi, D. and Prendiville, London, pp. 95-105.

## **2016**

### **Published articles**

Aal, K., Di Pietro, L., Edvardsson, B., Renzi, M.F. and Guglielmetti Mugion, R. (2016), Innovation in service ecosystems, *Journal of Service Management*, Vol. 27 No. 4, pp. 619–651.

Koskela-Huotari, K., Edvardsson, B., Jonas, J.M., Sörhammar, D. and Witell, L. (2016) Innovation in service ecosystems — Breaking, making and maintaining institutionalized rules of resource integration. *Journal of Business Research*, 69 (8), 2964–2971.

Ben Letaifa, Soumaya, Edvardsson, Bo and Tronvoll, Bård., 2016, The role of social platforms in transforming service ecosystems, *Journal of Business Research*. Published on line.

Åkesson, Maria, Skålén, Per, Edvardsson, Bo and A. Stålhammar, Anna, 2016, Value proposition test-driving for service innovation: How frontline employees innovate value propositions. *Journal of Service Theory and Practice* [Formerly known as *Managing Service Quality*]. Vol. 26, No. 3 pp. 338 – 362. Highly Commended Award from Emerald Publishing 2017.

Skålén P., and Edvardsson, B., 2016, Transforming from the Goods to the Service-Dominant Logic, *Marketing Theory*. Vol. 16, No.1, pp. 101–121

## **2015**

### **Published articles**

Lars Witell, Laurel Anderson, Roderick J Brodie, Maria Colurcio, Bo Edvardsson, Per Kristensson, Line Lervik-Olsen, Roberta Sebastiani, Tor Wallin Andreassen., 2015, Exploring dualities of service innovation: implications for service research, *Journal of Services Marketing*. Vol 29, No 6/7. pp. 436-441.

Edvardsson, B., 2015, Invited Commentary – Relative or absolute measures and metrics: That is the question *Global Economics and Management Review* Vol. 20, No. 4, pp. 26–27.

Skålen, P., Aal, K., and Edvardsson, B. 2015, Co-creating the Arab Spring: Understanding Transformation of Service Systems in Contention, *Journal of Service Research*, Vol. 18, No. 3. pp. 250-264.

## Conference papers

Caridà, A., Colurcio, M., and Edvardsson, B. 2015, *Modes of resource integration driving value co-creation. an empirical investigation in virtual brand communities, (VBCs)*, Paper presented at Naples Forum June 9-12 2015, University of Naples, Italy.

Tuominen, T., Edvardsson, B. and Reynoso, J. 2015, *Actors inhibiting and enabling Service Innovation: Bringing the Performative View on Organisational Routines to Service Innovation*, QUIS 14 Conference, Jun 10-13 2013, China Europe International Business school (CEIBS) and Fudan University, Shanghai China.

Stampacchia P., Colurcio M., and Edvardsson, B. 2015, *Value in use in social context: Analysing how social actors co-create value*, Paper presented at Naples Forum June 9-12 2015, University of Naples, Italy.

## 2014

### Published articles

Witell, L., Edvardsson, B., Meiren, T., and Schäfer, A. 2014, New Service Development in Manufacturing Firms – Similarities and Differences with New Service Development and New Product Development, *The Journal of Applied Management and Entrepreneurship*, Vol. 19, No. 3, pp. 35-49.

Åkesson, M., Edvardsson, B., and Tronvoll, B. 2014, Customer Experience from a Self-service System Perspective, *Journal of Service Management*, Vol. 25, No. 5, pp. 677-698.

Xu, Y., Tronvoll, B., and Edvardsson, B. 2014, Recovering service failure through resource integration, *The Service Industries Journal*, Vol. 34, No. 16, pp. 1253-1271.

Wetter-Edman, K., Sangiorgi, D., Edvardsson, B., Holmlid, S., Grönroos, C., and Mattelmäki, T. 2014, Design for Value Co-Creation: Exploring Synergies Between Design for Service and Service Logic, *Journal of Service Science*, Vol. 6, No. 2, pp. 106-121

Edvardsson, B., Kleinaltenkamp, M., Tronvoll, B., McHugh, P., and Windahl, C. 2014, Institutional logics matter when coordinating resource integration, *Marketing Theory*, Vol. 14, No. 4, pp. 1-19.

Xu, Y., Marshall, R., Edvardsson, B., and Tronvoll, B. 2014, Show you care: initiating co-creation in service recovery, *Journal of Service Management*, Vol. 25, No. 3, pp. 369-387.

Edvardsson, B., Kowalkowski, C., Strandvik, T., and Voima, P. 2014, Negative Critical Waves in Business Relationships: An Extension of the Critical Incident Perspective, *Journal of Business & Industrial Marketing* Vol. 29, No. 4, pp. 284-294.

Gremyr, I., Witell, L., Löfberg, N., Edvardsson, B., and Fundin, A. 2014, Understanding new service development and service innovation through innovation modes, *Journal of Business & Industrial Marketing*, Vol. 29, No. 2, pp. 123-131.

Klaus, P. and Edvardsson, B. 2014, The road back to relevance – how to put marketing (and marketing scholars) back on the Top Managements’ agendas, *Journal of Service Management*, Vol. 25, No. 2, pp. 166-170. Guest Editorial.

Klaus, P., Edvardsson, B., Keiningham, Timothy, L. and Gruber, T. 2014, Getting “In” with the crowd: how put marketing back on the CEOs agenda, *Journal of Service Management*, Vol. 25, No. 2, pp. 195-212.

### **Conference papers**

Colurcio, M., Edvardsson, B., and Carida, A. 2014, “Resource integration in innovation processes: a literature review”. Paper presented at the 2<sup>nd</sup> International Conference on the Human Side of Service Engineering Krakow, Poland. July 19-23, 2014

Edvardsson B., Tronvoll, B., and Witell, L. 2014, “Key concepts in Service Innovation Research - ACTORS, RESOURCES AND INSTITUTIONS”. Paper presented at the American marketing Association ServSig conference “Services Marketing in the New Economic and Social Landscape”, Thessaloniki June 13 15, 2014.

Klaus, P. and Edvardsson, B. 2014, “The role of service systems in executing customer-service experience strategies: A critical examination of existing practices,” Paper presented at 13th International Research Conference in Service Management, La Londe les Maures, France, May 27-30, 2014.

### **Book chapters**

Edvardsson, B. 2014, Service-Dominant Logic and Service Science as Lenses for Service Productivity. Book chapter in “*Driving Service Productivity. Value-Creation Through Innovation*”. Bessant, J., Lehmann, C., and Möslein, K.M., Eds. Springer, New York, pp. 73-94.

Witell, L., Myhrén, P., Edvardsson, B., Gustafsson, A., and Löfberg, N. 2014, Servitization of Capital Equipment Providers in the Pulp and Paper Industry. Book chapter in “*Servitization in Industry*”. Gunter Lay (Ed.), Springer, Berlin, pp. 151-164.

Klaus, Ph. and Edvardsson, B. 2014, “Striking the Right Balance: How to design, Implement, and Operationalize Customer Experience Management Programs”, Article published as a chapter in the book *Managing Customer Service*, Baglieri, Enzo and Kurmarkar Editors, Springer, pp. 69-90.

Edvardsson, B., Gustafsson, A., Kristensson, P., Tronvoll, B. and Witell, L. 2014, New service development from the perspective of value co-creation in a service system. Book chapter in “*Handbook on Research in Service Marketing*,” Roland T. Rust and Ming-Hui Hung, Eds. Edward Elgar, Boston, pp. 346-369.

## **2013**

### **Published articles**

Rajagopal, Ss., Guo, L and Edvardsson, B. 2013, Role of resource integration in adoption of medical tourism service, *International Journal of Quality and Service Sciences*, Vol. 5, No. 3, pp. 321 – 336.

Edvardsson, B., Gloria, N., Choo, Z. M., and Firth, R. 2013, Why is service-dominant logic based service system better? *International Journal of Quality and Service Sciences*, Vol. 5 No. 2, pp. 171-190.

Roos, I., Löfgren, M., Edvardsson, B. (2013) Customer-Support Service From a Relationship Perspective: Best Practice from Telecom, *Management Research and Practice*, Vol. 5, No. 2, pp 5-21.

Edvardsson, B., and Tronvoll, B. 2013, A new conceptualization of service innovation grounded in S-D logic and service systems, *International Journal of Quality and Service Sciences*, Vol. 5 No. 1, pp. 19-31.

Edvardsson, B., Meiren, T., Schäfer and Witell, L. 2013, Having a Strategy for New Service development – Does it really Matter? *Journal of Service Management*, Vol. 24, No. 1, pp. 25-44.

### **Conference paper**

Åkesson, M., and Edvardsson, B. 2013. *Role constellations in self-service based systems*. Nordic Academy of Management Conference, August 21-23, University of Iceland, Reykjavik, Iceland.

Klaus, P., and Edvardsson, B. 2013, “A critical examination of service system’s role in implementing customer experience strategies.” Cambridge Academic Design Conference, Cambridge, England, September 4-5.

Åkesson, M., and Edvardsson, B. 2013, ”The role constellation in self-service based systems”, Paper presented at 22nd Nordic Academy of Management Conference, University of Iceland Reykjavik, Iceland.

Edvardsson, B., Tronvoll, B. and Witell, L. 2013, *A conceptualisation of service innovation as reconfiguration of actors, resources and institutions*, Paper presented at First International Workshop on Service Innovation Research, September 18-20, University of Magna Graecia of Catanzaro. In proceeding volume ISBN 978-88-548-6301-9.

Klauss, P., and Edvardsson, B., 2013. *Measuring customer experiences and value-in-context through the lens of Service-Dominant-Logic*, Service Frontiers conference, July 3-5, National Taiwan University, Taipei, Taiwan.

Edvardsson, B., Kleinaltenkamp, M., McHugh, P., Tronvoll, B., Watts, J., and Windahl, C. 2013, *Institutional logics matter*, Naples Forum, June 18-21 2013, University of Naples, Italy.

Finsterwalder, J., Edvardsson, B., 2013, *The Actors’ Personalities and Value Co-Creation in Service Systems* Naples Forum, June 18-21 2013, University of Naples, Italy.

Åkesson, M., Edvardsson, B., and B., Tronvoll, 2013, *What drives customer experiences?* Naples Forum, Jun 18-21 2013, University of Naples, Italy.

Wetter-Edman, K., Sangiorgi, D., Edvardsson, B., Holmlid, S., Grönroos, C., and Mattelmäki, T. 2013, *Design for Service comes to Service Logic*, Naples Forum, June 18-21 2013, University of Naples, Italy.

Witell, L., Edvardsson, B., Meiren, T., and Schäfer, A, 2013, *The truth of service innovation in manufacturing firms: Same, same, but different*, QUIS 13 Conference, June 10-13 2013, Karlstad University Sweden.

Finsterwalder, J., and Edvardsson, B. 2013, *The influence of personality systems on value co-creation in service systems*, QUIS 13 Conference, June 10-13 2013, Karlstad University Sweden.

### **Book chapter**

Edvardsson, B., Enquist, B., and Sebhatu, S.P. 2013 The important role of shared values in a sustainable service business. In *Service Customers: Global Services Marketing Perspectives*, Fisk, R., Russel-Bennett, R Harris, L., Tilde University Press, Prahran, Australia.

### **2012**

#### **Published articles**

Ford, C., Edvardsson, B., and Enquist, B., 2012 Managing the Innovation Co-creation Challenge: Lessons from Service Exemplars Disney and IKEA. *Organizational Dynamics*, Vol. 41, pp. 281-290.

Pareigis, J., Echeverri, P., and Edvardsson, B., 2012, Exploring internal mechanisms forming customer servicescape experiences. *Journal of Service Management*, Vol. 23, No. 5, pp. 677-695.

Perks, H, Gruber, T. and Edvardsson, B., 2012, Co-creation in Radical Service Innovation: A Systematic Analysis of Micro level Processes, *Journal of Product Innovation Management*, Vol. 29, No. 6, pp. 1-17.

Strandvik, T., Holmlund, M. and Edvardsson, B., 2012, Customer Needing: A Challenge for the Seller Offering. *Journal of Business and Industrial Marketing*, Vol. 27, No. 1-2, pp. 132-141.

Walter, U. and Edvardsson, B., 2012, The physical environment as a driver of customers' service experience at restaurants, *International Journal of Quality and Service Science*, Vol. 4, No. 2, pp. 104-119.

Gebauer, H., Edvardsson, B., and Paulo, M., 2012, A capability perspective on service business development small and medium-sized suppliers, *Scandinavian Journal of Management*, Vol. 28, No. 4, pp. 321-339.

Olsson, L. E, Friman, M, Pareigis, J, Edvardsson, E., 2012, Measuring Service Experience: Applying the satisfaction with travel scale in public transport, *Journal of Retailing and Consumer Services*, Forthcoming.

Wägar, K, Roos, I, Ravald, A and Edvardsson, B., 2012, My Customers are in my Blind Spot: Are they changing and I cannot see it? *Journal of Service Research*, Vol. 15, No. 2, pp. 150-165.



Edvardsson, B., Kristensson, P., Magnusson, P., and Sundström, E. 2012 Customer integration in service development and innovation – methods and a new framework, *Technovation*, Vol. 32, No. 7-8, pp. 419-429. (Journal impact factor 3.287)

Edvardsson, B., Tronvoll, B., and Skälén, P. 2012, Service systems as a foundation for resource integration a value co-creation, *Review of Marketing Research*, Vol. 9, No. 2, 79-126.

Paiola, M., Gebauer, H., Edvardsson, B. 2012, Service Business Development in Small- to Medium-Sized Equipment Manufacturers, *Journal of Business-to-Business Marketing*, Vol 19, No. 2, pp. 33-66.

### **Conference papers**

Magnusson, P, Edvardsson, B. and Hipp C., 2012, *Initiating and nurturing service transition in manufacturi* Paper presented at AMA SERVSIG conference, Helsinki June 4-7.

Edvardsson, B. and Tronvoll, T., 2012, Conceptualizing Service Innovation: Value co-creating Relationships Service Systems. Paper presented at Nord2012, Umeå October 10-13.

Klaus, P., Edvardsson, B. and Maklan, S., 2012, Developing a typology of customer experience management practice – from preservers to vanguards, Paper presented at 12<sup>th</sup> International Research Conference in Service management, conference proceedings “*Marketing, Strategy, Economics, Operations and Human Resources: Insights on Service Activities*”, pp. 279-300.

Durant, A, Edvardsson, B and Dominique, I., 2012, What drives customer value in composed service system The case of mountain resorts, Paper presented at 12<sup>th</sup> International Research Conference in Service management, conference proceedings “*Marketing, Strategy, Economics, Operations and Human Resources: Insights on Service Activities*”, pp. 152-172.

Klaus, Ph., Edvardsson, B. and Maklan, S., 2012, “Developing a typology for customer experience practice”. Academy of Marketing Conference, Southampton, United Kingdom, July 2012.

### **Book chapter**

Edvardsson, B, Witell, L., 2012, “Tjänstekvalitet”. Book chapter in *Den svenska tjänstesektorn*. Studentlitteratur, Lund. In Swedish

## **2011**

### **Published articles**

Tronvoll, B, Brown, S. W, Gremler, D. and Edvardsson, B., 2011, Paradigms in service research, *Journal of Service Management*, Vol. 22, No. 5 pp. 560- 585. Highly commended award by Emerald.

Edvardsson, B., Enquist, B. 2011, The service excellence and innovation model: Lessons from IKEA and oth service frontiers, *Total Quality Management*, Vol. 22, No. 5, pp. 535-551.

Edvardsson, B., Tronvoll, B., Höykinpuro, R. 2011, Complex service recovery processes: how to avoid triple deviation, *Managing Service Quality*, Vol. 21 No. 4, pp. 331 – 349. Highly commended award by Emerald.

Pareigis, J., Edvardsson, B., Enquist, B. 2011, Exploring the role of the service environment in forming customer's service experience. *International Journal of Quality and Service Sciences*, Vol. 3, No. 1, pp. 110-124.

Edvardsson, B., Ng, G., Zhi Min, C., Firth, R., Ding, Y. 2011, Does Service-Dominant Design Result in a Better Service System? *Journal of Service Management*, Vol. 22, No. 4, pp. 540-556.

Rindell, A. Edvardsson, B. and Strandvik. T. 2011, Mapping the Role of the Consumers' Image-in-use of Companies, *Journal of Product and Brand management*, Vol. 19, No. 6, pp. 423-431.

Edvardsson, B. Tronvoll, B. and Gruber, T. 2011, Expanding understanding of service exchange and value creation: a social construction approach, *Journal of the Academy of Marketing Science*, Vol. 39, No. 2, pp. 333-339.

### **Conference papers**

Enquist, B., Edvardsson, B., Sebhatu, S. P. 2011, Values Resonance as a Basis for Values based Service Business, Cambridge Service Forum, September 22-23.

Tronvoll, B., Edvardsson, B. 2011, Components of a Complex Service System, Cambridge Service Forum, September 22-23. Best paper award.

Wäger, K., Roos, I., Ravald, A., Edvardsson, B. 2011, Introducing the concepts of asymmetry and blind spot into service research to better understand relationship behaviors. QUIS 12 Conference, June 2-11, 2011, Cornell University, USA.

Edvardsson, B., Meiren, T., Schäffer, A., Witell, L. 2011, Customer Integration in NSD: Are there any differences between manufacturing and service companies? QUIS 12 Conference, June 2-11 2011, Cornell University, USA.

Tronvoll, B., Edvardsson, B., Vargo, S. L., 2011, What we see depends on how we look at it; - using an ontological framework to describe service systems, Forum on Service - Capri, 14th-17th June 2011

Enquist, B., Edvardsson, B., Sebhatu, S. P. 2011, Corporate Governance & Corporate Social Responsibility : Resources in S-D logic for Values Based Service Business- An explorative study of IKEA, Starbucks and H&M, Forum on Service - Capri, 14th-17th June 2011.

Ng, G., Zhi Min, C., Firth, R., Yi, D. 2011, How is a service based on Service-Dominant Design superior to Goods-Dominant Design? Paper presented at IJCSS (International Joint Conference on Service Sciences 2011) Taipei May 25-27 2011.

Edvardsson, B., Tronvoll, B. 2011, Value co-creation and value-in-context: - Understanding the influence of duality of structures. Paper presented at IJCSS (International Joint Conference on Service Sciences 2011), Taipei, May 25-27, 2011.

Stanworth, J., Edvardsson, B., Hsu, R-Hu, 2011, Internal Service; Drivers of (Dis)satisfaction in the Chinese Context. Paper presented at IJCSS (International Joint Conference on Service Sciences 2011), Taipei May 25-27 2011.

## 2010

### Published articles

Roos I., Gustafsson A., Edvardsson B. and Landmark P., 2010, Should we differentiate between business and private customers? *Management Research Practice*, Vol. 2 No. 3, pp. 249-263

Heinonen, K., Strandvik, T., Mickelsson, K-J., Edvardsson, B and Sundström., E., 2010, A Customer-dominant Logic of Service, *Journal of Service management*, Vol. 21, No. 4, pp. 531-548.

Edvardsson, B., Gustafsson, A. and Roos, L-U. 2010, Improving the prerequisites for customer satisfaction and performance: a case study of policy deployment in a global truck company. *International Journal of Quality and Service Science*, Vol. 2, No. 2, pp. 239-258.

Edvardsson, B., Enquist, B., and Johnston, B., 2010, Design Dimensions of Experience Rooms for Service Technicians: Case Studies in Several Service Contexts. *Managing Service Quality*, Vol. 20, No. 4, pp. 312-327.

Water, U., Edvardsson, B., and Öström, Å. 2010, Drivers of Customers' Service Experiences: A Study in the Restaurant Industry. *Managing Service Quality*, Vol. 20, No. 3, pp. 236-258.

Gebauer, H., Edvardsson, B. and Bjurklo, M., 2010, The Impact of Service orientation in Corporate Culture on Business Performance in Manufacturing Companies, *Journal of Service Management*, Vol. 21, No. 2, pp. 175-188.

Svaeri, S., Svensson, G., Slåtten, T., and Edvardsson, B., 2010, 'A DIP Construct of Perceived Justice in Negative Service Encounters and Complaint Handling in the Norwegian Tourism Industry', *Managing Service Quality*, Vol. 20, No. 1, pp. 26-45.

Gebauer, H., Paiola, M., and Edvardsson, B., 2010, Cultural Change in the context of Re-structuring Manufacturing Firms: Towards Service Orientation. *Journal of Service Management*, Vol. 21, No.2, pp.237-259.

Gebauer, H., Edvardsson, B., Gustafsson, A. and Witell, L., 2010, Match or Mismatch: Strategy-Structure Configurations in the Service Business of Manufacturing Companies, *Journal of Service Research*. Vol. 13, No. 2, pp. 198 –215.

Paiola, M., Gebauer, H and Edvardsson, B. 2010, Service business development in small and medium capital goods manufacturing companies, *Managing Service Quality*, Vol. 20, No. 2, pp. 123-139.

### **Conference papers**

Witell, L. Gremyr, I. Löfberg, N., and Edvardsson, B. 2010, *Exploring Modes of Innovation in Services*. Paper presented at Vinnova Service conference, Linköping April 13<sup>th</sup>.

### **Book chapters**

Edvardsson, B., Gustafsson, A., Kristensson, K., and Witell, L., 2010, Service Innovation and Customer Co-development. In Maglio, P. P., Kieliszewski, A. A and Spohrer, J. C., (Eds.), *Handbook of Service Science*, Springer, New York.

Edvardsson, B., Gustafsson, A., Kristensson, K., and Witell, L., 2010, Customer Integration in service innovation, In Gallouj, F and Djellal, F., *The Handbook of Innovation and Services*, Edward Elgar, Ma USA.

Edvardsson, B., Kristensson, P., Magnusson, P., and Sundström, E., 2010, Customer integration in service development and innovation – methods and a new framework, Working paper Karlstad University Press.

### **2009**

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