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Anders Gustafsson



Professor Anders Gustafsson
Karlstad University
Service Research Center
SE-652 18 Karlstads
Sweden

+46-54-7001556 (office)
Anders.Gustafsson@kau.se

EDUCATION

Professor of Business Administration, Karlstad University, (2004)

Docent in Quality Management (Operations Management), Linköping Institute of Technology, Linköping University, (1999)

Ph. D. in Quality Management (Operations Management), Linköping Institute of Technology, Linköping University, (1996)

Licentiate of Engineering, Linköping Institute of Technology, Linköping University, (1993)

Master of Science in Industrial Engineering and Management (Main subject Quality Technology), Linköping Institute of Technology, Linköping University, (1990)

HONORS AND AWARDS

Emerald publishers chose "Developing successful technology-based services: the issue of identifying and involving innovative users", published in the *Journal of Services Marketing*, (2006), Vol 20 No. 5, as one of the most noteworthy articles during October



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(2006). Each month Emerald publishes on average 450 new research articles and case studies. The article was co-authored by Jonas Matthing, Per Kristensson and A. Parasuraman.

Executive Book Summaries Award for publishing one of the best business books of 2000 “*Improving Customer Satisfaction, Loyalty and Profit*” co-authored by Michael D. Johnson

Awarded the Akao Prize in 1999 for excellence in practice and dissemination of QFD.

Awarded the Olle Jonson Award for best Master's Thesis in the Quality Area in 1990. “Proposal for new measurements of poor-quality costs at Valmet-Karlstad”

APPOINTMENTS

Professor of Business Administration, Karlstad University, (2004)

Board member, Steelgate, Kristenehamn, 2006 --

Board Member, The Packaging Media Lab, The Packaging Arena, Karlstad, Sweden, 2005 --

Guest Professor at Arizona State University, AZ, USA, January – April 2007

Director at the Service Research Center, Karlstad University, 2004--2006

Research Director at the Service Research Center, Karlstad University, 2003/2004

Guest Professor at University of Michigan Business School, MI, USA, July to August 2005, August 2004, July 2003, June to August 2002, and August to September 2000

Board Member, Center for Market-Oriented Product and Production Management, Johannes-Gutenberg University, Mainz, Germany

Research Scientist, Quality Technology and Management, Linköping Institute of Technology, Linköping University, 1996-2000

Guest Scholar at National Quality Research Center, University of Michigan Business School, MI, USA, January to June 1995

Research Assistant, Quality Technology, Linköping Institute of Technology, Linköping University, 1991-1996

Designer (Paper Machinery), Valmet-Karlstad, Karlstad, Sweden, 1985-1988

COURSES TAUGHT

Degree Program Courses at Karlstad University

- Business Development (D level, 2000-2003)
- Marketing (Ph.D. level, 2000 and 2002)



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- New Product and Service Development (D level, since 1999)
- Operations Management (B level, since 1997)
- Quality Management (C and D level, since 1999)
- Quantitative Methods (Ph.D. level, 2000-2002)
- Services and IT (C level, 2000-2001)
- Service Management and Service Development (Ph.D. level, 2002)
- Writing Scientific Articles (Ph. D. level, 2004)

Degree Program Courses at Linköping University

- Quality Management, Basic Course (C-level, 1989-1998)
- Quality Management, Advanced Course (D-level, 1990-1998)
- Quality Function Deployment (Ph. D. level, 1997)
- LISREL (Ph. D. level, 1997)

Executive Program Courses

- New service development, Svenska handelshögskolan – Hanken (2005 --)
- Quality Management, Johannes-Gutenberg University, Mainz (2002-2003)

DISSERTATION COMMITTEES

- Bård Tronvoll (Marketing)*
- Sværi Sander (Marketing)*
- Martin Löfgren (defended 2006, Marketing)*
- Bodil Sandén (defended 2007, Marketing)*
- Jonas Matthing (defended 2004, Marketing)*
- Lisa Nyberg (Licentiate thesis 2002, Marketing)
- Per Kristensson (defended 2003, Economic Psychology)
- Lars Nilsson (defended 2002, Quality Management)

* Committee Chair

RESEARCH GRANTS

- Vinnova (LEKA) (2008 – 2010)
- Länsstyrelsen i Värmland (2006 – 2008)



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- TeliaSonera, Landstinget i Värmland and SIF (2004)
- TeliaSonera (2003)
- KK- foundation (2001)
- Vinnova (2001)
- Swedish Institute for Quality (2001)
- Social Insurance Agency in Sweden (1999, 2000, 2001 and 2002)
- Volvo Cars (1999)
- Volvo Foundation (1998)
- Nutek in the INPRO program (1997 and 1998)

PROFESSIONAL AFFILIATIONS

- Service Leadership fellow (Arizona State University), 2004--

PROFESSIONAL SERVICES

Editorial Board

- Associate editor of *International Journal of Service Industry Management*, 2004-
- Member of the Editorial Review Board for *Journal of Business Research (JBR)*, 2007-
- Member of the Editorial Review Board for *Journal of Service Research (JSR)*, 2007-
- Guest editor of *Managing Service Quality* special issue from the QUIS9 Symposium – Service Excellence in Management (2005) Vol 15 (2) together with Bo Edvardsson
- Guest editor of *International Journal of Service Industry Management*, special issue from the QUIS9 Symposium – Service Excellence in Management (2005), Vol 16 (2)

Ad Hoc Reviewer:

- Marketing Letters
- Journal of Consumer Behavior
- Journal of Marketing
- International Journal of Innovation and Technology Management
- Journal of Production Economics
- Journal of Service Research
- Sociological Methods & Research
- EMAC (European Marketing Conference)
- SERVSIG (Services Marketing Special Interest Group) conference
- The IBM Systems Journal



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Conferences:

- Co-chair for the service marketing track on the 36'th EMAC conference, Island May 2007
- Co-chair on the 3rd Nordic Workshop on Relationship Dissolution (NoRD 2004),
- Co-chair and Scientific Advisory Board Member: Seventh International Research Symposium on Service Quality (QUIS9), Karlstad, Sweden, June 2004.
- Scientific Advisory Board Member: Seventh International Research Symposium on Service Quality (QUIS7), Karlstad, Sweden, June 2000.
- Organizer for the Third Annual International QFD Symposium in Linköping, Sweden, October 1997.

Scientific leader:

- Board member of CTF, Karlstad University, 2004 --
- Director of CTF (The service Research Center) Karlstad University, 2004-2006
- Scientific Director of CTF (The service Research Center) Karlstad University 2003/2004.
- Member of the steering committee of the KK-program on User-driven service development at Karlstad University (at present)
- Project leader for two sub-project in the KK-program on User-driven service development (CRM together with Telia Sweden and Swedish Excellence Index with SIQ – Swedish Institute for Quality).
- Project leader for the KK-project on work and leisure at Karlstad University, (1999-2002)
- Project leader when the KK-project called humanit was started at Karlstad University (1999)
- Project leader for the research project around product development (Quality Function Deployment) at the quality management and technology department, Linköping University (1990-1998)

Dissertation Reviewer:

- *Grading Committee*, Patrik Wikström, Ph. D. Dissertation, Reluctantly Virtual, Karlstads university, Karlstad, 2006
- *1'st Opponent*, Nina Veflen Olsen, Ph. D. Dissertation, Incremental Product Development – Four essays on activities, resources, and actors, BI Norwegian School of Management, Oslo 2006
- *Opponent*, Johan Lilja, Lic. Dissertation, Quality Practise and Customer Value, Luleå Technical University, Luleå 2005
- *Proposal opponent*, Liv Karin Slåttebrekk, Seeing is (Like) Believing? Investigating the Effect of Interruption on Information Assessment, BI Norwegian School of Management, Oslo 2005
- *Grading Committee*, Anders Fundin, Ph. D. Dissertation, Dynamics of Quality Attributes Over Life Cycles of Goods and Services, Chalmers University of Technology, 2005



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- *Reviewer* of Hannele Kauppinens, Ph. D. Dissertation, "Colours as non-verbal signs on packages", Swedish School of Economics and Business Administration, Helsingfors, 2004
- *Opponent*, Kristina Heinonen, Ph.D. Dissertation, "Time and location as customer perceived value drivers", Swedish School of Economics and Business Administration, Helsingfors 2004
- *Grading Committee*, Martin Ljungström, Ph.D. Dissertation, "Implementation of a Work Development Oriented Strategy for Continuous Improvements", Luleå Technical University, Luleå, 2004
- *Opponent*, Simon Schutte, Lic. Dissertation, "Designing Feelings into Products", Linköping University, Linköping 2002.
- *Opponent*, Ritva Kinnuens Ph.D. Dissertation "Creating and Testing of Service Ideas and Service Production Concepts", Swedish School of Economics and Business Administration, Helsingfors, Helsingfors 2001.
- *Grading Committee* Cristina Baptistas Ph.D. Dissertation "Buying Behavior and Long-term Relationships in the Metal Mining Industry", Luleå Technical University, Luleå 2001
- *Opponent*, Anne Cathrina Bechs Ph.D. Dissertation "Anvendelse af Quality Function Deployment til markedorienteret produktudvikling i fødevarerindustrien", Århus Business School, 2000

Industry Consulting and Seminar Clients:

- ABB
- CFI
- Centrum för Marknads Analys (CMA)
- CTcon GmbH, Germany
- Daimler Chrysler, Germany
- Ipsos-Eureka
- Eico Consultants, Malaysia
- Ericsson
- Folksam
- Försäkringskassan
- Hilti
- Nutek
- Sandholm Associates
- SAS
- SBAB
- SIF
- Sandviken Coromant
- Statistikkonsulterna
- Svenska Gallup
- Telia
- Tetra Pak
- Vattenfall
- Volvo Business System
- Volvo Car Corporation
- Vägverket



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PUBLICATIONS

JOURNALS

1. Roos, Inger and Anders Gustafsson Understanding Frequent Switching Patterns - a Crucial Element in Managing Customer Relationships, *Journal of Service Research*, forthcoming
2. Matthing, J. and A. Gustafsson, Customer involvement in new service development: A market and learning oriented approach to innovation, *International Journal of Innovation Management*, forthcoming
3. Matthing, J., P. Kristensson, A. Gustafsson, and A. Parasuraman (2006) "New Service Development: A Matter of Finding Innovative Users, *Journal of Services Marketing*, Vol 20 No. 5, pp. 288-297
4. Roos, Inger, Anders Gustafsson and Bo Edvardsson (2006), "Defining Service Quality for Customer-Driven Business Development - a Housing-Mortgage Company Case," A Special Issue of *The International Journal of Service Industry Management*, Vol. 17, No. 2, pp. 207-223.
5. Roos, Inger, Anders Gustafsson and Bo Edvardsson (2005), "The Role of Customer Clubs in Recent Telecom Relationships," *International Journal of Service Industry Management* 16 (5)
6. Gustafsson, A., M. D. Johnson and I. Roos (2005) "The Effects of Customer Satisfaction, Relationship Commitment Dimensions and Triggers on Customer Retention," *Journal of Marketing*, Volume 69, Number 4 (October): pp 210-218
7. Edvardsson, B, A. Gustafsson and I. Roos (2005) Service Portrays and Service Constructions – A Critical Review Through the Lens of the Customer, *International Journal of Service Industry Management*, 1(16): pp 107-121
8. Gustafsson, Anders and Michael D. Johnson, (2004) "Determining Attribute Importance in a Customer Satisfaction Model," *Journal of Service Research*, 7: pp 124-141
9. Gustafsson, A., I. Roos and B. Edvardsson, (2004) "Customer Clubs in Telecommunications - A Relationship Marketing Perspective", *Managing Service Quality*, 14(2/39), pp 157-168
10. Kristensson, P., A. Gustafsson and T. Archer, (2004) "Harnessing the Creative Potential among Users" *Journal of Product Innovation Management*, 21, 4-14
11. Roos, I., Edvardsson, B., A. Gustafsson, (2004), Customer Switching Patterns in Competitive and Non-competitive Service Industries, *Journal of Service Research*, 6(3), 256-271
12. Gustafsson, A., L. Nilsson and M. D. Johnson Quality Practices in Service Organizations, (2003), *International Journal of Service Industry Management*. 14(2), 232-244
13. Gustafsson, A. and M. Johnson (2002) "Measuring and Managing the Satisfaction - Loyalty - Performance Links at Volvo", *Journal of Targeting*



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10(3).Pp 249-258

14. Johnson, Michael D., Andreas Herrmann, and Anders Gustafsson, (2002) "Customer Satisfaction over Industries, Countries and Time," *Journal of Economic Psychology* 23. pp 749-769
15. Johnson, Michael D., Anders Gustafsson, Tor Wallin Andreassen, Line Lervik and Jaesung Cha (2001), "The Evolution and Future of National Customer Satisfaction Index Models," *Journal of Economic Psychology*, **22** (2). Pp 217-245.
16. Nilsson, Lars, Michael D. Johnson and Anders Gustafsson (2001) "The Impact of Quality Practices on Customer Satisfaction and Business Results: Product versus Service Organizations" *Journal of Quality Management* **6** (1). Pp 5-27.
17. Edvardsson, B., M. D. Johnson, A. Gustafsson, and T. Strandvik (2000) "The Effects of Satisfaction and Loyalty on Profits and Growth - Products versus Services." *Total Quality Management Journal* **11**(7), pp917-927
18. Gustafsson, A., F. Ekdahl, K. Falk and M. D. Johnson (2000). "Linking Satisfaction to Design - A Key to Success for Volvo". *Quality Management Journal* **7**(1), pp 27-38.
19. Ekdahl, F., Gustafsson, A. and B. Edvardsson (1999) "Customer Oriented Service Development at SAS" *Managing Service Quality*, **9**(6), pp403-410
20. Gustafsson, A., F. Ekdahl and B. Bergman (1999). "Conjoint Analysis - A Useful Tool in the Design Process". *Total Quality Management* **10**(3): 327-343
21. Gustafsson, A., F. Ekdahl and B. Edvardsson (1999) Customer Focused Product Development in Practice - A Case Study at Scandinavian Airlines System (SAS) *International Journal of Service Industry Management*. **10**(4): pp 344-358
22. Herrmann A., M. Johnson, M., A. Gustafsson and, F. Huber (1999), "Transformation von Kundenzufriedenheitsurteilen in Produktqualitätsvorgaben" *Zeitschrift für Planning* **10**: 117-131
23. Herrmann, A., F. Huber, A. Gustafsson and I. Vetter (1999) "Ein integrativer Ansatz zur Produktentwicklung und Kundenzufriedenheitsmessung". *Controlling - Zeitschrift für erfolgsorientierte Unternehmenssteuerung*, **11**(11), pp509-517
24. Gustafsson, A. (1997). "The New Quality Tools." *Total Quality Management* **8**(2&3): 167-172.
25. Gustafsson, A. and M. D. Johnson (1997). "Bridging the Quality - Satisfaction Gap." *Quality Management Journal* **4**(3): 27-43.

WORK IN PROGRESS

1. Gustafsson, A., L. Witell, M. J. Bitner and M. D. Johnson, "Improving the Customer Orientation Process"
2. Johnson, M, Jae Cha and Anders Gustafsson, Strategic alignment research based on the ASCI



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3. Gustafsson, A, Michael Johnson and Lars Witell, Customer Orientation, Market Orientation and Profit, research based on data from TeliaSonera and a larger web based survey
4. Löfgren, M, L. Witell, and A. Gustafsson, Customer Satisfaction in the First and Second Moment of Truth – An Evaluation of Customer Satisfaction at Point of Purchase and After Consumption re-submitted to the Journal of Marketing Theory and Practice
5. Witell, Gustafsson, Johnson and Sanden, Customer Involvement in the Phases of the Product and Service Development Process: Impact on Financial Performance
6. Witell, L., Kristensson, P. and Gustafsson, A The Effects of Customer Involvement on New Product Ideas in Comparison to Traditional Market Research Techniques
7. Brown, S., A. Gustafsson and L. Witell, Successful transformation of product dominant companies into service providers
8. Bolton, R., Crina Tarasi and A. Gustafsson Building Actionable Market Segments Based on Cash Flow Characteristics

BOOKS

1. Edvardsson, B, A. Gustafsson, P. Kristensson, P. Magnusson, and J. Matthing (eds.) (2006), "Involving Customers in New Service Development", Imperial College Press
2. Edvardsson, B, A. Gustafsson, Robert Johnston and Stephen Brown (eds.) (2004) "*Service Excellence in Management: Interdisciplinary Contributions*", Karlstad University Press, Karlstad
3. Gustafsson, A., and M. Johnson (2003) "*Competing in a Service Economy: How to Create a Competitive Advantage through Service Development and Innovation*" Jossey-Bass, San Francisco. Also, published in Spanish by Panorama in 2004 and Chinese by Science&Culture in 2004.
4. Edvardsson, B., A. Gustafsson, M. D. Johnson and B. Sandén (2000) *New Service Development in the New Economy*, Studenlitteratur, Lund
5. Gustafsson, A., A. Herrmann, and F. Huber (eds.) (2000) "*Conjoint Measurement - Methods and Applications*" Springer Verlag, Berlin
6. Johnson, M. D. and A. Gustafsson (2000) "*Improving Customer Satisfaction, Loyalty and Profit: An Integrated Measurement and Management System*" Jossey-Bass, San Francisco. Also published in Japanese in August 2001 by Diamond Publishers, Tokyo, Japan, in Chinese in August 2002 by the Productivity Center, and Italian in August 2003 by Guerini and Associates
7. Edvardsson, B. and A. Gustafsson (eds.) (1999) "*The Nordic School of Quality Management*" Studenlitteratur, Lund
8. Gustafsson, A. (1998). *QFD - Vägen till nöjdare kunder i teori och praktik*. Lund, Studentlitteratur.



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9. Johnson, M., A. Herrmann, F. Huber and A. Gustafsson, Eds. (1997). *Customer Retention in Automotive Industry*. Wiesbaden, Gabler.

BOOK CHAPTERS

1. Edvardsson, B, A. Gustafsson and L. Witell (2008) Varför lyssna på och lära av kunder i utveckling av konkurrenskraftiga tjänster? In "Det Marknadsorienterade Näringslivet", *Liber*
2. Edvardsson, B, A. Gustafsson, P. Kristensson, P. Magnusson, and J. Matthing (2006), "An Introduction to Involving Customers in New Service Development", B. Edvardsson, A. Gustafsson, Per Kristensson, Peter Magnusson and Jonas Matthing (Eds.), *Imperial College Press*.
3. Sandén, B, A. Gustafsson and Lars Witell (2006), "The Role of the Customer in the Development Process" Book Project, B. Edvardsson, A. Gustafsson, Per Kristensson, Peter Magnusson and Jonas Matthing (Eds.) *Customer Involvement in New Service Development, Imperial College Press*.
4. Edvardsson, B., A. Gustafsson and Bo Enquist (2006), "Success Factors in New Service Development and Value Creation through Services", Book project Dieter Spath and Klaus-Peter Fähnrich (Eds.) *Advances in Service Innovation, Springer*
5. Edvardsson, B., A. Gustafsson, and Lars Witell (2006) "Services Marketing: History, Current trends and the Future" Stefan Lagrosen and Göran Svensson (eds.) *Marketing: Broadening the Horizons, Studentlitteratur*
6. Edvardsson, B., M. D. Johnson, A. Gustafsson, and T. Strandvik (2002) "The Effects of Satisfaction and Loyalty on Profits and Growth - Products versus Services." Cortada, J. W and J. A Woods *The Quality Yearbook: 2002 Edition, McGraw Hill* pp116-129
7. Gustafsson, A., B. Edvardsson and B. Sandén (2002) Mapping Customer Behavior: A Key to Successful New Service Development and Innovation in Sundbo, J. and L. Fuglsang eds. *Innovation as Strategic Reflexivity, Routledge, London* pp. 140-163
8. Blomkvist, O., F. Ekdahl and A. Gustafsson (2000) Non-geometric Plackett-Burman Designs in Conjoint Analysis in "Conjoint Measurement - Methods and Applications" (Gustafsson, A., A. Herrmann, and F. Huber eds.) Springer Verlag.
9. Gustafsson, A., A. Herrmann and F. Huber (2000) Conjoint Analysis as an Instrument of Market Research Practice in Conjoint Analysis in "Conjoint Measurement - Methods and Applications" (Gustafsson, A., A. Herrmann, and F. Huber eds.) Springer Verlag.
10. Huber F., A. Herrmann and A. Gustafsson, (2000) On the Influence of the Evaluation Methods in Conjoint Design - Some Empirical Results in "Conjoint Measurement - Methods and Applications" (Gustafsson, A., A. Herrmann, and F. Huber eds.) Springer Verlag.



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11. Herrmann, Andreas, Michael D. Johnson, Anders Gustafsson and Frank Huber (2000), "Das Bridging the Gap-Modell (The Bridging the Gap Model)," in A. Herrmann, G. Hertel, W. Virt and F. Huber (eds.), *Kundenorientierte Produktgestaltung (Customer Oriented Product Development)*, Munich, Germany: Verlag Vahlen München, pp. 161-177.
12. Edvardsson B. and A. Gustafsson (1999) "Quality in the Development of New Products and Services" in *The Nordic School of Quality Management* (B. Edvardsson and A. Gustafsson eds.) Studentlitteratur, Lund.
13. Flodin, S., Nelson, T. and Gustafsson, A. (1997) Improved Customer Satisfaction is a Volvo Priority In *Customer Retention in the Automotive Industry*(Eds, Johnson, M., Herrmann, A., Huber, F. and Gustafsson, A.) Gabler, Wiesbaden.
14. Gustafsson, A., Ekdahl, F. and Falk, K. (1997) Linking Satisfaction to Design - A Key to Success for Volvo In *Customer Retention in the Automotive Industry*(Eds, Johnson, M., Herrmann, A., Huber, F. and Gustafsson, A.) Gabler, Wiesbaden.
15. Herrmann, A., Huber, F. and Gustafsson, A. (1997) From Value-Orientated Quality Improvement to Customer Satisfaction - A Case Study for Passenger Cars In *Customer Retention in the Automotive Industry*(Eds, Johnson, M., Herrmann, A., Huber, F. and Gustafsson, A.) Gabler, Wiesbaden.
16. Johnson, M., A. Herrmann, F. Huber and A. Gustafsson (1997) An Introduction to Quality, Satisfaction, and Loyalty - Implications for the Automotive Industry In *Customer Retention in the Automotive Industry* (Ed, Johnson, M., A. Herrmann, F. Huber and A. Gustafsson) Gabler, Wiesbaden.

CONFERENCES

1. Witell, L., Kristensson, P. and Gustafsson, (2007) A The Effects of Customer Involvement on New Product Ideas in Comparison to Traditional Market Research Techniques, presented at PDMA Resarch Forum, Orlando, USA
2. Brown, Stephen, Anders Gustafsson and Lars Witell (2007) "Benefits and Hurdles of Transforming Manufacturers into Solution Providers", presented at QUIS 10, Orlando, Florida, USA June 14-17.
3. Brown, Stephen, Anders Gustafsson and Lars Witell (2007) Successful transformation of manufacturing companies into service providers, presented at The 16th Annual AMA Frontiers in Services Conference October 4-7, San Francisco, California, USA
4. Witell, L., Gustafsson, A., Johnson, M.D. and B. Sandén (2006), "The Effect of Customer Involvement in Different Phases of New Product Development", PDMA Resarch Forum, Atlanta, USA.
5. Gustafsson, Anders, Michael Johnson, and Lars Witell (2006), Improving the Customer Orientation Process, The ninth edition of the International Research Seminar on Service Management in La Londe des Maures, France, May 30 –



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6. Gustafsson, Anders, Michael Johnson , Bodil Sandén and Lars Witell (2005) "Involving the Customer in Service Development - An Avenue to Improved Financial Performance", 14th Annual Frontiers in Services Conference Tempe, Arizona, October 6–9
7. Roos, Inger, and Anders Gustafsson (2005), "Deepening the Understanding of Switching Paths – Redefining the Influential Trigger" 14th Annual Frontiers in Services Conference Tempe, Arizona, October 6–9
8. Edvardsson, B., A. Gustafsson and Bo Enquist (2005), Challenges in New Service Development and Value Creation through Service, the Fourteenth International Conference on Information Systems Development - ISD 2005, Karlstad, Sweden, 14-17 August
9. Edvardsson, B., A. Gustafsson and Bo Enquist (2005), "Quality in New Service Development – Critical Success Factors", QMOD 2005 "Quality Management for Organisational and Regional Development" 29 June – 1 July 2005. Palermo, Italy
10. Sandén, Bodil, Anders Gustafsson and Lars Witell (2005) "The Customers' Role in the Innovation Process – Perspectives, Techniques and Performance", Servsig Service Research Conference, Singapore, June 2-5
11. Roos, Inger, Anders Gustafsson and Bo Edvardsson, (2005), "Defining Service Quality for Business-Driven Service Development - A Housing Mortgage Company Case", Servsig Service Research Conference, Singapore, June 2-5
12. Edvardson, Bo, Anders Gustafsson and Inger Roos (2004) "Service Portrays and Service Constructions – A Critical Review Through the Lens of the Customer", Frontiers in Services, October 28-31, Miami, USA
13. Roos, Inger, Anders Gustafsson and Bo Edvardsson, (2004) The Role of Customer Clubs in Recent Telecom Relationships, June 15-18, Karlstad, Sweden
14. Parasuraman, A., Bo Edvardsson and Anders Gustafsson (2004) The Impact of National Culture on Technology Readiness, Adoption and Use, June 15-18, Karlstad, Sweden
15. Gustafsson, A (2004), "Competing in a Service Economy", IMS International Forum 2004, May 17-18, Como, Italy
16. Gustafsson, A., M. Johnson and I. Roos (2003), "Managing Customer Satisfaction, Brand Image, and Strength of Relationship across Switching Paths", 12th Annual Frontiers In Services Conference Washington DC., October 23-26.
17. Gustafsson, A., L. Nilsson and M. D. Johnson (2003), "Customer Orientation in Practice - An Investigation of the Relationship between Customer Orientation and Customer Satisfaction", Servsig Service Research Conference, Reims, June 12-14
18. Matthing, J., P. Kristensson and A. Gustafsson (2003), "Using Technology



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- Readiness to Identify Lead Users”, Servsig Service Research Conference, Reims, June 12-14
19. Edvardsson, B., A. Gustafsson and I. Roos (2003), “Customer Clubs in Telecommunications - A Relationship Marketing Perspective”, presented at Servsig Service Research Conference, Reims, June 12-14
 20. Edvardsson, B., A. Gustafsson and I. Roos (2002) Understanding the Customers’ Maturity Process – A Telecommunication Case presented at QUIS 8, Victoria, Kanada June 12-14.
 21. Edvardsson, Bo, Anders Gustafsson och Inger Roos (2002), ‘Comparing Switching Patterns in Competitive and Non-competitive Markets–Customer Preferences and Behavior in Five Service Industries’, presented at The 11th Annual AMA Frontiers in Services Conference June 27-29, 2002, Maastricht, The Netherlands.
 22. Gustafsson, A., L. Nilsson and M. D. Johnson (2002) Quality Practices in Service Organizations presented at QUIS 8, Victoria, Kanada June 12-14.
 23. Matthing, J., B. Sandèn, J. Matthing and A. Gustafsson (2002) Technology in Services – Using Technology Readiness to Understand Internal Marketing Difficulties presented at QUIS 8, Victoria, Kanada June 12-14.
 24. Edvardsson, B., and A. Gustafsson (2001) “Triggers for Customer Switching - A case study at Volvo Car Corporation” presented at the Global Business and Technology Association 2001 International conference in Istanbul, July 11-15.
 25. Edvardsson, B., and A. Gustafsson (2001) “Triggers for Customer Switching Path Analysis - A case study at Volvo Car Corporation” presented at ANZMAC in Auckland, New Zealand, December 3-5.
 26. Gustafsson, A. and L. Nilsson (2001) “Analyzing Customer Relationships - A New Type of Customer Information” presented at the International Symposium on QFD in Tokyo, Japan, October 22-24.
 27. Gustafsson, A. and P. Myhren (2001) “Kundanpassa sanningens ögonblick – Illustration av ett analysverktyg för tjänstemötet” presenterat på kvalitetsmässan i Göteborg, 6-8 november.
 28. Gustafsson, A. and M. Johnson (2000) “Measuring and Managing the Satisfaction - Loyalty - Performance Links at Volvo”, presented at QUIS7 (Quality in Services), June 13-16, Karlstad
 29. Edvardsson, B., A. Gustafsson, and P. Skålen (1999) “The Role of Trust in Service Quality Management: A Relationship Marketing Perspective” Presented at QUERGO –99, International Conference on TQM and Human Factors, 15-17 June, Linköping, Sweden
 30. Edvardsson, B., M. D. Johnson, A. Gustafsson, and T. Strandvik (1999) “The Effects of Satisfaction and Loyalty on Profits and Growth - Products versus Services.” Presented at the first Customer satisfaction conference, ECSI, May 20-21, Vienna
 31. Gustafsson, A., F. Ekdahl and B. Edvardsson (1999) ”Developing New Services



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- by Observing Customers - A Case Study at Scandinavian Airlines System (SAS)" Presented at the 5:th International Conference of the Decision Science Institute, 4-7 July, Athens Greece
32. Gustafsson, A., P. Persson and M. Elg (1999) "Priority Setting in QFD - Improvements and Implications" Presented at the 5:th symposium on QFD, 24-26 August, Belo Horizonte, Brazil
 33. Herrmann, A., F. Huber, and A. Gustafsson (1999) "Determinants of Customer Loyalty-Results of a Causal Analytical Study and Implications for Car Retailers" Presented at the International Association for Research in Economic Psychology XXIV Annual Colloquium, June 30-July 3, Piedmont, Italy.
 34. Johnson, M. D., A. Gustafsson, and J. Cha (1999) "The Evolution and Future of National Customer Satisfaction Indices" Presented at the 11:th Annual AMA/ASQ Customer Satisfaction and Quality Measurement Conference, Mars 1-2, Anaheim California.
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