

UNIVERSIDAD DE
MURCIA



DEPARTAMENTO DE COMERCIALIZACIÓN E
INVESTIGACIÓN DE MERCADOS

Seminario Universitario de Investigación

INVESTIGACIÓN SOBRE INNOVACIÓN DE SERVICIOS Y GUÍAS PARA PUBLICAR EN EL JOURNAL OF BUSINESS RESEARCH



ANDERS GUSTAFSSON

Karlstad University



SERVICE RESEARCH CENTER
CTF | CENTRUM FÖR TJÄNSTEFORSKNING

Anders Gustafsson is a Professor of Business Administration at CTF. His field of research is mainly focused on how to manage Customer Relationships. This includes topics such as Customer Satisfaction Management, Consumer Behavior, and Company Strategy. Anders has worked with an extensive number of large and small companies and organizations including Volvo, Ericsson, IKEA, Stadium, ICA, and Löfbergs.

Anders has published more than 150 academic articles, including *Journal of Marketing*, *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Product Innovation Management* and *Journal of Service Research*. He has 7406 citations in Google Scholar. He is the area editor in *Journal of Business Research* and he is the country representative for EMAC.



LARS WITELL

Linköping University



Lars Witell is a Professor of Business Administration at Linköping University and a Visiting Professor at Chalmers University of Technology in Gothenburg, Sweden.

Since 2011, Lars is responsible for an 8-year research program on Service Innovation that is run in co-operation with companies such as IKEA, Ericsson and Volvo. Lars has published about 50 papers in scholarly journals such as *Journal of Service Research*, *Journal of Service Management*, *Industrial Marketing Management* and *Journal of Business Research*, as well as in the popular press, such as *The Wall Street Journal*. He has 2143 citations in Google Scholar.

14 de diciembre de 2015
11:30 h.

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