

Il prof. Bo Edvardsson è docente e ricercatore di chiara fama internazionale, *top scientist* che vanta 18.000 citazioni Google Scholar (marzo 2011) ed è stato insignito di premi e riconoscimenti internazionali di assoluto prestigio.

Il suo profilo e le competenze specifiche nell'area del Service Management e del Total Quality Management aggiungerebbero valore all'attuale offerta formativa di Economia Aziendale contribuendo all'internazionalizzazione attiva del Dipartimento e dell'Ateneo.

#### *Curriculum del candidato (max 16000 caratteri)*

Bo Edvardsson è Professore di Business Administration e Founder, CTF-Service Research Center and Vice Rector, Karlstad University, Sweden.

È stato editor di Journal of Service Management, principale rivista del settore, ed è nel review board di numerosi journals tra cui Journal of Service research, Journal of Service management and International Journal on Research in Marketing.

#### *Posizioni accademiche e di visiting selezionati*

- 2017 Evert Gunnarsson Award at Naples Forum for "long term contributions to and support of service research and education".
- 2013 was appointed Honorary Distinguished Professor of Service Management, EGADE Business School, Monterrey Tech, Mexico.
- 2013 was appointed Distinguished Faculty Fellow of the
- Center for Excellence in Service, University of Maryland
- 2013- was appointed a position as "Professor Two" Hedmark University College in Norway.
- 2013 was appointed Distinguished Faculty Fellow of the Center for Excellence in Service at University of Maryland.
- 2011-2013 was appointed a position as "Professor Two" (20%) Norwegian School of Economics and Business Administration
- 2011 was appointed Guest professor of Service Management, EMBA Center, Nankai University China
- 2010 was appointed Honorary Visiting fellow in Manchester Business School
- 2009 was awarded Honorary Doctorate, Swedish School of Economics and Business Administration, Hanken.
- On December 3<sup>rd</sup> 2008, was awarded for public service with a Medal from the City of Karlstad.
- 2008 The RESRR 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 the 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 in September, MarkStar 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 Auguts 9<sup>th</sup> 2010.

#### *Publicazioni negli ultimi 10 anni*

Angela Carida, Bo Edvardsson, Maria Colurcio, (2016), "Conceptualizing resource integration as an embedded process: Matching, resourcing and valuing", *Marketing Theory*, sagepub.co.uk/journalsPermissions.nav DOI: 10.1177/1470593116772215, pp.1-20.

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Keenan D. Voho, Robert Ford, Bo Edvardsson, Fred Dahlinger, (2017) "Moving "the greatest show on earth":

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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 Meiten, Lars Witell, Bo Edvardsson, Adrienne Schäfer, Javier Reynoso, Roberta Sebastiani, Doris Weitzauer, (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>

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, Skälén, 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*.

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Lars Witell, Laurel Anderson, Rodenick J Brodie, Maria Coluccio, Bo Edvardsson, Per Kristensson, Lene 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.

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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.

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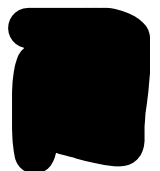
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