



UNIVERSITÀ
DEGLI STUDI DELLA
TUSCIA

Dottorato in Economia, Management e Metodi Quantitativi - EMMQ

Prof. Bo Edvardsson
Karlstad University (Sweden)

Programme on Innovation in Management



Bo Edvardsson, Professor at Karlstad University (Sweden), was the previous editor of the Journal of Service Management and currently serves on the review board for several scientific journals, including the Journal of Service Research, the Journal of Service Management and the International Journal on Research in Marketing. His research is mainly focused on several areas, including service development and innovation, value creation through service, customer relationship dynamics and customer experience. In addition, he has explored topics such as service infusion in manufacturing, service culture and service strategy, with links also to fields such as marketing, design, organisation theory, human resources, business-to-business marketing, general management, entrepreneurship, quality control and operations management.

8th APRIL 2025 | 10:00 - 12:30 | Room 5

**Value creation and innovation: service
ecosystem perspectives**

9th APRIL 2025 | 10:00 - 12:30 | Room 6

**Innovation, circularity & platforms for scaling
up: ai, automation and enabling practices
through ai and robotization**

**- Via del Paradiso 47 – Viterbo -
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Society and Business Organization**

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