



HVORDAN SKABER MAN SUCCESFULDE SERVICEVIRKSOMHEDER?

Kom og hør forskere fortælle hvordan man gør det i praksis i udlandet og diskuter det med kolleger

Invitation til industry track på den internationale forskerkonference RESER 2015

10. september 2015 kl. 14.00-17.00

Konferencen og industry track er på engelsk. Industry track er organiseret af Roskilde Universitet i samarbejde med innovationsnetværket Service Platformen, Teknologisk Institut, Center for facilities management på DTU og RUC-Innovation.

Program:

How to get more satisfied customers: Renewing offerings through service innovation	Professor Anders Gustafsson Center for Service Research Karlstad University, Sweden
How large facility service providers can create extra value. What small firms can learn from that	Professor Per Anker Jensen Center for Facilities Management Technological University of Denmark
How service firms can learn to improve their knowledge about customers: Learning together with customers and co-creation of services	Professor Marja Toivonen VTT Technical Research Centre of Finland
How service firms can maintain and develop their labour force: Retention of low-wage and seasonal employees	Mervi Hasu Senior Researcher, Finnish Institute of Occupational Health
Thematic workshop discussions relating theory to practice	Led by Danish Technological Institute
Presentation of a new Danish investigation: What makes successful service firms? Hear about the most important factors for growth and internationalization	Kresten Olesen RegLab, Denmark

Konferencen holdes i
Eigtveds Pakhus
Asiatisk Plads 2G
1448 Copenhagen

Deltagelse er gratis. Vi beder dog om tilmeldelse senest 1. september vha nedenstående link: :
<http://www.teknologisk.dk/k45039>

Evt spørgsmål kan stilles til:

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