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**Göran Svensson (Ph. D.)**

*Research Professor, Kristiania University College*

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*Editor – European Business Review/Emerald*

*Director – Nordinavia Research Institute*

*Research Director 2006-2015 – Oslo School of Management*

*Vice President – Membership North America 2010-2012, Membership Int'l 2008-2010,  
Academy of Marketing Science*

**DISTINGUISHED FELLOW OF THE ACADEMY AWARD** for outstanding service to the  
Academy of Marketing Science

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Contact Details:

PO Box 1195 Sentrum, 0107 Oslo (Post)

Kirkegt. 24-26, 0153 Oslo (Visit)

Norway

E-mail: [svegor@kristiania.no](mailto:svegor@kristiania.no)

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## Short Bios

Göran Svensson is Professor at Kristiania University College. He holds a Ph. D. at the School of Economics and Commercial Law, Göteborg University, Sweden. He is ranked 1<sup>st</sup> in Norway in the area of Business and Management by Research.com (2021 and 2023) and 247<sup>th</sup> and 321<sup>st</sup> in the world (2021 and 2023). He is also ranked 81<sup>st</sup> (Business Administration) and 431<sup>st</sup> (Business and Management) in the world and 2<sup>nd</sup> in Norway by World Ranking of Scientists (2022). He is the editor of European Business Review (Emerald) since 2005. He is also an active and dedicated member of numerous editorial boards and editorial review boards of international research journals. Furthermore, he is a committed member of numerous international research and scholarly networks and associations. He is a frequent author of international journal articles (320+) and international conference contributions (300+). He is also engaged as a book author. Occasionally, he gives speeches in business and writes columns for business magazines and newspapers.

## Stats Summary – International Journal Articles and International Conference Contributions until End of 2023

He is dedicated to research collaboration and co-authorships as shown in summary statistics (until December 31, 2023) that follow:

- during 25 years.
- 324 journal articles (2000-2024) published and accepted to be published.
- average of 13 journal articles per year.
- 97 different co-authors in journal articles.
- 34% females and 66% males.
- 20 different countries across all continents.
- published together in 84 different journals.
  
- 254 out of 324 (approx. 80%) journal articles co-authored.
- average 3.3 authors/co-authored journal article.
- 25 first journal articles sole-authored.
- 8 (out of 195/every 25<sup>th</sup>) sole-authored articles in the last 15 years (2010-2024).
- only 1 sole-authored article in the last 8 years (2016-2023).
  
- 297 conference contributions presented (1999-2024).
- average of 12 conference contributions per year.
- 100+ different co-authors in conference papers.
- 218 out of 297 (approx. 73%) conference papers co-authored.
- average 3.6 authors/co-authored conference paper.
- 35 first conference papers sole-authored.
- 4 (out of 127/every 32<sup>nd</sup>) sole-authored conference papers in the last 14 years (2011-2023).

- only 1 sole-authored conference paper in the last 8 years (2016-2023)
- 6 co-authored books and anthologies.

## **Research Performance**

### **Research.com – Top Business and Management Scientists (2023)**

On February 15, 2023, Research.com released the 2nd edition of the annual ranking for best scientists in the area of business and management. This annual list of leading scholars in the field seeks to provide visibility and recognition to the academic community for their research contributions especially now that recent global economic and socio-political events have redefined what it means to be resilient in business and management.

For the 2023 edition of best business and management researchers, the ranking examined more than 7,819 profiles compiled from various bibliometric data sources. Using several indicators and metrics, the ranking reviewed and inspected the qualifications of each scientist to ensure that every entry merits its ranking.

For a scholar to be included in the ranking, the D-index (Discipline H-index) threshold was set at 30. Among the main criteria used aside from D-index was the proportion of contributions made within the discipline, which means that most of their publications should be in the field of business and management, including awards and achievements.

<b>Ranking</b>	<b>Norway</b>	<b>World</b>
<b>Business &amp; Management</b>	<b>1<sup>st</sup></b>	<b>321<sup>th</sup></b>

### **Stanford University - World Ranking of Scientists (2022)**

Stanford University (2022) has ranked almost 11 million researchers worldwide based on how much they have been cited and published. Professor Svensson is in the top 0.3% of the most productive and cited researchers in the world, and therefore he can be found on Stanford's exclusive 2%-list World Ranking of Scientists. This ranking shows that he is in 2nd place in Business Administration and 4<sup>th</sup> place in Business & Management in Norway. He is also out of 29,576 researchers in the field of Business & Management in the world ranked at number 431 as well as ranked as 81 in the world in the field of Business Administration.

<b>Ranking</b>	<b>Norway</b>	<b>World</b>
<b>Business Administration</b>	<b>2<sup>nd</sup></b>	<b>81<sup>st</sup></b>
<b>Business &amp; Management</b>	<b>4<sup>th</sup>(2<sup>nd</sup>)*</b>	<b>431<sup>st</sup></b>

\* Includes researchers from Public Administration – ranked 2<sup>nd</sup> if excluded.



### **Research.com – Top Business and Management Scientists (2021)**

The ranking contains h-index, publications and citations values collected on Dec 6th, 2021. It is a reliable list of leading scientists from the area of Business and Management based on a meticulous examination of 166.880 scientists on Google Scholar and Microsoft Academic Graph. A selection of more than 5.972 top scientists were examined. Consequently, the top 1% of leading scientists are considered into the ranking. Position in the ranking is based on each scientist's h-index using data compiled Microsoft Graph.

<b>Ranking</b>	<b>Norway</b>	<b>World</b>
<b>Business &amp; Management</b>	<b>1<sup>st</sup></b>	<b>247<sup>th</sup></b>

### **Stanford University - World Ranking of Scientists (2020)**

Stanford University (2020) has ranked over 8 million researchers worldwide based on how much they have been cited and published. Professor Svensson is in the top 0.4% of the most productive and cited researchers in the world, and therefore he can be found on Stanford's exclusive 2%-list World Ranking of Scientists. This ranking shows that he is in 2nd place in both Norway and Sweden and that out of 36.300 researchers in the field of Business & Management in the world he is ranked at number 210.

<b>Ranking</b>	<b>Norway</b>	<b>Sweden</b>	<b>World</b>
<b>Business &amp; Management</b>	<b>2<sup>nd</sup></b>	<b>2<sup>nd</sup></b>	<b>210<sup>th</sup></b>

### **Citation Indices Google Scholar (December 31, 2023)**

Google Scholar aims to rank documents the way researchers do, weighing the full text of each document, where it was published, who it was written by, as well as how often and how recently it has been cited in other scholarly literature.

	<b>All</b>	<b>Since 2016</b>
<b>Citations</b>	<b>14679</b>	<b>6923</b>
<b>h-index</b>	<b>68</b>	<b>43</b>
<b>i10-index</b>	<b>232</b>	<b>167</b>

On July 25 (2023) 14.026 citations with an h-index of 65 and i10-index of 225.

**Forskningsindeksen Norway (2016)**

<b>Norgesrangering</b>	<b>301</b>
<b>Pubikasjonpoeng</b>	<b>63,35</b>
<b>Pubikasjonsverdi</b>	<b>2.193.112 NOK</b>
<b>Status</b>	<b>Topp 0,5%</b>

**Indice on Research Gate (December 31, 2021)**

<b>RG-score</b>	<b>39.43</b> <i>(Higher than 95.0% of Research Gate members)</i>
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## Biography

Göran Svensson is Professor at Kristiania University College. He is also Professor at Halmstad University, Sweden. In addition, he has been Honorary Professor at Deakin University, Australia; Adjunct Professor at Monash University, Visiting Professor at University of Johannesburg, South Africa and Extraordinary Professor at Northwest University, South Africa. He holds a Ph. D. at the School of Economics and Commercial Law, Göteborg University, Sweden.

He is ranked 1<sup>st</sup> in Norway in the area of Business and Management by Research.com (2021 and 2023), and 247<sup>th</sup> as well 321<sup>st</sup> in the world (2021 and 2023). He is also ranked 81<sup>st</sup> (Business Administration) and 431<sup>st</sup> (Business and Management) in the world and 2<sup>nd</sup> in Norway by World Ranking of Scientists (2022).

He is a frequent author of international journal articles (320+) and international conference contributions (300+). He is also engaged as a book author.

He is the editor of European Business Review (Emerald) since 2005. He is also an active and dedicated member of numerous editorial boards and editorial review boards of international research journals. Furthermore, he is a committed member of numerous international research and scholarly networks and associations.

He has also worked at times as adviser and consultant in business in terms of market research, surveys, education and training programs among executives and companies. In addition, he has also organized seminar series and workshops for both business and academia.

Occasionally, he gives speeches in business and writes columns for business magazines and newspapers.

During the 1980s he was an industrialist and entrepreneur in South America (Bogotá, Colombia).

### IN SPANISH

Göran Svensson es profesor en la Escuela de Administración de Oslo, Noruega. Él es también profesor en la Universidad de Halmstad, Suecia. Además, es Profesor Honorario de la Universidad de Deakin, Australia y profesor visitante en la Universidad de Johannesburgo, Sudáfrica. Además, es profesor invitado en la Universidad Nacional Chung Hsing en Tai Chung, Taiwán. Tiene un doctorado en la Facultad de Ciencias Económicas y Derecho Comercial, Universidad de Göteborg, Suecia.

Es el editor de la Revista de European Business Review (Emerald). Es también un miembro activo y dedicado de numerosos comités editoriales y consejos editoriales de las revistas de investigación internacionales. Por otra parte, es un miembro comprometido con la investigación internacional, con numerosas redes académicas mundialmente.

Es autor de numerosos artículos en revistas internacionales (320+) y conferencias internacionales (300+). También trabaja en ocasiones como asesor y consultor de empresa,

tanto en investigación de mercado, encuestas, programas de educación y formación entre los ejecutivos y empresas. Además, también organiza seminarios y talleres tanto para la empresa como a nivel académico.

Durante la década de 1980 fue un industrial y empresario de América del Sur (Bogotá, Colombia).

### 1) Stats Summary – International Journal Articles and International Conference Contributions until End of 2023

He has published in international research journals with 96 different co-authors (33 female and 63 male co-researchers) in 6 continents and across 20 countries until end of 2024 as shown in Table below:

Name	Country	Gender		Different Co-Authors
Greg Wood	Australia	Male	Until 2003	+ 1 = 1
Michael Callaghan	Australia	Male		
Jang Sing	Canada	Male		
Emily Carasco	Canada	Female	Until 2004	+ 3 = 4
Stefan Lagrosen	Sweden	Male		
Thomas Helgesson	Sweden	Male	Until 2006	+ 2 = 6
Janice M Payan	USA	Female		
Terje Slåtten	Norway	Male		
Bård Tronvoll	Norway	Male	Until 2007	+ 3 = 9
Arzu Ulgen Aydinlik	Turkey	Female		
Dilek Donmez	Turkey	Female		
Bror Roger Mathisen	Norway	Male		
Hans Bååth	Sweden	Male	Until 2008	+ 4 = 13
Gabriel Baffour Awuah	Sweden	Male		
Svante Andersson	Sweden	Male		
Tore Mysen	Norway	Male		
Tzong-Ru Lee	Taiwan	Male		
Sander Svaeri	Norway	Male		
Kari Einarsen	Norway	Female		
Paola Olimpia Achard	Italy	Female		
Roberto Rosato	Italy	Male		
Alberto Nucciarelli	The Netherlands	Male		
Mehmet Mehmetoglu	Norway	Male	Until 2009	+ 10 = 23
Beverly Wagner	United Kingdom	Female		
Joe Hair	USA	Male		
Bo Edvardsson	Sweden	Male		
Hasan Fauzi	Indonesia	Male		
Runar Döving	Norway	Male		
Abdul Rahman	Malaysia	Male	Until 2010	+ 6 = 29
Anne Rindell	Finland	Female		



Kristoffer Wilen	Finland	Male		
Juan Carlos Sosa Varela	Puerto Rico	Male		
Turker Bas	Turkey	Male		
Nurzahit Keskin	Turkey	Male		
David Hutchinson	Canada	Male	Until 2011	+ 6 = 35
Marlene Bogaards	South Africa	Female		
Mercy Mpinganjira	South Africa	Female		
Barry Babin	USA	Male		
Carmen Padin	Spain	Female		
Nils M. Høgevoid	Norway	Male		
Daniel J. Petzer	South Africa	Male		
Christine F. De Meyer	South Africa	Female	Until 2012	+ 7 = 42
Anders Pehrsson	Sweden	Male		
Fahri Erenel	Turkey	Male		
Anders Billström	Sweden	Male		
Hester Nienaber	South Africa	Female		
Maria A.O. Dos Santos	South Africa	Female	Until 2013	+ 5 = 47
Carlos Ferro	Spain	Male		
H. B. Klopper	South Africa	Male		
Irma Magaña Carrillo	Mexico	Female		
Carmen Otero-Neira	Spain	Female		
Maria de los M. Santos Corrada	Puerto Rico	Female	Until 2014	+ 5 = 52
Tod Sedbrook	USA	Male		
David Eriksson	Sweden	Male	Until 2015	+ 2 = 54
Mornay Roberts-Lombard	South Africa	Male	Until 2016	+ 1 = 55
Steven Connolley	Norway	Male		
Tone Lægreid	Norway	Female		
Cathrine Bexrud	Norway	Female		
Rocío Rodríguez	Spain	Female		
María del Mar Pérez	Spain	Female	Until 2017	+ 5 = 60
Per Hilletoft	Sweden	Male		
Lars Bengtsson	Sweden	Male		
Sergio Román	Spain	Male		
Niklas P.E. Karlsson	Sweden	Male		
Hélène Laurell	Sweden	Female		
John Lindgren	Sweden	Male		
Tobias Pehrsson	Sweden	Male		
Mariette. L. Zietsman	South Africa	Female		
Pierre G. Moistert	South Africa	Male		
Charlene Lew	South Africa	Female		
Danielle Meyerowitz	South Africa	Female		
Gudbrand Lien	Norway	Female		
Marko Sarstedt	Germany	Male	Until 2018	+ 13 = 73
Georgina Whyatt	United Kingdom	Female		
Margaret Constantaras	South Africa	Female	Until 2019	+ 2 = 75
Erik Mehl	Norway	Male		
Francisco Jose Molina Castillo	Spain	Male	Until 2020	+ 2 = 77
Jyh-Liang Guan	Taiwan	Male		

Isolde Lubbe	South Africa	Female		
Lin Ku-Ho	Taiwan	Male		
Chen Chang-Haiung	Taiwan	Male	Until 2021	+ 4 = 81
Emilio Ruzo Sanmartín	Spain	Male		
Alaa A. A. Abousamra	Egypt	Male	Until 2022	+ 2 = 83
Ku-Ho Lin	Taiwan	Male		
Chang-Hsiung Chen	Taiwan	Male	Until 2023	+ 2 = 85
Pia Ulvenblad	Sweden	Female		
Per-Ola Ulvenblad	Sweden	Male		
Henrik Barth	Sweden	Male		
Natascha Schlereth Getachew	Germany	Female		
Abate Kassa	Germany	Male		
Ants-Hanes Viira	Estonia	Male		
Anne Pöder	Estonia	Female		
Martin Kukk	Estonia	Male		
Hardy Tamm	Finland	Male		
Elisa Tikkanen	Finland	Female		
Pekka Kilpeläinen	Finland	Male		
Per Hilletoft	Sweden	Male	Until 2024	+12 = 97

<b>Number of Countries</b>	<b>20</b>	<b>Women = 33</b>	<b>Men = 64</b>	<b>Total: 97</b>
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He has published 317 journal articles until end of 2023, all of which 70 are sole-authored and 247 are co-authored with 577 co-authors as shown in Table below:

Year	Articles	Co-authors	Sole-authored	Co-authored
2000	1	0	1	0
2001	9	0	9	0
2002	11	0	11	0
2003	7	1	6	1
2004	15	10	8	7
2005	9	7	5	4
2006	13	8	7	6
2007	14	12	3	11
2008	20	30	7	13
2009	22	42	5	17
2010	15	29	2	13
2011	20	41	1	19
2012	16	33	1	15
2013	12	28	1	11
2014	10	26	1	9
2015	11	25	1	10
2016	19	55	0	19
2017	12	24	0	12
2018	16	46	1	15
2019	16	38	0	16

2020	13	26	0	13
2021	14	26	0	14
2022	13	46	0	13
2023	8	24	0	8

<b>Total</b>	<b>317</b>	<b>553</b>	<b>70</b>	<b>247</b>
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He has at least 7 forthcoming journal articles with 22 co-authors to be published before end of 2023 as shown in Table below:

**Forthcoming Articles (i.e. accepted for publication)**

<b>Year</b>	<b>Articles</b>	<b>Co-authors</b>	<b>Sole-authored</b>	<b>Co-authored</b>
2024	7	22	0	7

<b>Total</b>	<b>324</b>	<b>575</b>	<b>70</b>	<b>254</b>
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He has published 297 international conference-papers until end of 2023, all of which 79 are sole-authored and 218 are co-authored with 565 co-authors as shown in Table below:

<b>Year</b>	<b>Conference Contributions</b>	<b>Co-authors</b>	<b>Sole-authored</b>	<b>Co-authored</b>
1998	1	0	1	0
1999	6	0	6	0
2000	10	0	10	0
2001	11	0	11	0
2002	7	0	7	0
2003	11	6	7	4
2004	14	11	7	7
2005	15	8	7	8
2006	18	14	7	11
2007	19	34	4	15
2008	20	42	3	17
2009	21	42	1	20
2010	17	23	4	13
2011	13	22	1	12
2012	24	53	0	24
2013	28	117	0	28
2014	12	68	0	12
2015	10	36	2	8
2016	2	2	0	2
2017	7	17	0	7
2018	12	25	0	12
2019	12	25	1	11
2020	2	4	0	2
2021	0	0	0	0

2022	1	3	0	1
2023	4	13	0	4

	<b>297</b>	<b>565</b>	<b>79</b>	<b>218</b>
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He has also published international conference-papers (in addition to journal article co-authors two additional countries = 22) with another 15 different co-authors in 4 countries as shown in Table below:

Name	Country
F. Brambilla	Brazil
M. Giraldo	Colombia
M. Sanchez	Puerto Rico
C. Sobrino	Puerto Rico
J. Gonzalez	Puerto Rico
D. Luna	Puerto Rico
A. Machado	Puerto Rico
R. Santiago	Puerto Rico
S. Almodover	Puerto Rico
O. Ferral	Puerto Rico
V. Torres	Puerto Rico
J. Quinones	Puerto Rico
R. Ansa	Puerto Rico
E. Pena	Puerto Rico
D. Khumal	South Africa
<b>Total</b>	<b>15</b>

His research has appeared (or will appear soon) in 83 different journal titles, such as (in alphabetic order):

- ✓ Asia Pacific Journal of Marketing and Logistics,
- ✓ Australasian Marketing Journal,
- ✓ Baltic Journal of Management,
- ✓ Benchmarking: An International Journal
- ✓ Business Ethics: A European Review,
- ✓ Business Strategy and The Environment
- ✓ Communications of IIMA
- ✓ Corporate Governance: The International Journal of Business in Society,
- ✓ Corporate Social Responsibility and Environmental Management
- ✓ Cuadernos Aragoneses de Economía (Spain),
- ✓ Employee Relations Journal,
- ✓ ESIC Market (Spain),
- ✓ ESIC Market: Economic and Business Journal (Spain),
- ✓ European Business Review,
- ✓ European Journal of Innovation Management,
- ✓ European Journal of Marketing,
- ✓ European Journal of Tourism Research,
- ✓ European Research on Management and Business Economics,
- ✓ Evaluation and Program Planning,
- ✓ Foresight,
- ✓ Health Policy,
- ✓ INCAE Business Review (Costa Rica),

- ✓ International Journal of Bank Marketing,
- ✓ International Journal of Business Governance and Ethics,
- ✓ International Journal of Complexity in Leadership and Management
- ✓ International Journal of Educational Management,
- ✓ International Journal of Electronic Customer Relationship Management,
- ✓ International Journal of Entrepreneurship and Small Business,
- ✓ International Journal of Environmental Research and Public Health,
- ✓ International Journal of Hospitality Management,
- ✓ International Journal of Logistics Economics and Globalisation,
- ✓ International Journal of Logistics Management,
- ✓ International Journal of Logistics: Research and Application,
- ✓ International Journal of Logistics Systems and Management
- ✓ International Journal of Pharmaceutical and Healthcare Marketing,
- ✓ International Journal of Physical Distribution & Logistics Management,
- ✓ International Journal of Public Sector Management,
- ✓ International Journal of Quality and Service Sciences,
- ✓ International Journal of Service Industry Management,
- ✓ Industrial Marketing Management,
- ✓ International Marketing Review,
- ✓ Issues in Social and Environmental Accounting,
- ✓ Journal for Advancement of Marketing Education,
- ✓ Journal of Brand Management,
- ✓ Journal of Business and Industrial Marketing,
- ✓ Journal of Business Economics and Management,
- ✓ Journal of Business Ethics,
- ✓ Journal of Business Research,
- ✓ Journal of Business-to-Business Marketing,
- ✓ Journal of Cleaner Production,
- ✓ Journal of Consumer Marketing,
- ✓ Journal of Contemporary Management,
- ✓ Journal of Global Academy of Marketing Science (South Korea)
- ✓ Journal of Management Development,
- ✓ Journal of Management History,
- ✓ Journal of Marketing Management,
- ✓ Journal of Organizational Change Management
- ✓ Journal of Relationship Marketing,
- ✓ Journal of Services Marketing,
- ✓ Journal of Small Business and Enterprise Development,
- ✓ Journal of Small Business & Entrepreneurship
- ✓ Journal of Social Marketing.
- ✓ Journal of the Academy of Business Education,
- ✓ Journal of World Business,
- ✓ Leadership & Organisation Development Journal,
- ✓ Management Decision,
- ✓ Management of Environmental Quality,
- ✓ Managing Service Quality,
- ✓ Marketing Intelligence & Planning,
- ✓ Mathematics,
- ✓ Personnel Review,
- ✓ Revista de Negócios (Brazil),

- ✓ Revue Francaise de Gestion Industrielle (France),
- ✓ Scandinavian Journal of Hospitality and Tourism
- ✓ Scientific Reports,
- ✓ South African Journal of Business Management
- ✓ Supply Chain Management: An International Journal,
- ✓ Sustainability,
- ✓ Techology in Society,
- ✓ Tékhne – Review of Applied Management Studies,
- ✓ The Independent Journal of Teaching and Learning,
- ✓ The Magnus Journal of Management (India),
- ✓ The TQM Magazine/The TQM Journal, and
- ✓ World Review of Intermodal Transportation Research.

His research agenda consist of various research subjects and has published in areas such as (in alphabetic order):

- ✓ Benchmarking
- ✓ Brand Management,
- ✓ Business Model Innovation,
- ✓ Business Ethics,
- ✓ Business Philosophies
- ✓ Business Logistics (Management),
- ✓ Cause Related Marketing,
- ✓ Consumer Marketing,
- ✓ Enterprise Resource Planning,
- ✓ Higher Education Management,
- ✓ History of Management/Marketing,
- ✓ Human Resource Management,
- ✓ Industrial Marketing,
- ✓ Leadership,
- ✓ Management Development,
- ✓ Public Sector Management,
- ✓ Quality Management,
- ✓ Relationship Quality,
- ✓ Sales Performance,
- ✓ SARS-CoV-2 Pandemic
- ✓ Services Marketing,
- ✓ Supply Chain Management,
- ✓ Sustainability,
- ✓ Teleology,
- ✓ Triple Bottom Line,
- ✓ Academic Publishing/Journals, and
- ✓ General Marketing/Management.

## Having the following headlines in mind may facilitate the navigation

- 1) Current and Previous Activities and Experiences – Performed and Ongoing Research
- 2) Ph. D. and Publication of the Ph. D. in International Journals
- 3) Books and Book Chapters
- 4) Other Publications of Performed Research in International Journals
- 5) Overview – International Journal Articles
- 6) Overview – International Conference Contributions
- 7) Arrangement of Workshops, Research Seminar Series, Faculty/Staff Programs and ICE-seminars
- 8) Discourses, Research Reports and Other Publications/Articles (mostly in Swedish)

### 1) Current and Previous Activities and Experiences – Performed and Ongoing Research

#### A) Current Activities and Experience

My current affiliation is at Oslo School of Management, Norway. Occasionally, I provide lectures and courses at other universities. My research efforts are in the fields of corporate and business ethics, business logistics, industrial marketing, services marketing, management/leadership, total quality management, academic publishing/journals and research methodology. I am the research director of the ICE-Research Institute (International and Cross-disciplinary Economics/Ethics Research Institute – for business and education). I work at times as a consultant in terms of market research, surveys, education and training programs among executives and companies. I live in Gothenburg on the West Coast of Sweden.

My motto is: **"Today, not tomorrow - not only words, but real action!"**  
(*In Swedish – "Nu, inte sen – inte bara ord, utan konkret handling!"*)

Currently, I have the position in academic journals and academic publishers as follows:

- ✓ *Editor of European Business Review* – 2005 and onward (Emerald)
- ✓ *Regional Editor of Europe for Management Decision* – 2005-2011 (Emerald)
- ✓ *Associate Editor of International Indigenous Journal of Entrepreneurship, Advancement, Strategy and Education* – 2006-2010 (Te Wananga o Aotearoa, Te Awamutu, New Zealand; Tama Potaka, Publisher)
- ✓ *Associate Editor of Journal of Asia Entrepreneurship and Sustainability* (SIFE Philippines – Students in Free Enterprise, Manila) – 2005-2010

I am (or have been) also on the editorial board and the editorial review board (including ad hoc reviewer) of different international and academic journals such as (alphabetic order):

- ✓ Baltic Journal of Management
- ✓ Business Ethics: A European Review



- ✓ Corporate Governance
- ✓ ESIC Market: Economic and Business Journal
- ✓ European Journal of Operational Research
- ✓ European Journal of Marketing
- ✓ International Indigenous Journal of Entrepreneurship, Advancement, Strategy and Education
- ✓ International Journal of Accounting and Finance
- ✓ International Journal of Business and Globalisation (IJBG)
- ✓ International Journal of Business Governance and Ethics
- ✓ International Journal of Electronic Customer Relationship Management
- ✓ International Journal of Hospitality Management
- ✓ International Journal of Logistics Economics and Globalisation
- ✓ International Journal of Logistics: Research and Applications
- ✓ International Journal of Operations Management
- ✓ International Journal of Operations and Production Management
- ✓ International Journal of Physical Distribution & Logistics Management
- ✓ International Journal of Service Industry Management
- ✓ International Journal of Systems Science
- ✓ International Journal of Tourism Research
- ✓ Issues in Social and Environmental Accounting
- ✓ Journal of Asia Entrepreneurship and Sustainability
- ✓ Journal of Brand Management
- ✓ Journal of Business Ethics
- ✓ Journal of Business Research
- ✓ Journal of Contemporary Management
- ✓ Journal of Global Business and Management Research
- ✓ Journal of Historical Research in Marketing
- ✓ Journal of Modeling in Management
- ✓ Journal of Retailing and Consumer Services
- ✓ Leadership and Organisation Development Journal
- ✓ Managing Service Quality
- ✓ Marketing Theory Review
- ✓ Organization
- ✓ Service Industries Journal
- ✓ Strategic Outsourcing: An International Journal
- ✓ Supply Chain Management: An International Journal

### *B) Previous Activities and Experience*

I was the head of business school at Halmstad university between 2003-2006, although I have been involved in different programs and courses at this university since 1997. I was one of a selection of worldwide Emerald international advisers for Emerald Management Xtra (EMX) during 2004-2005. I also belonged to the marketing and logistics department at the School of Management and Economics at Växjö University between 1996-2003. My lecturing focused principally on marketing, marketing history and market research issues. I was the program director of the Marketing Program between 1998-2003, which was the most popular educational program at the School of Management and Economics. At the time, I was also dedicated to research at the School of Management and Economics, Växjö University, and at the School of Economics and Commercial Law, Göteborg University. Furthermore, I was a member of the board of the Marketing Association in the county of Kronoberg between 2001-2003 in order to

promote a closer cooperation and integration between the School of Management and Economics, and trade and industry in the county of Kronoberg. I worked at the School of Economics and Commercial Law, Göteborg University, during the years 1993-1996.

My undergraduate studies were performed in the evenings during the years 1989-1992 at the School of Economics and Commercial Law, Göteborg University, and at Borås University. At the same time, I was working in the construction industry. Prior to that, (i.e. 1982-1988) I was an industrialist and entrepreneur in the furniture industry in Bogotá, Colombia.

### *C) Performed and Ongoing Research*

My research agenda consists of various projects that emphasise the interplay, dynamics and perception between actors, activities, and resources in business-to-business relationships or service encounters in both channels and networks. It has also an emphasis on generic values and principles of business and higher education in domestic and international contexts. The research projects are in the fields of corporate and business ethics, business logistics, industrial marketing, services marketing, leadership/management, quality management, academic publishing/journals and research methodology. Principally, the focus is on constructs such as vulnerability, dependence, trust, service quality, code of ethics, effectiveness, TQM, SCM, JIT, ECR and commitment. I have performed different research projects within these areas that have been or will be published in international research journals. The outcome of these research projects has also been accepted for presentation at numerous international research conferences around the world. A description of my research follows the following headlines:

- 2) Ph. D. and Publication of the Ph. D. in International Journals
- 3) Books and Book Chapters
- 4) Other Publications of Performed Research in International Journals
- 5) Overview – International Journal Articles
- 6) Overview – International Conference Contributions
- 7) Arrangement of Workshops, Research Seminar Series, Faculty/Staff Programs and ICE-seminars
- 8) Discourses, Research Reports and Other Publications/Articles (mostly in Swedish)

## 2) Ph. D. and Publication of the Ph. D. in International Journals

My Ph. D. was performed along two parallel tracks, namely to write a monograph in Swedish and to publish different parts of my Ph. D. in international research journals applying blind review. The purpose of publishing the outcome of my Ph. D. in these journals was to inform scholars and practitioners in other countries around the world. The purpose was also to communicate my research efforts to the international research community in order to be judged in terms of its validity and reliability, as well as its relevance and acceptability.

### A) Ph. D. – Reference

- ✓ Svensson, G. (2001), *Vulnerability in Supply Chains – A Study of the Swedish Vehicle Industry (Sårbarhet i logistikkanaler – En studie av svensk fordonsindustri)*, School of Economics and Commercial Law, Göteborg University, Göteborg.

### B) Ph. D. – Abstract

The *research problem* of this study originated from the time- and functional dependencies between firms' activities in supply chains. These dependencies cause vulnerability in supply chains and in firms' inbound and outbound logistics flows. The *principal objective* was to conceptualise the construct of vulnerability in supply chains. The interplay between the probability of disturbance and the probability of degree of negative consequence built up the vulnerability construct of this study, which was based upon a two-phase process utilizing *sequential triangulation*.

*Phase one* applied qualitative methods that explored the overall environment of vulnerability in supply chains. The *objective* was to develop a model for the analysis of vulnerability in supply chains. The outcome was generated and based upon the empirical findings from a study in the Swedish automotive industry. The empirical findings were based upon 21 in-depth interviews with leading executives in the industry. The *contribution* is a conceptual framework for the analysis of vulnerability in supply chains.

*Phase two* applied quantitative methods to test and further explore the generated empirical findings originating from phase one. The *objective* was to develop a model to measure vulnerability in firms' inbound and outbound logistics flows. The empirical findings were based upon a mail survey in the Swedish vehicle industry. Initially, two independent respondents at each firm were contacted, in order to collect separately the data for the firms inbound and outbound logistics flows. The selection of the studied firms was based upon an identified population in the Swedish vehicle industry (i.e., mostly sub-contractors). Firms in the industry having more than twenty employees were included in the population. The population consisted of 251 companies (i.e., 502 executives). Two matched questionnaires were developed. 93.2 % of the companies responded to at least one of the two questionnaires. A total of 418 responses (total response rate: 83.2 %) was collected from the identified population. An analysis of non-response bias included all the non-response companies that did not answer either of the two questionnaires. No significant difference between the obtained responses and non-responses was found. A selection of univariate, bivariate, and multivariate statistical techniques and analyses was applied. The major *contributions* are a conceptualisation of the vulnerability construct in firms' inbound and outbound logistics flows and a synthesising dependence

scenario model. It is proposed that the vulnerability in firms' inbound and outbound logistics flows may be measured and evaluated by four principal dimensions, namely service level, disturbance deviation, disturbance consequence, and disturbance trend.

Suggestions for *further research* are given within and beyond vulnerability in firms' inbound and outbound logistics flows.

C) Ph. D. – International Journals (Ph. D. total citations Feb 2023 = 1.228)

- ✓ Svensson, G. (2003), "Sub-Contractor and Customer Sourcing and the Occurrence of Disturbances in Firms' Inbound and Outbound Logistics Flows", *Supply Chain Management: An International Journal*, Vol. 8, No. 1, pp. 41-56. (35 citations – Feb 2023)
- ✓ Svensson, G. (2002), "A Conceptual Framework of Vulnerability in Firm's Inbound and Outbound Logistics Flows", *International Journal of Physical Distribution & Logistics Management*, Vol. 32, No. 2, pp.110-134. (351 citations – February 2023)
- ✓ Svensson, G. (2002), "Dyadic Vulnerability in Companies' Inbound and Outbound Logistics Flows", *International Journal of Logistics: Research and Applications*, Vol. 5, No. 1, pp. 1-31. (74 citations – February 2023)
- ✓ Svensson, G. (2001), "The Impact of Outsourcing on Quantitative and Qualitative Disturbances in Firms' Inbound Logistics Flows", *International Journal of Logistics Management*, Vol. 12, No. 1, pp. 21-35. (79 citations – February 2023)
- ✓ Svensson, G. (2001), "Firms' Preventive Activities and the Occurrence of Disturbances in the Inbound and Outbound Logistics Flows", *International Journal of Logistics: Research and Applications*, Vol. 4, No. 2, pp. 207-236. (13 citations – February 2023)
- ✓ Svensson, G. (2000), "A Conceptual Framework for the Analysis of Vulnerability in Supply Chains", *International Journal of Physical Distribution & Logistics Management*, Vol. 30, No. 9, pp. 731-750. (676 citations – February 2023)

### 3) Books and Book Chapters

- ✓ Svensson, G. and Padin, C. (2020), “A System of Sustainable Development towards Sustainability – A Generic Framework”, In *Insights on Agriculture Innovation – Case Studies*, Lee, T-R, Vital Wellspring Education Pte. Limited, Singapore.
- ✓ Svensson, G. and Padin, C. (2018), “Time-Orientation in Sustainable Development of Agriculture versus the UN Sustainable Development Goals”, In *Insights on Agriculture Innovation – Case Studies*, Lee, T-R, Vital Wellspring Education Pte. Limited, Singapore.
- ✓ Svensson, G. (2012), *Christian Grönroos – A Visionary Pioneer across Eras in Services, Services Marketing and Service Management*, Sage.
- ✓ Döving, R. and Svensson, G. (2010), *Leksjoner i Markedvetenskap*, (Eds.) Abstrakt Forlag, Oslo.
- ✓ Svensson, G. and Wood, G. (2010), *The Real Sun Tzu Uncut – The Art of War Revisited*.
- ✓ Lagrosen, S. and Svensson, G. (2010), *Marketing – Broadening the Horizons*, (Eds.) Overseas Press, India – New Asian/African Edition.
- ✓ Andersson, S. and Svensson, G. (2009), *Glocal Marketing – Think Globally and Act Locally*, (Eds.) Studentlitteratur, Lund.
- ✓ Svensson, G. and Wood, G. (2009), *Business Ethics – Through Time and Across Contexts*, (Eds.) Studentlitteratur, Lund.
- ✓ Lagrosen, S. and Svensson, G. (2006), *Marketing – Broadening the Horizons*, (Eds.) Studentlitteratur, Lund – Scandinavian Edition.
- ✓ Svensson, G. (2005), “Vulnerability in Supply Chains”, in *Creation of Industrial Competitiveness*, Pehrsson, A. and Al-Najjar, B. (eds.), Acta Wexionensia, No. 47/2005, Växjö, pp. 165-185.

#### 4) Other Publications of Performed Research in International Journals

I have performed other research projects that have not been connected to my Ph. D. These research efforts are divided into several main areas as follows:

- A) Service Quality in Service Encounters
- B) Business Relationships
- C) Supply Chain Management and Dependence between Actors, Activities, and Resources
- D) Methodology
- E) Conceptual Discussions of Constructs and Disciplines
- F) History Constructs
- G) Business Philosophies
- H) Corporate Ethics and Business Ethics in Private and Public Sectors
- I) Quality Management and Relationship Quality - A Purchase Perspective
- J) Sales Performance and Relationship Quality – A Sales Perspective
- K) Strategy, Leadership and Management Development
- L) Academic Publishing and Academic Journals
- M) Cause Related Marketing and Brand Management
- N) Higher Education Management
- O) Sustainability and Climate Change
- P) Teleology from Complexity Sciences and Business Contexts
- Q) Enterprise Resource Planning and Business Model Innovation
- R) SARS-CoV-2 Pandemic

##### A) Service and Service Encounters

This research area focuses on the construct of service quality in service encounters. My research in this field is closely related to services marketing. Several articles have so far been produced as follows:

- ✓ Magaña, I., Svensson, G. and Otero-Neira, C. (2021), “Balancing Reactions and Actions between Service Receivers and Service Providers to Resolve Service Failures”, *International Journal of Business Excellence*, Vol. 26, No. 1, pp. 20-41.
- ✓ Magaña, I., Svensson, G. and Otero-Neira, C. (2019), “The Impact of Perceived Justice on Satisfaction and Behavioral Intentions in Service Encounters – A Comparison and Validation Study”, *International Journal of Quality and Service Sciences*, Vol. 11, No. 3, pp. 378-394.
- ✓ Rodriguez, R. and Svensson, G. (2019), “Time-Orientation in Complex B2B Service Relationships”, *Marketing Intelligence and Planning*, Vol. 37, No. 4, pp. 451-464.
- ✓ Zietsman, M. L., Moistert, P. G. and Svensson, G. (2019), “Perceived Price and Service Quality as Mediators between Price Fairness and Perceived Value in Business Banking Relationships: a Micro-Enterprise Perspective”, *International Journal of Bank Marketing*, Vol. 37, No. 1, pp. 2-19.

- ✓ Slåtten, T., Gudbrand, L. and Svensson, G. (2018), "The value of cultivating a norm for market orientation in professional service firms", *International Journal of Quality and Service Sciences*, Vol. 10, No. 3, pp. 316-330.
- ✓ Slåtten, T., Svensson, G., Connolley, S., Bexrud, C. and Læg Reid, T. (2017), "The Sponsorship Motive Matrix (SMM): A Framework for Categorising Firms' Motives for Sponsoring Sports Events", *European Journal of Tourism Research*, Vol. 15, pp. 143-166.
- ✓ Padin, C. and Svensson, G. (2017), "Understanding Negative Emotions in Services through Teleological Actions", *International Journal of Quality and Service Sciences*, Vol. 9, No. 1, pp. 67-84.
- ✓ Petzer, D. J., De Meyer-Heydenrych, C. F. and Svensson, G. (2017), "Perceived Justice, Service Satisfaction and Behavior Intentions Following Service Recovery Efforts in a South African Retail Banking Context", *International Journal of Bank Marketing*, Vol. 35, No. 2, pp. 241-253.
- ✓ Svensson, G. and Padin, C. (2016), "Interactive Gaps and Cause-Effect-Outcomes in Processes and Interfaces of Teleological Service Encounters", *International Journal of Culture, Tourism, and Hospitality Research*, Vol. 10, No. 3, pp. 261-271.
- ✓ Svensson, G. and Padin, C. (2016), "Balancing Learning and Adaptive Curves in Service Encounters to Manage Critical Incidents", *Scandinavian Journal of Hospitality and Tourism*, Vol. 16, pp. 1-17.
- ✓ Otero-Neira, C., Padin, C., Sosa, J. C., Santos, M., Magaña, I., and Svensson, G. (2016), "Negative Emotions in Mexican, Puerto Rican and Spanish Hospitals: A Multinational Assessment of Service Settings". *International Journal of Quality and Service Sciences*, Vol. 8., No. 1, pp. pp. 17-37.
- ✓ Padin, C., Svensson, G. and Wood, G. (2015), "A Model of Pilgrimage Tourism: Process, Interface, People and Sequence", *European Business Review*, Vol. 28, No. 1, pp. 77-95.
- ✓ Padin, C., Svensson, G., Otero-Neira, C. and Høgevoid, N. (2015), "New Aspects of Research to Assess and Manage Critical Incidents in Service Encounters: Teleological Actions, Interactive Interface and Perceptual Gaps", *International Journal of Contemporary Hospitality Management*, Vol. 27, No. 1, pp. 27-51.
- ✓ Sosa, J. C., Magaña, I., Padin, C., Otero-Neira, C., Santos, M. and Svensson, G. (2014), "An International and Comparative Study of Perceived Justice in Mexican, Puerto Rican and Spanish Hospitals", *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 8, No. 3, pp. 248 – 264.
- ✓ De Meyer, C. F., Petzer, D. J., Svensson, G. and Sværi, S. (2013), "Investigating Perceived Justice in South African Health Care", *Journal of Contemporary Management*, Vol. 10, pp. 156-175.
- ✓ De Meyer, C. F., Petzer, D. J., Sværi, S. and Svensson, G. (2012), "Perceived Justice in South African Airline and Hospital Industries: Measurement Model", *International Journal of Quality and Service Sciences*, Vol. 5, No. 2, pp. 120-139.

- ✓ Svensson, G. and Padin, C. (2013), "Teleological Approaches from Complexity Sciences in Services: Framework, Illustration and Proposition", *International Journal of Quality and Service Sciences*, Vol. 4, No. 3, pp. 224-237.
- ✓ Petzer, D. J., De Meyer, C. F., Sværi, S. and Svensson, G. (2012), "Service Receivers' Negative Emotions in Airline and Hospital Service Settings", *Journal of Services Marketing*, Vol. 26, No. 7, pp. 484-496.
- ✓ Slåtten, T., Svensson, G., and Sværi S. (2011), "Empowering Leadership and the Influence of a Humorous Work Climate on Service Employees' Creativity and Innovative Behaviour in Frontline Service Jobs", *International Journal of Quality and Service Sciences*, Vol. 3, No. 3, pp. 267-284.
- ✓ Sværi, S., Slåtten, T., Svensson, G. and Edvardsson, B. (2011), "An SOS-Construct of Negative Emotions in Customers' Service Experience (CSE) and Service Recovery by Firms (SRF)", *Journal of Services Marketing*, Vol. 25, No. 5, pp. 323-335.
- ✓ Slåtten, T., Svensson, G. and Sværi, S. (2011), "Service Quality and Turnover Intentions as Perceived by Employees: Antecedents and Consequences", *Personnel Review*, Vol. 40, No. 1, pp. 205-221. (144)
- ✓ Sværi, S., Svensson, G., Slåtten, T. and Edvardsson, B. (2010), "A DIP-Construct of Perceived Justice in Negative Service Encounters and Complaint Handling in the Norwegian Tourism Industry", *Managing Service Quality*, Vol. 20, No. 1, pp. 26-45.
- ✓ Slåtten, T., Mehmetoglu, M., Svensson, G. and Sværi, S. (2009), "Atmospheric Experiences That Emotionally Touch Customers - A Case Study from a Winter Park", *Managing Service Quality*, Vol. 19, No. 6, pp. 721-746.
- ✓ Svensson, G. (2006), "New Aspects of Research into Service Encounters and Service Quality", *International Journal of Service Industry Management*, Vol. 17, No. 3, pp. 245-257.
- ✓ Svensson, G. (2006), "Sequential Service Quality in Service Encounter Chains: Case Studies", *Journal of Services Marketing*, Vol. 20, No. 1, pp. 51-58.
- ✓ Svensson, G. (2006), "The Interactive Interface of Service Quality: A Conceptual Framework", *European Business Review*, Vol. 18, No. 3, pp. 243-257.
- ✓ Svensson, G. (2004), "A Customized Construct of Sequential Service Quality in Service Encounter Chains: Time, Context, and Performance Threshold", *Managing Service Quality*, Vol. 14, No. 6, pp. 468-475.
- ✓ Svensson, G. (2004), "Interactive Service Quality in Service Encounters: Empirical Illustration and Models", *Managing Service Quality*, Vol. 14, No. 4, pp. 278-287.

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- ✓ Svensson, G. (2003), “A Generic Conceptual Framework of Interactive Service Quality”, *Managing Service Quality*, Vol. 13, No. 4, pp. 267-275.
- ✓ Svensson, G. (2002), “A Triadic Network Approach to Service Quality”, *Journal of Services Marketing*, Vol. 16, No. 2, pp. 158-177.
- ✓ Svensson, G. (2001), “The Quality of Bi-Directional Service Quality in Dyadic Service Encounters”, *Journal of Services Marketing*, Vol. 15, No. 1, pp. 357-378.
- ✓ Svensson, G. (2001), “The Direction of Change in Multi-Item Measures of Service Quality”, *Managing Service Quality*, Vol. 11, No. 4, pp. 262-271.

### B) Business Relationships

This research area focuses on the construct of trust in business relationships, i.e. trust between individuals and organisations. The research in this field is closely related to industrial marketing and business logistics. Several articles have so far been produced as follows:

- ✓ Høgevoid, N., Rodriguez, R., Svensson, G. and Roberts-Lombard, M. (2022), "Organisational and Environmental Indicators of B2B Sales Performance", *Marketing Intelligence and Planning*, Vol. 40, No. 1, pp. 33-56.
- ✓ Rodriguez, R., Roberts-Lombard, M., Svensson, G. and Høgevoid, N. (2022), "Organisational and Environmental Indicators of B2B Sellers' Sales Performance in Services Firms", *European Business Review*, Vol. 34, No. 4, pp. 578-602.
- ✓ Guan, J-L., Lee, T-R., Otero-Neira, C., Svensson, G. and Høgevoid, N. (2021), “Action and Social Alignment Constituents of Collaboration in Business Relationships: Buyer and Seller Perspectives”, *Journal of Relationship Marketing*, pp.1-32.
- ✓ Høgevoid, N., Svensson, G. Mostert, P. and Zietsman, M (2021), “META-RELQUAL in Business Relationships: A Sales Perspective”, *International Journal of Business Excellence*, Vol. 23, No. 4, pp. 472-497.
- ✓ Høgevoid, N., Svensson G. and Mpinganjira, M. (2020), “Precursors and Outcomes of Satisfaction in Seller-Customer Business Relationships: A Sales Perspective”, *International Journal of Procurement Management*, Vol. 13, No. 4, pp. 531-552.
- ✓ Høgevoid, N., Svensson, G. and Otero-Neiva, C. (2019), “Validating Action and Social Alignment Constituents of Collaboration in Seller-Customer Business Relationships: A Sales Perspective”, *Marketing Intelligence & Planning*, Vol. 37, No. 7, pp. 721-740.
- ✓ Rodriguez, R., Svensson, G., Román, S. and Wood, G. (2018), “Teleological Sales and Purchase Approaches in Complex Business Relationships – Customers’ Expectations before and Perceptions after Purchase”, *Journal of Business and Industrial Marketing*, Vol. 33 No. 4, pp. 523-538.
- ✓ Rodriguez, R. and Svensson, G. (2019), “Time-Orientation in Complex B2B Service Relationships”, *Marketing Intelligence and Planning*, Vol. 37, No. 4, pp. 451-464.

- ✓ Mostert, P., Zietsman, M and Svensson, G. (2019), “A Validation of META-RELQUAL under South African Micro-Enterprise Banking Customers”, *International Journal of Business Excellence*, Vol. 18, No. 4., pp. 549-569.
- ✓ Sosa Varela, J. C., Svensson, G. and Mpinganjira, M. (2019), “Validating Trust and Commitment as Mediators between Economic and Non-Economic Satisfaction in Buyer-Supplier Relationships”, *International Journal of Procurement Management*, Vol. 12, No. 4, pp. 391-409.
- ✓ Rodriguez, R., Svensson, G. and Román, S. (2017), “Comparing the Life-Cycles of Service Sales Between Buyers and Sellers in Business Relationships Through a Teleological Lens”, *International Journal of Business Excellence*, Vol. 15, No. 1, pp. 95-113.
- ✓ Payan, J., Padin, C., Ferro, C. and Svensson, G., (2018), “Action & social alignment components of collaboration in SME business relationships”, *Journal of Small Business & Entrepreneurship*, Vol. 30, No.3, pp. 1-19.
- ✓ Rodriguez, R., Svensson, G., Román, S. and Wood, G. (2018), “Teleological Sales and Purchase Approaches in Complex Business Relationships – Customers’ Expectations before and Perceptions after Purchase”, *Journal of Business and Industrial Marketing*, Vol. 33, No. 4, pp. 523-538.
- ✓ Mysen, T., Svensson, G. Rindell, A. and Billström, A. (2015), “‘Antecedents’ and ‘Postcedents’ in Relation to Satisfaction in Norwegian Business Relationships”, *International Journal of Procurement Management*, Vol. 8, No. 5, pp. 627-642.
- ✓ Rindell, A., Svensson, G., Mysen, T. and Billström, A. (2014), “Satisfaction as a Mediator between Quality Metrics in Manufacturer-Supplier Relationships”, *International Journal of Business Excellence*, Vol. 7, No. 1, pp. 16-27.
- ✓ Rindell, A., Mysen, T., Svensson, G. and Billström, A. (2013), “A Validation of Inputs and Outputs of Satisfaction in Business-to-Business Relationships through a Nordic Comparison”, *International Journal of Procurement Management*, Vol. 6, No. 4, pp. 424-443.
- ✓ Hutchinson, D., Singh, J., Mysen, T. and Svensson, G. (2012), “Properties of Quality Constructs in Canadian Business Relationships”, *International Journal of Business Excellence*, Vol. 5, No. 4, pp. 429-443.
- ✓ Mysen, T., Svensson, G. and Lee, T-R (2012), “Trust and Commitment Based Satisfaction and the Impact on Specific Investments, Formalization and Opportunism”, *International Journal of Business Excellence*, Vol. 4, No. 6, pp. 696-714.
- ✓ Hutchinson, D., Singh, J. Svensson, G. and Mysen, T. (2012), “Inter-Relationships among Focal Dimensions in Relationship Quality: A Quantitative and Exploratory Approach”, *International Journal of Procurement Management*, Vol. 5, No. 2, pp. 229-252.
- ✓ Mysen, T., Svensson, G. and Payan, J. (2011), “Causes and Outcomes of Satisfaction in Business Relationships”, *Marketing Intelligence & Planning*, Vol. 29, No. 2, pp. 123-140.

- ✓ Svensson, G., Mysen, T. and Payan, J. (2010), “Balancing the Sequential Logic of Quality Constructs in Manufacturing-Supplier Relationships – Causes and Outcome”, *Journal of Business Research*, Vol. 63, pp. 1209-1214.
- ✓ Mysen, T. and Svensson, G. (2010), “RELQUAL’s Impact on Satisfaction in Norwegian Business Relationships”, *Journal of Business and Industrial Marketing*, Vol. 25, No. 2, pp. 119-131.
- ✓ Lee, T-R, Svensson, G. and Mysen, T. (2010), “RELQUAL in Taiwanese Business Relationships”, *International Journal of Business Excellence*, Vol. 3, No. 4, pp. 433-451.
- ✓ Lee, T-R, Svensson, G. and Mysen, T. (2010), “‘Antecedents’ and ‘Postcedents’ in Relation to Satisfaction in Taiwanese Business Relationships”, *International Journal of Procurement Management*, Vol. 3, No. 2, pp. 199-213.
- ✓ Svensson, G. (2006), “Multiple Informants and Asymmetric Interactions of Mutual Trust in Dyadic Business Relationships”, *European Business Review*, Vol. 18, No. 2, pp. 132-152.
- ✓ Svensson, G. (2005), “Mutual and Interactive Trust in Business Dyads: Condition and Process”, *European Business Review*, Vol. 17, No. 5, pp. 411-427.
- ✓ Svensson, G. (2004), “Vulnerability in Business Relationships: The Gap Between Dependence and Trust”, *Journal of Business and Industrial Marketing* Vol. 19, No. 7, pp. 469-483.
- ✓ Svensson, G. (2004), “Triadic Trust in Business Networks: A Conceptual Model and Empirical Illustration”, *European Business Review*, Vol. 16, No. 2, pp. 165-190.
- ✓ Svensson, G. (2001), “Extending Trust and Mutual Trust in Business Relationships towards a Synchronised Trust Chain in Marketing Channels”, *Management Decision*, Vol. 39, No. 6, pp. 431-440.
- ✓ Svensson, G. (2001), “Perceived Trust towards Suppliers and Customers in Supply Chains of the Swedish Automotive Industry”, *International Journal of Physical Distribution & Logistics Management*, Vol. 31, No. 9, pp. 635-650.

### C) Supply Chain Management and Dependence between Actors, Activities, and Resources

This research area focuses on the dependence between actors, activities, and resources, i.e. time-dependence, functional-dependence, and relationship-dependence between organisations in channels and networks. The research in this field is closely related to industrial marketing and business logistics. Several articles have so far been produced as follows:

- ✓ Ruzo Sanmartín, E.; Abousamra, A., Oteiro-Neira, C and Svensson, G. (2024), “The Role of Supply Chain Integration between Integrated Information Technology and Financial Performance – A Disaggregated Framework and Findings”, *International Journal of Logistics Management* (Forthcoming Issue).

- ✓ Ruzo-Sanmartín, E., Abousamra, A. A., Otero-Neira, C., and Svensson, G. (2023), “The Direct and Indirect Effects of Internal Enablers on Internal Integration and Business Performance”, *Journal of Business Economics and Management*, Vol. 24, No. 4, pp. 633–652.
- ✓ Ruzo Sanmartín, E.; Abousamra, A., Oteiro-Neira, C and Svensson, G. (2023), “The Impact of the Relationship Commitment and Customer Integration on Supply Chain Performance”, *Journal of Business & Industrial Marketing*, Vol. 38, No. 4, pp. 943-957.
- ✓ Eriksson, D. and Svensson, G. (2017), ”Transfer of Responsibility between Supply Chains”, *World Review of Intermodal Transportation Research*, Vol. 6, No. 2, pp. 130-140.
- ✓ Mysen, T., Svensson, G. Rindell, A. and Billström, A. (2015), “‘Antecedents’ and ‘Postcedents’ in Relation to Satisfaction in Norwegian Business Relationships”, *International Journal of Procurement Management*, Vol. 8, No. 5, pp. 627-642.
- ✓ Hutchinson, D., Singh, J. Svensson, G. and Mysen, T. (2011), “Antecedents and Postcedents of Satisfaction in Business Relationships in Canada”, *International Journal of Logistics Economics and Globalisation*, Vol. 3, No. 4, pp. 189-209.
- ✓ Hutchinson, D., Singh, J. Svensson, G. and Mysen, T. (2012), “Inter-Relationships among Focal Dimensions in Relationship Quality: A Quantitative and Exploratory Approach”, *International Journal of Procurement Management*, Vol. 5, No. 2, pp. 229-252.
- ✓ Mysen, T., Svensson, G. and Lee, T-R (2012), “Trust and Commitment Based Satisfaction and the Impact on Specific Investments, Formalization and Opportunism”, *International Journal of Business Excellence*, Vol. 4, No. 6, pp. 696-714.
- ✓ Hutchinson, D., Singh, J., Mysen, T. and Svensson, G. (2012), “Properties of Quality Constructs in Canadian Business Relationships”, *International Journal of Business Excellence*, Vol. 5, No. 4, pp. 429-443.
- ✓ Svensson, G. (2011), ”Teleological Strands of Thought in Supply Chain Activities: Example and Analogy – A Quest for Transformative Chain Management”, *International Journal of Logistics Economics and Globalisation*, Vol. 3, No. 1, pp. 42-55.
- ✓ Lee, T-R, Svensson, G. and Mysen, T. (2010), “RELQUAL in Taiwanese Business Relationships”, *International Journal of Business Excellence*, Vol. 3, No. 4, pp. 433-451.
- ✓ Svensson, G. (2010), ”Teleological Approaches in Supply Chain Management: Illustrations”, *Supply Chain Management: An International Journal*, Vol. 15, No. 1, pp. 16-20.
- ✓ Svensson, G., Mysen, T. and Payan, J. (2010), “Balancing the Sequential Logic of Quality Constructs in Manufacturing-Supplier Relationships – Causes and Outcome”, *Journal of Business Research*, Vol. 63, pp. 1209-1214.
- ✓ Mysen, T. and Svensson, G. (2010), “RELQUAL’s Impact on Satisfaction in Norwegian Business Relationships”, *Journal of Business and Industrial Marketing*, Vol. 25, No. 2, pp. 119-131.

- ✓ Lee, T-R, Svensson, G. and Mysen, T. (2010), “‘Antecedents’ and ‘Postcedents’ in Relation to Satisfaction in Taiwanese Business Relationships”, *International Journal of Procurement Management*, Vol. 3, No. 2, pp. 199-213.
- ✓ Achard, P. O., Nucciarelli, A., Rosato, R. and Svensson, G. (2009), “Risk Identification in the Infrastructure Construction Industry: A Supply Chain Case Study”, *International Journal of Logistics Economics and Globalisation*, Vol. 1, No. 3/4, pp. 343-356.
- ✓ Svensson, G. and Bååth, H. (2008), ”Supply Chain Management Ethics: Conceptual Framework and Illustration”, *Supply Chain Management: An International Journal*, Vol. 13, No. 6, pp. 398-405.
- ✓ Svensson, G. (2008), “Mutual and Interactive Vulnerability in Supply Chain Dyads”, *International Journal of Logistics Economics and Globalisation*, Vol. 1, No. 2, pp. 123-140.
- ✓ Svensson, G. (2008), ”The Industrial/Societal Bullwhip Effects and Supply Chain Performance”, *Global Journal of the Academy of Marketing Science*, Vol. 18, No. 2, pp. 1-18.
- ✓ Payan, J. and Svensson, G. (2007), ”Cooperation, Coordination, and Specific Assets in Interorganizational Relationships”, *Journal of Marketing Management*, Vol. 23, No. 7/8, pp. 797-812.
- ✓ Svensson, G. (2007), ”Aspects of Sustainable SCM (SSCM): Conceptual Framework and Empirical Example”, *Supply Chain Management: An International Journal*, Vol. 12, No. 4, pp. 262-266.
- ✓ Svensson, G. (2005), ”The Multiple Facets of the Bullwhip Effect: Refined and Re-defined”, *International Journal of Physical Distribution & Logistics Management*, Vol. 35, No. 10, pp. 762-777.
- ✓ Svensson, G. (2004), ”Interactive Vulnerability in Buyer-Seller Relationships: A Dyadic Approach”, *International Journal of Physical Distribution & Logistics Management*, Vol. 34, No. 8, pp. 662-682.
- ✓ Svensson, G. (2004), ”Key Areas, Causes and Contingency Planning of Corporate Vulnerability in Supply Chains: A Qualitative Approach”, *International Journal of Physical Distribution & Logistics Management*, Vol. 34, No. 9, pp. 728-748.
- ✓ Svensson, G. (2004), ”Supplier Segmentation in the Automotive Industry: A Dyadic Approach of a Managerial Model”, *International Journal of Physical Distribution & Logistics Management*, Vol. 34, No. 1, pp. 12-38.
- ✓ Svensson, G. (2004), “Triadic Dependencies in Business Networks”, *European Business Review*, Vol. 16, No. 5, pp. 473-493.
- ✓ Svensson, G. (2003), ”The Principle of Balance between Companies’ Inventories and Disturbance in Logistics Flows: Empirical Illustration and Conceptualisation”,

*International Journal of Physical Distribution & Logistics Management*, Vol. 33, No. 3, pp. 765-784.

- ✓ Svensson, G. (2003), "The Bullwhip Effect in Intra-Organisational Echelons", *International Journal of Physical Distribution & Logistics Management*, Vol. 33, No. 2, pp. 103-131.
- ✓ Svensson, G. (2002), "A Typology of Vulnerability Scenarios towards Suppliers and Customers in Supply Chains based upon Perceived Time and Relationship Dependence", *International Journal of Physical Distribution & Logistics Management*, Vol. 32, No. 3, pp. 168-187.
- ✓ Svensson, G. (2002), "Vulnerability Scenarios in Marketing Channels: A Research Note", *Supply Chain Management: An International Journal*, Vol. 7, No. 5, pp. 322-333.
- ✓ Svensson, G. (2001), "The Measurement and Evaluation of Mutual Dependence in a Dyadic Business Relationship", *Journal of Business and Industrial Marketing*, Vol. 17, No. 1, pp. 56-74.

#### D) Methodology

This research area focuses on methodological procedures to measure and evaluate the mutuality in dyads, triads, and actor/activity chains. The research in this field is closely related to methodology in social sciences as a whole. The objective is to contribute to grounded techniques of analysis to bridge the interface between scholarly work and practitioners' applications. Several articles have so far been produced as follows:

- ✓ Svensson, G. (2018), "A Toolkit to Examine Multi-Item Measures – Avoiding Pitfalls and Flaws", *European Business Review*, Vol. 30, no. 1, pp. 82-92.
- ✓ Svensson, G. (2015), "Contemporary Process to Test the Theory of a Research Model through Covariance-Based Structural Equation Modeling in Business Research: Is it Science, Quasi-Science or Just Non-Science...?", *European Business Review*, Vol. 27, No. 4, pp. 447 - 458.
- ✓ Svensson, G. (2013), "Processes of Substantiations and Contributions through Theory Building towards Theory in Business Research", *European Business Review*, Vol. 25, No. 5, pp. 466-480.
- ✓ Babin, B. and Svensson, G. (2012), "Structural Equation Modeling in Social Science Research – Issues of Validity and Reliability in the Research Process", *European Business Review*, Vol. 24, No. 4, pp. 320-330.
- ✓ Svensson, G. (2012), "Research Process, Report Structure and Journal Outlets in Scholarly Studies – Parallel vs. Sequential and Proactive vs. Reactive", *European Business Review*, Vol. 24, No. 1, pp. 47-57.
- ✓ Svensson, G. (2009), "A Counter-Intuitive View of the Deductive Research Process – Clockwise versus Anti-Clockwise Approaches", *European Business Review*, Vol. 21, No. 2, pp. 191-196.

- ✓ Svensson, G. (2006), "Multiple Informants and Asymmetric Interactions of Mutual Trust in Dyadic Business Relationships", *European Business Review*, Vol. 18, No. 2, pp. 132-152.
- ✓ Svensson, G. (2004), "Triadic Trust in Business Networks: A Conceptual Model and Empirical Illustration", *European Business Review*, Vol. 16, No. 2, pp. 165-190.
- ✓ Svensson, G. (2004), "Triadic Dependencies in Business Networks", *European Business Review*, Vol. 16, No. 5, pp. 473-493.
- ✓ Svensson, G. (2002), "A Triadic Network Approach to Service Quality", *Journal of Services Marketing*, Vol. 16, No. 2, pp. 158-177.
- ✓ Svensson, G. (2001), "The Quality of Bi-Directional Service Quality in Dyadic Service Encounters", *Journal of Services Marketing*, Vol. 15, No. 1, pp. 357-378.
- ✓ Svensson, G. (2001), "The Measurement and Evaluation of Mutual Dependence in a Dyadic Business Relationship", *Journal of Business and Industrial Marketing*, Vol. 17, No. 1, pp. 56-74.
- ✓ Svensson, G. (2001), "The Direction of Change in Multi-Item Measures of Service Quality", *Managing Service Quality*, Vol. 11, No. 4, pp. 262-271.

### E) Conceptual Discussions of Constructs and Disciplines

This research area focuses on conceptual discussions of existing concepts and theories in research literature. These discussions intend to point out ambiguities and deficiencies in different theoretical contexts. Articles in this research area have a direct and plain message. They intend to be provocative, counter-intuitive, and stimulate thoughtfulness in order to be used as a basis of discussions for different kinds of seminars, and for teaching and lecturing situations at universities and enterprises. The research in this field is closely related to industrial marketing, business logistics, and management. Several articles have so far been produced as follows:

- ✓ Svensson, G. (2011), "Teleological Strands of Thought in Supply Chain Activities: Example and Analogy – A Quest for Transformative Chain Management", *International Journal of Logistics Economics and Globalisation*, Vol. 3, No. 1, pp. 42-55.
- ✓ Wagner, B. and Svensson, G. (2011), "Conceptual Development of a Sustainable Business Approach", *Cuadernos Aragoneses de Economía*, University of Zaragoza, Spain, Vol. 20, No. 1-2, pp. 19-34.
- ✓ Svensson, G., Wood, G. and Callghan, M. (2010), "A Corporate Model of Sustainable Business Practices: An Ethical Perspective", *Journal of World Business*, Vol. 45, pp. 336-345.
- ✓ Wagner, B. and Svensson, G. (2010), "Sustainable Supply Chain Practices: Research Propositions for the Future", *International Journal of Logistics Economics and Globalisation*, Vol. 2, Nr. 2, pp. 176-185.

- ✓ Svensson, G. and Lagrosen, S. (2009), "Future Directions of Marketing Knowledge: Self-Actualization Marketing", *International Journal of Electronic Customer Relationship Management*, Vol. 3, No. 4, pp. 327-343.
- ✓ Svensson, G. (2009), "Subject Trends in the History of Marketing Thought: From Simplicity towards Complexity", *Journal of Historical Research in Marketing*, Vol. 1, No. 2, pp. 361-370. (118)
- ✓ Svensson, G. and Payan, J. (2009), "Organizations that are International from Inception: Terminology and Research Constellations - 'Academic Protectionism' or 'Academic Myopia'?", *Journal of Small Business and Enterprise Development*, Vol. 16, No. 3, pp. 406-417.
- ✓ Svensson, G. (2008), "Anti-Climate Change Management (ACCM) – 'Business-as-Usual' or 'Out-of-the-Box'?", *Management Decision*, Vol. 46, No. 1, pp. 92-105.
- ✓ Svensson, G. (2008), "Supply Chain Management versus Sustainable Chain Management", *ESIC Market*, 129, pp. 219-237 (English Version).
- ✓ Svensson, G. (2008), "Gestión de la Cadena de Suministro frente a Gestión de la Cadena Sostenible", *ESIC Market*, 129, pp. 239-258 (Spanish Version).
- ✓ Svensson, G. and Bååth, H. (2008), "Supply Chain Management Ethics: Conceptual Framework and Illustration", *Supply Chain Management: An International Journal*, Vol. 13, No. 6, pp. 398-405.
- ✓ Svensson, G. and Wood, G. (2008), "Cause Related Marketing: Commercialism or Altruism: Finding the Balance?", *International Journal of Electronic Customer Relationship Management*, Vol. 1, No. 3, pp. 231-241.
- ✓ Svensson, G. (2007), "Aspects of Sustainable SCM: Conceptual Framework and Empirical Example", *Supply Chain Management: An International Journal*, Vol. 12, No. 4, pp. 262-266.
- ✓ Svensson, G. (2007), "A Formula of Consensus in Theoretical Descriptions of the Reality Spectrum: the Unification of Conceptual 'Halves'", *European Business Review*, Vol. 19, No. 3, pp. 248-256.
- ✓ Svensson, G. (2006), "A Quest for a Common Terminology – the Concept of Born Glocals", *Management Decision*, Vol. 44, No. 9, pp. 1311-1317.
- ✓ Lagrosen, S. and Svensson, G. (2006), "A Seminal Framework of Marketing Schools: Revisited and Updated", *Journal of Management History*, Vol. 12, No. 4, pp. 369-384.
- ✓ Svensson, G. (2006), "New Aspects of Research into Service Encounters and Service Quality", *International Journal of Service Industry Management*, Vol. 17, No. 3, pp. 245-257.



- ✓ Svensson, G. (2005), "The Multiple Facets of the Bullwhip Effect: Refined and Re-defined", *International Journal of Physical Distribution & Logistics Management*, Vol. 35, No. 10, pp. 762-777.
- ✓ Svensson, G. (2005), "The Spherical Marketing Concept – A Revitalization of the Marketing Concept", *European Journal of Marketing*, Vol. 39, No. 1/2, pp. 5-15.
- ✓ Svensson, G. (2003), "Consumer Driven and Bi-directional Value Chain Diffusion Models", *European Business Review*, Vol. 15, No. 6, pp. 390-400.
- ✓ Svensson, G. (2002), "Beyond Global Marketing and the Globalization of Marketing Activities", *Management Decision*, Vol. 40, No. 6, pp. 574-583.
- ✓ Svensson, G. (2001), "Glocalization of Business Activities: A Glocal Strategy Approach", *Management Decision*, Vol. 39, No 1, pp. 6-18.
- ✓ Svensson, G. (2001), "Re-evaluating the Marketing Concept", *European Business Review*, Vol. 13, No. 2, pp. 95-100.
- ✓ Svensson, G. (2000), "The Creation of Value in a Holistic Supply Chain Context is an Illusion!", *CTT refereed paper series in Transport and Traffic*, Chalmers University of Technology, Göteborg University.

#### *F) History of Constructs*

This research area focuses on historical discussions of so-called "new" models, trends, and terms that are derived out of "old" or classic theories, constructs, and references in logistics, marketing, and management. The articles intend to stimulate thoughtfulness in order to be used as a basis of discussions for different kinds of seminars, and for teaching and lecturing situations at universities and enterprises. The research in this field is closely related to industrial marketing, business logistics, and management. Several articles have so far been produced as follows:

- ✓ Svensson, G. (2009), "Subject Trends in the History of Marketing Thought: From Simplicity towards Complexity", *Journal of Historical Research in Marketing*, Vol. 1, No. 2, pp. 361-370.
- ✓ Svensson, G. and Wood, G. (2005), "Cause Related Marketing: Reflections on the First Twenty Years", *The Magnus Journal of Management*, Vol. 1, No. 4, pp. 54-64.
- ✓ Svensson, G. (2002), "The Theoretical Foundation of Supply Chain Management: A Functionalist Theory of Marketing", *International Journal of Physical Distribution & Logistics Management*, Vol. 32, No. 9, pp. 734-754.
- ✓ Svensson, G. (2002), "Efficient Consumer Response – its Origin and Evolution in the History of Marketing", *Journal of Management History*, Vol. 40, No. 5, pp. 508-519.
- ✓ Svensson, G. (2001), "Just-In-Time - the Reincarnation of Past Theory and Practice", *Journal of Management History*, Vol. 39, No. 10, pp. 866-879.

- ✓ Svensson, G. (2001), “Le JAT – Une nouvelle réinvention de la roue”, *Revue Francaise de Gestion Industrielle*, Vol. 20, No. 4, pp. 5-14.

### G) Business Philosophies

This research area focuses on business philosophies (e.g. Supply Chain Management) in the retail/grocery and vehicle industries, such as Efficient Consumer Response (ECR) and Just-In-Time (JIT) or others. Several articles have so far been produced as follows:

- ✓ Svensson, G., Wood, G. and Callghan, M. (2010), “A Corporate Model of Sustainable Business Practices: An Ethical Perspective”, *Journal of World Business*, Vol. 45, pp. 336-345.
- ✓ Svensson, G. (2009), ”The Transparency of SCM-Ethics: Conceptual Framework and Empirical Illustrations”, *Supply Chain Management: An International Journal*, Vol. 14, No. 4, pp. 259-269.
- ✓ Svensson, G. (2008), ”Supply Chain Management versus Sustainable Chain Management”, *ESIC Market*, 129, pp. 219-237 (English Version).
- ✓ Svensson, G. (2008), ”Gestión de la Cadena de Suministro frente a Gestión de la Cadena Sostenible”, *ESIC Market*, 129, pp. 239-258 (Spanish Version).
- ✓ Svensson, G. (2008), “Anti-Climate Change Management (ACCM) – ‘Business-as-Usual’ or ‘Out-of-the-Box’?”, *Management Decision*, Vol. 46, No. 1, pp. 92-105.
- ✓ Svensson, G. and Bååth, H. (2008), ”Supply Chain Management Ethics: Conceptual Framework and Illustration”, *Supply Chain Management: An International Journal*, Vol. 13, No. 6, pp. 398-405.
- ✓ Svensson, G. (2007), ”Aspects of Sustainable SCM (SSCM): Conceptual Framework and Empirical Example”, *Supply Chain Management: An International Journal*, Vol. 12, No. 4, pp. 262-266.
- ✓ Svensson, G., Wood, G. and Callaghan, M. (2006), “Masochistic Marketing: Volvo Australia’s not ‘so safe’ strategy”, *Journal of Consumer Marketing*, Vol. 23, No. 7, pp. 438-444.
- ✓ Svensson, G. (2003), ”Holistic and Cross-Disciplinary Deficiencies in the Theory Generation of Supply Chain Management”, *Supply Chain Management: An International Journal*, Vol. 8, No. 4, pp. 303-316.
- ✓ Svensson, G. (2002), “The Theoretical Foundation of Supply Chain Management: A Functionalist Theory of Marketing”, *International Journal of Physical Distribution & Logistics Management*, Vol. 32, No. 9, pp. 734-754.
- ✓ Svensson, G. (2002), ”Supply Chain Management: the Reintegration of Marketing Issues in Logistics Theory and Practice”, *European Business Review*, Vol. 14, No. 6, pp. 426-436.

- ✓ Svensson, G. (2002), "A Firm's Driving Force to Implement and Incorporate a Business Philosophy into its Current Business Activities: The Case of ECR", *European Business Review*, Vol. 14, No. 1, pp. 20-29.

### H) Corporate Ethics and Business Ethics in Private and Public Sectors

This research area focuses on corporate ethics and business ethics (e.g. code of ethics or conduct) and commitment in domestic (i.e. Swedish) and foreign (i.e. Australia and Canada) private sectors. Corporate ethics and business ethics in the Swedish public sector is also comprised at different levels. This research area is in part performed in collaboration with researchers in Australia and Canada. This means that international comparisons between three countries, in three different continents, are one of this research's principal contributions. Several articles have so far been produced as follows:

#### Ethics

- ✓ Mpinganjira, M, Roberts-Lombard, M. and Svensson, G. (2021), "Virtue ethics in buyer-supplier relationships: a South African study", *International Journal of Business Governance and Ethics*, Vol. 15, No.3, pp. 285-302.
- ✓ Whyatt, G., Wood, G., Callaghan, M. and Svensson, G. (2019), "Codes of Ethics Content: UK and Australian Corporations", *European Business Review*, Vol. 31, No. 5, pp. 669-687.
- ✓ Roberts-Lombard, M., Mpinganjira, M., Wood, G. and Svensson, G. (2019), "South African Corporate Ethics Codes: Establishment and Communication", *European Business Review*, Vol. 31, No. 3, pp. 379-396.
- ✓ Singh, J., Wood, G., Callaghan, M., Svensson, G. and Andersson, S. (2019), "Operationalizing Business Ethics in Organizations: The Views of Executives in Australia, Canada and Sweden", *European Business Review*, Vol. 30, No. 4, pp. 494-510.
- ✓ Eriksson, D., Hilletoft, P., Svensson, G. and Bengtsson, L. (2018), "Exploring Opportunities for Moral Disengagement in Codes of Conduct from the Textile Industry", *World Review of Intermodal Transportation Research*, Vol. 7, No. 4, pp. 371-389.
- ✓ Roberts-Lombard, M., Mpinganjira, M., Svensson, G. and Wood, G. (2018), "Measurement Properties of the Construct of Code of Ethics Content: The South African Experience", *South African Journal of Business Management*, Vol. 49, No. 1, <https://doi.org/10.4102/sajbm.v49i1.197>.
- ✓ Slåtten, T., Gudbrand, L. and Svensson, G. (2018), "The value of cultivating a norm for market orientation in professional service firms", *International Journal of Quality and Service Sciences*, Vol. 10, No. 3, pp. 316-330.
- ✓ Eriksson, D. and Svensson, G. (2015), "Elements Affecting Social Responsibility in Supply Chains", *Supply Chain Management: An International Journal*, Vol. 20, No. 5, pp. 561-566.

- ✓ Eriksson, D. and Svensson, G. (2016), "The Process of Responsibility, Decoupling Point, Disengagement of Moral and Social Responsibility in Supply Chains: Empirical Findings and Prescriptive Thoughts", *Journal of Business Ethics*, Vol. 134, pp. 281-298.
- ✓ Svensson, G. and Wood, G. (2011), "A Conceptual Framework of Corporate and Business Ethics across Organizations: Structures, Processes and Performance", *The Learning Organization*, Vol. 18, No. 1, pp. 21-35.
- ✓ Svensson, G., Wood, G. and Callghan, M. (2010), "A Corporate Model of Sustainable Business Practices: An Ethical Perspective", *Journal of World Business*, Vol. 45, pp. 336-345.
- ✓ Svensson, G. and Wood, G. (2010), "Teleological Business Ethics: Formative, Rationalist and Transformative – Illustrations and Analogies", *ESIC Market*, Vol. 138, pp. 35-61 (English version).
- ✓ Svensson, G. and Wood, G. (2011). "Ética empresarial teleológica: formativa, racionalista y transformativa – ilustraciones y analogías", *ESIC Market*, Vol. 138, pp. 63-90 (Spanish version).
- ✓ Svensson, G. (2009), "The Transparency of SCM-Ethics: Conceptual Framework and Empirical Illustrations", *Supply Chain Management: An International Journal*, Vol. 14, No. 4, pp. 259-269. (109)
- ✓ Svensson, G. and Wood, G. (2008), "A Model of Business Ethics", *Journal of Business Ethics*, Vol. 77, pp. 303-322.
- ✓ Svensson, G. and Wood, G. (2008), "International Standards of Business Conduct: Framework and Illustration", *European Business Review*, Vol. 20, No. 3, pp. 260-274.
- ✓ Svensson, G. and Bååth, H. (2008), "Supply Chain Management Ethics: Conceptual Framework and Illustration", *Supply Chain Management: An International Journal*, Vol. 13, No. 6, pp. 398-405.
- ✓ Svensson, G. and Wood, G. (2007), "Ethical Performance Evaluation (EPE): Framework and Case Illustrations", *European Business Review*, Vol. 19, No. 5, pp. 420-430.
- ✓ Svensson, G., Wood, G. and Helgesson, T. (2007), "Triangles of Business Ethics: Models and Empirical Illustrations", *Revista de Negócios*, Vol. 11, No. 3, pp. 5-20.
- ✓ Svensson, G. and Wood, G. (2004), "Corporate Ethics and Trust in Intra-Corporate Relationships", *Employee Relations Journal*, Vol. 26, No. 3, pp. 320-336.
- ✓ Svensson, G. and Wood, G. (2004), "Proactive versus Reactive Business Ethics Performance: A Conceptual Framework of Profile Analysis and Case Illustrations", *Corporate Governance*, Vol. 4, No. 2, pp. 18-33.
- ✓ Svensson, G. and Wood, G. (2003), "The Dynamics of Business Ethics: a Function of Time and Culture – Cases and Models", *Management Decision*, Vol. 41, No. 4, pp. 350-361.

### Comparison Public and Private Sectors

- ✓ Svensson, G., Wood, G. and Callaghan, M. (2010), "Measurement and Structural Properties of Organizational Codes of Ethics in Private and Public Sweden", *International Journal of Public Sector Management*, Vol. 23, No. 6, pp. 549-566.
- ✓ Svensson, G., Wood, G. and Callaghan, M. (2010), "A Comparison of Business Ethics Commitment in Private and Public Sector Organizations in Sweden", *Business Ethics: A European Review*, Vol. 19, No. 2, pp. 213-232.
- ✓ Svensson, G., Wood, G. and Callaghan, M. (2009), "Cross-Sector Organizational Engagement with Ethics: A Comparison of the Top Private Companies and Public Entities of Sweden", *Corporate Governance*, Vol. 9, No. 3, pp. 283-297.
- ✓ Svensson, G., Wood, G. and Callaghan, M. (2004), "A Comparison between Corporate and Public Sector Business Ethics in Sweden: Similarities and Differences", *Business Ethics: A European Review*, Vol. 13, No. 2/3, pp. 166-185.

### Public Sector

- ✓ Svensson, G., Wood, G. and Callaghan, M. (2009), "A Construct of the 'Ethos of Codes of Ethics' (ECE): the Case of Private and Public Sweden", *International Journal of Public Sector Management*, Vol. 22, No. 6, pp. 499-515.
- ✓ Svensson, G. and Wood, G. (2009), "Implementation, Communication and Benefits of Public Sector Codes of Ethics: A Longitudinal Study of Sweden", *International Journal of Public Sector Management*, Vol. 22, No. 4, pp. 364-379. (108)
- ✓ Svensson, G. and Wood, G. (2009), "Inculcating the Ethos of Public Sector Codes of Ethics in Sweden: a Longitudinal Approach", *Corporate Governance*, Vol. 9, No. 2, pp. 175-188.
- ✓ Svensson, G., Wood, G. and Callaghan, M. (2004), "The Commitment of Public Sector Sweden to Codes of Ethics", *International Journal of Public Sector Management*, Vol. 17, No. 4, pp. 302-331.
- ✓ Svensson, G. and Wood, G. (2004), "Codes of Ethics Best Practice in the Swedish Public Sector: a PUBSEC-Scale", *International Journal of Public Sector Management*, Vol. 17, No. 2, pp. 178-195.
- ✓ Svensson, G. and Wood, G. (2004), "Public Sector Ethics in Sweden: a 4P-Model of Internal and External Determinants in Codes of Ethics", *Corporate Governance*, Vol. 4, No. 3, pp 54-64.

### Private Sector

- ✓ Mpinganjira, M, Roberts-Lombard, M. and Svensson, G. (2021), "Virtue ethics in buyer-supplier relationships: a South African study", *International Journal of Business Governance and Ethics*, Vol. 15, No.3, pp. 285-302.

- ✓ Roberts-Lombard, M., Mpinganjira, M., Wood, G. and Svensson, G. (2019), "South African Corporate Ethics Codes: Establishment and Communication", *European Business Review*, Vol. 31, No. 3, pp. 379-396.
- ✓ Singh, J., Wood, G., Callaghan, M., Svensson, G. and Andersson, S. (2019), "Operationalizing Business Ethics in Organizations: The Views of Executives in Australia, Canada and Sweden", *European Business Review*, Vol. 30, No. 4, pp. 494-510.
- ✓ Eriksson, D., Hilletoft, P., Svensson, G. and Bengtsson, L. (2018), "Exploring Opportunities for Moral Disengagement in Codes of Conduct from the Textile Industry", *World Review of Intermodal Transportation Research*, Vol. 7, No. 4, pp. 371-389.
- ✓ Roberts-Lombard, M., Mpinganjira, M., Svensson, G. and Wood, G. (2018), "Measurement Properties of the Construct of Code of Ethics Content: The South African Experience", *South African Journal of Business Management*, Vol. 49, No. 1, <https://doi.org/10.4102/sajbm.v49i1.197>.
- ✓ Roberts-Lombard, M., Mpinganjira, M., Svensson, G. and Wood, G. (2016), "A Construct of Code Effectiveness: Empirical Findings and Measurement Properties", *African Journal of Business Ethics*, Vol. 10, No. 1, pp. 19-35.
- ✓ Mpinganjira, M., Roberts-Lombard, M., Wood, G. and Svensson, G. (2016), "Embedding the Ethos of Codes of Ethics into Corporate South Africa: Current Status", *European Business Review*, Vol. 28, No. 3 pp. 333 - 351.
- ✓ Callaghan, M., Wood, G., Singh, J., Payan, J. and Svensson, G. (2012), "Code of Ethics Quality – An International Comparison of Corporate Staff Support and Regulation in Australia, Canada and the USA", *Business Ethics: A European Review*, Vol. 21, No. 1, pp. 15-30.
- ✓ Svensson, G., Wood, G., Singh, J., Payan, J. and Callaghan, M. (2011), "The Embeddedness of Codes of Ethics in Organisations in Australia, Canada and USA", *Business Ethics: A European Review*, Vol. 20, No. 4, pp. 405-417.
- ✓ Singh, J., Svensson, G., Wood, G., and Callaghan, M. (2011), "A Longitudinal and Cross-Cultural Study of the Contents of Codes of Ethics of Australian, Canadian and Swedish Corporations", *Business Ethics: A European Review*, Vol. 20, No. 1, pp. 103-119.
- ✓ Lee, T-R, Ulgen, A., Donmez, D., Svensson, G. Wood, G. and Callaghan, M., (2010), "Indicators of Perceived Corporate Commitment to Ethics in Top Taiwanese and Turkish Companies: An Exploratory Study", *International Journal of Business Governance and Ethics*, Vol. 5, No. 3, pp. 178-195.
- ✓ Svensson, G., Wood, G., Singh, J. and Callaghan, M. (2009), "Implementation, Communication and Benefits of Corporate Codes of Ethics: An International and Longitudinal Approach for Australia, Canada and Sweden", *Business Ethics: A European Review*, Vol. 18, No. 4, pp. 389-407.
- ✓ Svensson, G., Wood, G., Singh, J., Carasco, E. and Callaghan, M. (2009), "Ethical Structures and Processes of Corporations Operating in Australia, Canada and Sweden: a

Longitudinal and Cross-Cultural Study”, *Journal of Business Ethics*, Vol. 86, No. 4, pp. 485-506.

- ✓ Svensson, G., Wood, G., Singh, J. and Callaghan, M. (2009), “A Cross-Cultural Construct of the Ethos of Corporate Codes of Ethics (ECCE): Australia, Canada and Sweden”, *Business Ethics: A European Review*, Vol. 18, No. 3, pp. 253-267.
- ✓ Callaghan, M., Lee, T-R, Ulgen, A., Donmez, D., Svensson and G. Wood, G. (2009), “Implementation, Communication and the Benefits of Corporate Codes of Ethics in Taiwan and Turkey – A Comparison across Contexts”, *European Business Review*, Vol. 21, No. 3, pp. 278-298.
- ✓ Ulgen, A., Donmez, D., Svensson, G. Wood, G. and Callaghan, M. (2008), “Communicating the Intent of Codes of Ethics within the Organization: A Comparison of the Largest Private Sector Organizations in Sweden and Turkey”, *Journal of Management Development*, Vol. 27, No. 7, pp. 778-790.
- ✓ Lee, T.-R., Svensson, G., Wood, G. and Callaghan, M. (2009), “An Examination of the Codes of Ethics Artifacts in Top Taiwanese Companies”, *International Journal of Electronic Customer Relationship Management*, Vol. 3, No. 1, pp. 86-101.
- ✓ Callaghan, M., Wood, G. and Svensson, G. (2008), “The Commitment to Business Ethics of Corporate Australia: 1995-2005: A Longitudinal Study”, *International Journal of Entrepreneurship and Small Business*, Vol. 6, No. 1, pp. 173-184.
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- ✓ Svensson, G., Wood, G. and Callaghan, M. (2006), “Codes of Ethics in Corporate Sweden”, *Corporate Governance*, Vol. 6, No. 5, pp. 547-566.
- ✓ Singh, J., Carasco, E., Svensson, G., Wood, G. and Callaghan, M. (2005), “A Comparative Study of the Contents of Corporate Codes of Ethics in Australia, Canada and Sweden”, *Journal of World Business*, Vol. 40, pp. 91-109.
- ✓ Wood, G., Svensson, G., Singh, J., Carasco, E. and Callaghan, M. (2004), “Implementing the Ethos of Corporate Codes of Ethics: Australia, Canada and Sweden”, *Business Ethics: A European Review*, Vol. 13, No. 4, pp. 389-403.

### I) Quality Management and Relationship Quality – A Purchase Perspective

This research area focuses on quality management in management and business practices based on a buyer perspective. Several articles have so far been produced as follows:

- ✓ Guan, J-L., Lee, T-R., Otero-Neira, C., Svensson, G. and Høgevoid, N. (2021), “Action and Social Alignment Constituents of Collaboration in Business Relationships: Buyer and Seller Perspectives”, *Journal of Relationship Marketing*, pp.1-32.

- ✓ Zietsman, M., Mostert, P. and Svensson, G. (2020), “A Multidimensional Approach to the Outcomes of Perceived Value in Business Relationships”, *European Business Review*, Vol. 22, No. 4, pp. 709-729.
- ✓ Zietsman, M., Mostert, P. and Svensson, G. (2020), “Economic and Non-Economic Satisfaction as Outcomes of Micro-Enterprises’ Perceived Value from Banking Relationships”, *Journal of Business-to-Business Marketing*, Vol. 27, No. 3, pp. 263-281.
- ✓ Roberts-Lombard, M., Mpinganjira, M. and Svensson, G. (2019), “The antecedents and postcedents of satisfaction in business-to-business relationships in South Africa”, *South African Journal of Business Management*, Vol. 50, No. 1, doi.org/10.4102/sajbm.v50i1.212.
- ✓ Mostert, P., Zietsman, M and Svensson, G. (2019), “A Validation of META-RELQUAL under South African Micro-Enterprise Banking Customers”, *International Journal of Business Excellence*, Vol. 18, No. 4., pp. 549-569.
- ✓ Sosa Varela, J. C., Svensson, G. and Mpinganjira, M. (2019), “Validating Trust and Commitment as Mediators between Economic and Non-Economic Satisfaction in Buyer-Supplier Relationships”, *International Journal of Procurement Management*, Vol. 12, No. 4, pp. 391-409.
- ✓ Payan, J., Padin, C., Ferro, C. and Svensson, G., (2018), “Action & social alignment components of collaboration in SME business relationships”, *Journal of Small Business & Entrepreneurship*, Vol. 30, No.3, pp. 1-19.
- ✓ Svensson, G. and Høgevoid, N. (2017), “A Benchmarking Toolkit to Prioritize Corporate Sustainable Development in Supply Chains”, *Communications of IIMA*, Vol. 15, No. 2, Article 3.
- ✓ Roberts-Lombard, M., Mpinganjira, M. and Svensson, G. (2017), “Antecedents and Outcomes of Satisfaction in Buyer-Supplier Relationships in South Africa: A Replication Study”, *South African Journal of Economic and Management Sciences*, Vol. 20, No. 1, pp. 1-14.
- ✓ Mpinganjira, M., Roberts-Lombard, M. and Svensson, G. (2016), “Validating the Relationship between Trust, Commitment, Economic and Non-Economic Satisfaction in South African Buyer-Supplier Relationships”, *Journal of Business-to-Business Marketing*, Vol. 32, No. 3, pp. 421-431.
- ✓ Padin, C., Ferro, C. and Svensson, G. (2017), “Validity and Reliability of Satisfaction as a Mediator between Quality Constructs in Manufacturer-Supplier Relationships Through Time and Across Contexts”, *Journal of Business-to-Business Marketing*, Vol. 24, No. 1, pp. 1-17.
- ✓ Payan, J. M., Hair, J, Svensson, G., Awuah, G., Andersson, S. (2016), “The Precursor Role of Cooperation, Coordination, and Relationship Investments in a Relationship Model”, *Journal of Business-to-Business Marketing*, Vol. 23, No. 1, pp. 63-79..



- ✓ Ferro, C., Padin, C., Svensson, G. and Payan, J. (2016), "Trust and Commitment as Mediators between Economic and Non-Economic Satisfaction in Manufacturer-Supplier Relationships" *Journal of Business & Industrial Marketing*, Vol. 31, No. 1, pp. 13-23.
- ✓ Mpinganjira, M., Bogaards, M. and Svensson, G. and Mysen, T. (2014), "Precursors and Outcomes of Satisfaction in Business Relationships: A Replication Study", *Management Dynamics*, Vol. 23, No. 2, pp. 2-13.
- ✓ Mpinganjira, M., Bogaards, M. and Svensson, G. and Mysen, T. (2015), "META-RELQUAL Construct Validation: A South African Study", *African Journal of Economic and Management Studies*, Vol. 46, No. 4, pp. 453-465.
- ✓ Mysen, T., Svensson, G. Rindell, A. and Billström, A. (2015), "'Antecedents' and 'Postcedents' in Relation to Satisfaction in Norwegian Business Relationships", *International Journal of Procurement Management*, Vol. 8, No. 5, pp. 627-642.
- ✓ Rindell, A., Mysen, T., Svensson, G. and Billström, A. (2014), "A Validation of Inputs and Outputs of Satisfaction in Business-to-Business Relationships through a Nordic Comparison", *International Journal of Procurement Management*, Vol. 6, No. 4, pp. 424-443.
- ✓ Bogaards, M., Mpinganjira, M., Svensson, G., Mysen, T. and Padin, C. (2013), "Satisfaction in Relation to the Metrics of Quality Constructs in South African Manufacturer-Supplier Relationships", *Esic Market Economic and Business Journal*, Vol. 44, No. 1, pp. 55-71. (181 – English Version)
- ✓ Bogaards, M., Mpinganjira, M., Svensson, G., Mysen, T. and Padin, C. (2013), "La Satisfacción como Indicador de Calidad de Relaciones entre Fabricante y Proveedor en Sudáfrica", *Esic Market Economic and Business Journal*, Vol. 44, No. 1, pp. 73-90. (181 – Spanish Version)
- ✓ Rindell, A., Svensson, G., Mysen, T. and Billström, A. (2014), "Satisfaction as a Mediator between Quality Metrics in Manufacturer-Supplier Relationships", *International Journal of Business Excellence*, Vol. 7, No. 1, pp. 16-27.
- ✓ Svensson, G. Mysen, T., Rindell, A. and Billström, A. (2012), "Validation of a META-RELQUAL construct through a Nordic Comparative Study", *Marketing Intelligence & Planning*, Vol. 31, No. 1, pp. 72-87.
- ✓ Sosa J. C., Mysen, T. and Svensson, G. (2012), "Constituents of Buyers' Satisfaction in Puerto Rican Business Relationships", *International Journal Electronic Customer Relationship Management*, Vol. 6, No. 2, pp. 193-215.
- ✓ Mysen, T., Svensson, G. and Høgevold, N. (2012), "'Relationship Quality – Relationship Value and Power Balance in Business Relationships: Descriptives and Propositions", *Journal of Business-to-Business Marketing*, Vol. 19, pp. 248-285.
- ✓ Sosa, J. C., Svensson, G. and Mysen, T. (2011), "A Construct of META-RELQUAL in Puerto Rican Business Relationships", *ESIC Market*, Vol. 140, pp. 67-95 (English version).

- ✓ Sosa, J. C., Svensson, G. and Mysen, T. (2011), "Constructo META-RELQUAL en las Relaciones de Negocios: Una Aplicacion a las Empresas de Puerto Rico" *ESIC Market*, Vol. 140, pp. 97-126.
- ✓ Hutchinson, D., Singh, J. Svensson, G. and Mysen, T. (2011), "Antecedents and Postcedents of Satisfaction in Business Relationships in Canada", *International Journal of Logistics Economics and Globalisation*, Vol. 3, No. 4, pp. 189-209.
- ✓ Hutchinson, D., Singh, J. Svensson, G. and Mysen, T. (2012), "Inter-Relationships among Focal Dimensions in Relationship Quality: A Quantitative and Exploratory Approach", *International Journal of Procurement Management*, Vol. 5, No. 2, pp. 229-252.
- ✓ Turker Bas, T. Ulgen, A., Svensson, G., Mysen, T. and Keskin, N. (2012), "RELQUAL in Turkish Business Relationships - Theory Testing and Measurement Model", *International Journal of Business Excellence*, Vol. 5, No. 6, pp. 620-638.
- ✓ Mysen, T., Svensson, G. and Lee, T-R (2011), "Trust and Commitment Based Satisfaction and the Impact on Specific Investments, Formalization and Opportunism", *International Journal of Business Excellence*, Vol. 4, No. 6, pp. 696-714.
- ✓ Hutchinson, D., Singh, J., Mysen, T. and Svensson, G. (2012), "Properties of Quality Constructs in Canadian Business Relationships", *International Journal of Business Excellence*, Vol. 5, No. 4, pp. 429-443.
- ✓ Svensson, G., Mysen, T. and Payan, J. (2011), "The Key Role of Opportunism in Business Relationships", *Marketing Intelligence & Planning*, Vol. 29, No. 4, pp. 436-449.
- ✓ Sosa, J. C., Svensson, G. and Mysen, T. (2012), "La Calidad de la Relación en la Cadena de Suministros", *INCAE Business Review*, Vol. 2, No. 2, pp. 2-9.
- ✓ Svensson, G., Mysen, T. and Payan, J. (2010), "Balancing the Sequential Logic of Quality Constructs in Manufacturing-Supplier Relationships – Causes and Outcome", *Journal of Business Research*, Vol. 63, pp. 1209-1214.
- ✓ Mysen, T., Svensson, G. and Payan, J. (2011), "Causes and Outcomes of Satisfaction in Business Relationships", *Marketing Intelligence & Planning*, Vol. 29, No. 2, pp. 123-140.
- ✓ Mysen, T. and Svensson, G. (2011), "A Construct of META-RELQUAL: Measurement Model and Theory Testing", *Baltic Journal of Management*, Vol. 6, No. 2, pp. 227 - 244.
- ✓ Payan, J. M., Svensson, G., Awuah, G., Andersson, S. and Hair, J. (2010), "A 'Cross-Cultural RELQUAL-scale' in Supplier-Distributor Relationships of Sweden and USA", *International Marketing Review*, Vol. 45, pp. 336-345.
- ✓ Mysen, T. and Svensson, G. (2010), "RELQUAL's Impact on Satisfaction in Norwegian Business Relationships", *Journal of Business and Industrial Marketing*, Vol. 25, No. 2, pp. 119-131.
- ✓ Lee, T-R, Svensson, G. and Mysen, T. (2010), "RELQUAL in Taiwanese Business Relationships", *International Journal of Business Excellence*, Vol. 3, No. 4, pp. 433-451.

- ✓ Svensson, G., Andersson, S., Mysen, T. and Awuah, G. (2009), “A Comparison of Perceived Quality in Business Relationships in Norway and Sweden: Similarities and Differences”, *Baltic Journal of Management*, Vol. 4, No. 1, pp. 7-33.
- ✓ Svensson, G. (2006), “Sustainable Quality Management: A Strategic Perspective”, *The TQM Magazine*, Vol. 18, No. 1, pp. 22-29.
- ✓ Svensson, G. (2005), “Leadership Performance in TQM: A Contingency Approach”, *The TQM Magazine*, Vol. 17, No. 6, pp. 527-536.
- ✓ Svensson, G. and Wood, G. (2005), “Corporate Ethics in TQM: Management versus Employee Expectations and Perceptions”, *The TQM Magazine*, Vol. 17, No. 2, pp. 137-149.
- ✓ Svensson, G. and Wood, G. (2005), “Business Ethics in TQM: the Qualities and Spectrum Zones of a Case Illustration”, *The TQM Magazine*, Vol. 17, No. 1, pp. 19-34.

### J) Sales Performance and Relationship Quality – A Sales Perspective

This research area focuses on quality management in management and business practices based on a seller perspective. Several articles have so far been produced as follows:

- ✓ Ferro, C., Padin, C., Oteiro-Neira, C. and Svensson, G. (2024), “Modeling Partners’ Behavior in Long-lasting B2B Supply Chain Relationships”, *Mathematics* (Forthcoming Issue).
- ✓ Høgevoid, N., Rodriguez, R., Svensson, G. and Otero-Neira, C. (2024), “Salespeople’s Sales Performance Skills in B2B of Services Firms - A Cross-Industrial”, *European Business Review* (Forthcoming Issue).
- ✓ Rodriguez, R., Roberts-Lombard, M., Høgevoid, N. and Svensson, G. and (2024), “B2B Sellers’ Motivations in Sales Performance – A Six-Dimensional Framework Proposition”, *South African Journal of Economic and Management Sciences* (Forthcoming Issue).
- ✓ Nils Høgevoid, Rocio Rodriguez, Göran Svensson and Carmen Otero-Neira (2024), “Benchmarking Meta-analytical Conceptualizations of B2B Seller Skills against Empirical Evidence in Services Firms”, *Benchmarking: An International Journal* (Forthcoming Issue).
- ✓ Rodriguez, R., Høgevoid, N., Oteiro-Neira, C., Svensson, G. (2024), “The Direct Effect of B2B Sellers’ Skills on Relative and Absolute Sales Performance: A Dual Measurement Approach”, *Journal of Organizational Change Management* (Forthcoming Issue).
- ✓ Ferro, C., Padin, C., Lubbe, I., Svensson, G. and Høgevoid, N. (2024), “A META-RELQUAL Framework for B2B Sales Partnerships: Empirical Findings from Spain” *International Journal of Business Excellence* (Forthcoming Issue).
- ✓ Ferro, C., Padin, C., Svensson, G. and Høgevoid, N. (2024), “The Sequential Logic of Quality Constructs in Sales Business Relationships: Model and Findings”, *International Journal of Procurement Management* (Forthcoming Issue).

- ✓ Høgevold, N., Rodriguez, R., Otero-Neira, C. and Svensson, G. (2024), “Framing Antecedents of Salesperson Performance in B2B – Model and Findings”, *International Journal of Procurement Management* (Forthcoming Issue).
  - ✓ Høgevold, N., Svensson, G. and Mpinganjira, M. (2023), “A Seller Perspective on Economic and Non-economic Satisfaction as Precursors to Formalisation, Specific Investments, and Dependence in Business Relationships”, *International Journal of Physical Distribution and Logistics Management*, Vol. 51, No. 3, pp. 281-304.
  - ✓ Svensson, G., Ferro-Soto, C., Padin, C., and Otero-Neira, C. (2023), “Collaborative B2B Sales Partnerships in Supply Chains: An Integrative Framework of Social and Action Alignment”, *European Research on Management and Business Economics*, Vol. 29, No. 3, Sep-Dec, 100227.
  - ✓ Ferro-Soto, C., Padin, C., Mpinganjira, M., Svensson, G. and Høgevold, N. (2022), “The Influence of Economic and Non-Economic Satisfaction on Formalization, Specific Investments, and Dependence in B2B Relationships”, *Operations and Supply Chain Management*, Vol. 15, No. 3, pp. 359-372.
  - ✓ Ferro, C., Padin, C., Svensson, G. and Høgevold, N. (2023), ”The Role of Trust and Commitment as Mediators between Economic and Non-Economic Satisfaction in Sales Manager B2B Relationships”, *Journal of Business & Industrial Marketing*, Vol. 38 No. 1, pp. 235-251.
  - ✓ Høgevold, N., Rodriguez, R., Svensson, G. and Roberts-Lombard, M. (2022), "Organisational and Environmental Indicators of B2B Sales Performance", *Marketing Intelligence and Planning*, Vol. 40, No. 1, pp. 33-56.
  - ✓ Høgevold, N., Rodriguez, R., Svensson, G. and Roberts-Lombard, M. (2022), “Validating the Sequential Logic of Quality Constructs in Seller-Customer Business Relationships – Antecedents, Mediator and Outcomes”, *Journal of Business-to-Business Marketing*, Vol. 29, No. 1, pp. 43-67.
- Rodríguez, R., Høgevold, N., Otero-Neira, C., and Svensson, G. (2022). “A Sequential Logic Model between Sales Performance and Salesperson Satisfaction in B2B Markets. *Journal of Business & Industrial Marketing*, Vol. 37, No. 1, pp. 180-194.
- ✓ Høgevold, N., Svensson G. and Mpinganjira, M. (2020), “Precursors and Outcomes of Satisfaction in Seller-Customer Business Relationships: A Sales Perspective”, *International Journal of Procurement Management*, Vol. 13, No. 4, pp. 531-552.
  - ✓ Høgevold, N., Svensson, G. Mostert, P. and Zietsman, M (2021), “META-RELQUAL in Business Relationships: A Sales Perspective”, *International Journal of Business Excellence*, Vol. 23, No. 4, pp. 472-497.
  - ✓ Høgevold, N., Svensson, G. and Roberts-Lombard, M. (2020), “Opportunism and Conflict as Precursors of Non-Economic and Economic Satisfaction Outcomes in Norwegian Seller–Customer Business Relationships”, *Journal of Business-to-Business Marketing*, Vol. 27, No. 4, pp. 375-395.

- ✓ Rodriguez, R., Otero-Neira, C. and Svensson, G. (2021), “B to B Sellers’ Skill Level in Sales Performance: Frameworks and Findings”, *Journal of Business-to-Business Marketing*, Vol. 28, No. 3, pp. 265-281.
- ✓ Høgevoid, N., Svensson, G. and Roberts-Lombard, M. (2020), “Antecedents and Postcedents of Satisfaction in Seller-Business Relationships: Positive and Negative Alter Egos”, *European Business Review*, Vol. 33, No. 4, pp. 537-565.
- ✓ Høgevoid, N., Svensson, G. and Otero-Neiva, C. (2021), “Trust and Commitment as Mediators between Economic and Non-Economic Satisfaction in Business Relationships: A Sales Perspective”, *Journal of Business and Industrial Marketing*, Vol. 35, No. 11, pp. 1685-1700. (282)
- ✓ Høgevoid, N., Svensson, G. Mostert, P. and Zietsman, M (2021), “META-RELQUAL in Business Relationships: A Sales Perspective”, *International Journal of Business Excellence*, Vol. 23, No. 4, pp. 472-497.
- ✓ Høgevoid, N., Svensson G. and Mpinganjira, M. (2020), “Precursors and Outcomes of Satisfaction in Seller-Customer Business Relationships: A Sales Perspective”, *International Journal of Procurement Management*, Vol. 13, No. 4, pp. 531-552.
- ✓ Høgevoid, N., Svensson, G. and Mpinganjira, M. (2021), “A Seller Perspective on Economic and Non-economic Satisfaction as Precursors to Formalisation, Specific Investments, and Dependence in Business Relationships”, *International Journal of Physical Distribution and Logistics Management*, Vol. 51, No. 3, pp. 281-304. (295)
- ✓ Rodriguez, R., Svensson, G. and Mehl, E. (2020), “Digitalization Process of Complex B2B Sales Processes – Enablers and Obstacles”, *Technology in Society*, Vol. 62, No. August, pp. 1-12.
- ✓ Høgevoid, N., Svensson, G. and Mostert, P. (2020), “Continuity, Coordination and Cooperation as Mediators between Economic and Non-Economic Satisfaction – A Sales Perspective”, *Journal of Business Economics and Management*, Vol. 21, No. 6, pp. 1752-1773.
- ✓ Høgevoid, N., Svensson, G. and Otero-Neiva, C. (2019), “Validating Action and Social Alignment Constituents of Collaboration in Seller-Customer Business Relationships: A Sales Perspective”, *Marketing Intelligence & Planning*, Vol. 37, No. 7, pp. 721-740.
- ✓ Rodriguez, R., Svensson, G., Román, S. and Wood, G. (2018), “Teleological Sales and Purchase Approaches in Complex Business Relationships – Customers’ Expectations before and Perceptions after Purchase”, *Journal of Business and Industrial Marketing*, Vol. 33 No. 4, pp. 523-538.
- ✓ Rodriguez, R., Svensson, G. and Román, S. (2017), “Comparing the Life-Cycles of Service Sales Between Buyers and Sellers in Business Relationships Through a Teleological Lens”, *International Journal of Business Excellence*, Vol. 15, No. 1, pp. 95-113.

### *K) Relationship Quality – Sales and Purchase Perspectives*

This research area focuses on quality management in management and business practices based on both seller and buyer perspectives. Several articles have so far been produced as follows:

- ✓ Guan, J-L., Lee, T-R., R, Moistert, P., Svensson, G. and Høgevold, N. (2023), "A nomological framework of antecedents and postcedents to satisfaction in purchase and sales business relationships", *Journal of Contemporary Marketing Science*, Vol. 6 No. 1, pp. 46-63.
- ✓ Guan, J-L., Lee, T-R., Roberts-Lombard, M, Svensson, G. and Høgevold, N. (2022), "Exploring Opportunism, Conflict, Non-economic Satisfaction and Economic Satisfaction in a B2B Context – A Buyer and Seller Perspective", *South African Journal of Business Management*, Vol 53, No. 1, pp. 33-46.
- ✓ Guan, J-L., Lee, T-R., Otero-Neira, C., Svensson, G. and Høgevold, N. (2021), "Action and Social Alignment Constituents of Collaboration in Business Relationships: Buyer and Seller Perspectives", *Journal of Relationship Marketing*, pp.1-32.

### L) Strategy, Leadership and Management Development

This research area focuses on strategy, leadership effectiveness, leadership performance, leadership and management development. Several articles have so far been produced as follows:

- ✓ Lew, C., Meyerowitz, D. and Svensson, G. (2019), "Formal and Informal Scenario-Planning in Strategic Decision-Making: An Assessment of Corporate Reasoning", *Journal of Business and Industrial Marketing*, Vol. 34, No. 2, pp. 439-450.
- ✓ Lew, C., Meyerowitz, D. and Svensson, G. (2019), "Scenario-planning in strategic decision-making: requirements, benefits and inhibitors", *Foresight*, Vol. 20, No. 6, pp. 602-621.
- ✓ Eriksson, D. and Svensson, G. (2018), "Managers' Psychological Challenges in Implementing Corporate Responsibility in Supply Chains", *Corporate Governance*, Vol. 18, No. 3, pp. 564-578.
- ✓ Nienaber, H. and Svensson, G. (2017), "Organisational Performance Loop through Teleological Action – Leadership, Management and Other Staff", *International Journal of Corporate Strategy and Social Responsibility*, Vol. 1, No. 3, pp. 266-288.
- ✓ Nienaber, H. and Svensson, G. (2013), "An Analysis of the Contribution of Leadership to Organizational Performance Using Complexity Science", *Journal of Management Development*, Vol. 32, No. 8, pp. 836-851.
- ✓ Pehrsson, A. and Svensson, G. (2013), "Corporate Strategy and the Environment: Fit through Teleological Approaches", *International Journal of Business Excellence*, Vol. 6, No. 5, pp. 572-583.
- ✓ Svensson, G., Wood, G. and Mathisen, B. R. (2008), "Reflexive and Critical Views of Leadership Performance in Corporate Accomplishment: Framework and Illustration", *Journal of Management Development*, Vol. 28, No. 8, pp 879-899.

- ✓ Svensson, G. and Wood, G. (2007), “Sustainable Leadership Ethics: A Continuous and Iterative Process”, *Leadership & Organisation Development Journal*, Vol. 28, No. 3, pp. 251-268.
- ✓ Svensson, G. and Wood, G. (2006), “Sustainable Components of Leadership Effectiveness in Organizational Performance”, *Journal of Management Development*, Vol. 25, No. 6, pp. 522-534.
- ✓ Svensson, G. (2005), “Leadership Performance in TQM: A Contingency Approach”, *The TQM Magazine*, Vol. 17, No. 6, pp. 527-536.
- ✓ Svensson, G. and Wood, G. (2005), “The Serendipity of Leadership Effectiveness in Management and Business Practices”, *Management Decision*, Vol. 43, No. 7/8, pp. 1001-1009.

### M) Academic Publishing and Academic Journals

This research area focuses on academic publishing/journals. Several articles have so far been produced as follows:

- ✓ Svensson, G. (2012), “Research Process, Report Structure and Journal Outlets in Scholarly Studies – Parallel vs. Sequential and Proactive vs. Reactive”, *European Business Review*, Vol. 24, No. 1, pp. 47-57.
- ✓ Svensson, G. (2010), “SSCI and Its Impact Factors”, *European Journal of Marketing*, Vol. 44, No.1/2, pp. 23-33.
- ✓ Svensson, G., Sværi, S. and Einarsen, K. (2009), “Scientific Identity’ of Scholarly Journals in Hospitality and Tourism Research: Review and Evaluation”, *International Journal of Hospitality Management*, Vol. 28, pp. 631-634.
- ✓ Svensson, G., Sværi, S. and Einarsen, K. (2009), “Empirical Characteristics’ of Scholarly Journals in Hospitality and Tourism Research: An Assessment”, *International Journal of Hospitality Management*, Vol. 28, pp. 479-483.
- ✓ Svensson, G. (2009), “Myopia- and Blinkers-Syndromes in Academic Journals in the Marketing Discipline – Is it Academic Imperialism?”, *International Journal of Electronic Customer Relationship Management*, Vol. 3, No. 1, pp. 1-17.
- ✓ Svensson, G. (2009), “A Counter-Intuitive View of the Deductive Research Process – Clockwise versus Anti-Clockwise Approaches”, *European Business Review*, Vol. 21, No. 2, pp. 191-196.
- ✓ Svensson, G., Tronvoll, B., Helgesson, T. and Slåtten, T. (2009), “The ‘Geographical Affiliations’ in ‘Top’ Research Journals of General Marketing”, *Australasian Marketing Journal*, Vol. 17, No. 3, pp. 154-159.
- ✓ Svensson, G. (2009), ” ’To Be or Not to Be’ – ‘Top’ or ‘Tenure Track’ Journals?”, *ESIC Market*, Vol. 133, .pp. 227-242 (English Version).

- ✓ Svensson, G. (2009), "'Ser o no ser' – 'Publicaciones de prestigio' o 'Publicaciones para posgraduados con el fin de hacer meritos para obtener una plaza fija en la universidad'", *ESIC Market*, Vol. 133, pp. 243-261 (Spanish Version).
- ✓ Svensson, G., Tronvoll, B. and Slåtten, T. (2008), "'Empirical Characteristics' and 'Geocentricity' in Top Journals of Logistics Management", *International Journal of Logistics Management*, Vol. 19, No. 3, pp. 436-450.
- ✓ Svensson, G., Slåtten, T. and Tronvoll, B. (2008), "Scientific Identity and 'Ethnocentricity' in Top Journals of Logistics Marketing", *International Journal of Physical Distribution & Logistics Management*, Vol. 38, No. 8, pp. 588-600.
- ✓ Svensson, G. (2009), "Scholarly Journal Ranking(s) in Marketing - Single or Multi-Item Measures", *Marketing Intelligence & Planning*, Vol. 26, No. 4, pp. 340-352.
- ✓ Svensson, G., Tronvoll, B. and Slåtten, T. (2008), "An Assessment of the Empirical Characteristics of Top Journals in Services Marketing", *Managing Service Quality*, Vol. 18, No. 3, pp. 289-304.
- ✓ Svensson, G., Helgesson, T., Slåtten, T. and Tronvoll, B. (2008), "Scientific Identity of 'Top' Research Journals in the Broader Discipline of Marketing: Findings and Queries", *European Business Review*, Vol. 20, No. 5, pp. 384-400.
- ✓ Svensson, G., Slåtten, T., Tronvoll, B. and Helgesson, T. (2008), "'Empirical Characteristics' of 'Top' Journals in Mainstream Marketing", *Marketing Intelligence & Planning*, Vol. 26, No. 2, pp. 131-144.
- ✓ Svensson, G. and Wood, G. (2008), "Top versus Leading Journals in Marketing: Some Challenging Thoughts", *European Journal of Marketing*, Vol. 42, No.3/4, pp. 287-298.
- ✓ Svensson, G., Slåtten, T. and Tronvoll, B. (2008), "Scientific Identity in Top Journals of Services Marketing: Review and Evaluation", *International Journal of Service Industry Management*, Vol. 19, No. 1, pp. 134-147.
- ✓ Svensson, G. and Wood, G. (2007), "Research Criteria in Marketing Journals: AMJ, EJM and JM", *Australasian Marketing Journal*, Vol. 15, No. 3, pp. 83-93.
- ✓ Svensson, G. and Wood, G. (2007), "A Cross-Continental Examination and Comparison of Descriptive Criteria in Marketing Journals – AMJ, EJM and JM", *Revista de Negócios*, Vol. 12, No. 3, pp. 74-87.
- ✓ Svensson, G., Tronvoll, B. and Slåtten, T. (2007), "'Ethnocentricity' in Top Journals of Services Management: Authors, Editorial Review Boards, Editorial Boards and Editors", *Managing Service Quality*, Vol. 25, No. 5, pp. 563-578.
- ✓ Svensson, G. and Wood, G. (2007), "Research Designs and Scientific Identity in Marketing Journals: Review and Evaluation", *European Journal of Marketing*, Vol. 41, No. 5/6, pp. 419-438.



- ✓ Svensson, G. and Wood, G. (2007), “Ethnocentricity in Academic Marketing Journals: Authors, Reviewers, Editorial Boards and Editors”, *Marketing Intelligence & Planning*, Vol. 25, No. 3, pp. 252-270.
- ✓ Svensson, G. (2006), “The Paradoxnoia of Top Marketing Journal(s)”, *European Journal of Marketing*, Vol. 40, No. 11/12, pp. 1153-1168.
- ✓ Svensson, G. and Wood, G. (2006), “The Pareto Plus Syndrome in Top Marketing Journals: Research and Journal Criteria”, *European Business Review*, Vol. 18, No. 6, pp. 457-467.
- ✓ Svensson, G. (2005), “Ethnocentricity in Top Marketing Journals”, *Marketing Intelligence & Planning*, Vol. 23, No. 5, pp. 422-434.

#### N) Cause Related Marketing and Brand Management

This research area focuses on cause related marketing. Several articles have so far been produced as follows:

- ✓ Slåtten, T., Svensson, G., Connolley, S., Bexrud, C. and Læg Reid, T. (2017), “The Sponsorship Motive Matrix (SMM): A Framework for Categorising Firms’ Motives for Sponsoring Sports Events”, *European Journal of Tourism Research*, Vol. 15, pp. 143-166.
- ✓ Hutchinson, D, Jang, S. Svensson, G. and Mysen, T. (2013), “Towards a Model of Conscientious Corporate Brands: A Canadian Study”, *Journal of Business & Industrial Marketing*, Vol. 28, No. 8, pp. 687-695.
- ✓ Bas, T., Ulgen, A., Svensson, G., Mysen, T. and Erenel, F. (2013), “A Validation of a Conscientious Corporate Brand Framework – A Turkish Study”, *International Journal of Business and Globalisation*, Vol. 10, No. 2, pp 173-184.
- ✓ Bogaards, M., Mpinganjira, M., Svensson, G. and Mysen, T. (2012), ”A Framework of Conscientious Corporate Brand – A South African Validation”, *Corporate Governance*, Vol. 12, No. 5 pp. 675 - 685.
- ✓ Lee T-R., Mysen. T. and Svensson, G. (2012),” A Conscientious Corporate Brand Model – A Taiwanese Assessment”, *International Journal of Business and Globalisation*, Vol. 8, No. 2, pp. 256-267.
- ✓ Rindell, A., Svensson, G., Mysen, T., Billström, A. and Wilén, K. (2011), ““Developing the Conceptual Foundation of ‘Conscientious Corporate Brands’”, *Journal of Brand Management*, Vol. 18, No. 9, pp. 709-719.
- ✓ Svensson, G. and Wood, G. (2011), “A Model of Cause Related Marketing for ‘Profit-Driven’ and ‘Non-Profit’ Organizations”, *European Business Review*, Vol. 23, No. 2, pp. 203-214.
- ✓ Svensson, G. and Wood, G. (2008), “Cause Related Marketing: Commercialism or Altruism: Finding the Balance?”, *International Journal of Electronic Customer Relationship Management*, Vol. 1, No. 3, pp. 231-241.

- ✓ Svensson, G. and Wood, G. (2005), “Cause Related Marketing: Reflections on the First Twenty Years”, *The Magnus Journal of Management*, Vol. 1, No. 4, pp. 54-64.

### O) Higher Education Management

This research area focuses on educational issues in higher education institutions. Several articles have so far been produced as follows:

- ✓ Lubbe, I. and Svensson, G. (2022), “Work Integrated Learning (WIL) Model – A Win-Win Process between University, Postgraduate Business Students, and Industry”, *The Independent Journal of Teaching and Learning*, Vol. 17, No. 1, pp. 39-59. (305)
- ✓ Payan, J., Svensson, G., Høgevold, N. and Sedbrook, T. (2015), “Key Factors of the Likelihood to Study Abroad Among Marketing Majors in the U.S. And Norway: Validation of Cross-Cultural Scales”, *Journal of the Academy of Business Education*, Vol. 16, pp.319-334..
- ✓ Payan, J., Svensson, G. and Høgevold, N. (2012), “The Effect of Attributes of Study Abroad and Risk Aversion and on the Future Likelihood to Study Abroad: A Study of US and Norwegian Undergraduate Marketing Students”, *Journal for Advancement of Marketing Education*, Vol. 20, No 3, pp. 49-60.
- ✓ Svensson, G. and Wood, G. (2007), “Are University Students Really Customers: When Illusion may Lead to Delusion for All”, *International Journal of Educational Management*, Vol. 21, No. 1, pp. 17-28.
- ✓ Svensson, G. (2007), “Legal Requirements for Transparency in Appointments and Promotions in Swedish Higher Education Institutions”, *International Journal of Public Sector Management*, Vol. 20, No. 2, pp. 118-133.

### P) Business Sustainability and Triple Bottom Line

This research area focuses on sustainability and climate change issues in business. Several articles have so far been produced as follows:

- ✓ Svensson, G. and Padin, C. (2021), “The Role of Spinoffs and Tradeoffs of Business-Driven Sustainable Development in the Marketplace”, *Journal of Business and Industrial Marketing*, Vol. 36, No. 3, pp. 505-521.
- ✓ Andersson, S., Svensson, G., Otero-Neira, Laurell, H., C., Lindgren, J., and Karlsson, N. (2022), “Sustainable Development Considerations in Supply Chains. Firms’ Relationships with Stakeholders in their Business Sustainability Practices: A Triangular Comparison”, *Business Strategy and The Environment*, pp. 1-15.
- ✓ Tzong-Ru Lee, T-R, Lin, K-H, Chen, C-H, Oteiro-Neira, C and Svensson, G. (2022), “TBL Dominant Logic for Sustainability in Oriental Businesses”, *Marketing Intelligence and Planning*, Vol. 40, No. 7, pp. 837-853.
- ✓ Andersson, S., Svensson, G., Molina-Castillo, F. J., Otero-Neira, C., Lindgren, J., Karlsson, N. and Laurell, H. (2022), “Sustainable development - Direct and Indirect Effects between

Economic, Social, and Environmental Dimensions in Business Practices”, *Corporate Social Responsibility and Environmental Management*, Vol. 29, No. 5, pp. 1158– 1172.

- ✓ Rodriguez, R., Svensson, G. and Eriksson, D. (2021), “Priorities Determining Future Directions of Sustainable Development in Business Models of the Healthcare Industry – Findings and Framework”, *Sustainability*, Vol. 13, No. 11, 6507.
- ✓ Svensson, G. and Padin, C. (2021), “A Principle of Symbiosis in Sustainable Development through Aquaponics System and its Aquaculture and Hydroponics Sub-systems”, *International Journal of Agriculture Innovation, Technology and Globalisation*, Vol. 1, No. 2, pp. 198-206.
- ✓ Lee, T-R., Lin, K-H., Chen, C-H., Otero-Neira, C. and Svensson, G. (2022), “A Framework of Firms' Business Sustainability Endeavours with Internal and External Stakeholders through Time across Oriental and Occidental Business Contexts”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 34, No. 5, pp. 963-986. (299)
- ✓ Rodriguez, R., Svensson, G. and Ferro, C. (2021), “Assessing the Future Direction of Sustainable Development in Public Hospitals: Time-Horizon, Path and Action”, *Health Policy*, Vol. 125, No. 4, pp. 526-534.
- ✓ Rodriguez, R., Svensson, G. and Wood, G. (2021), “Determining Corporate Direction in Sustainable Development: A Multi-Dimensional Framework”, *Journal of Business and Industrial Marketing*, Vol. 36, No. 1, pp. 1-16.
- ✓ Rodriguez, R., Svensson, G. and Wood, G. (2020), “Assessing Corporate Planning of Future Sustainability Initiatives in Private Healthcare Organizations”, *Evaluation and Program Planning*, Vol. 83, December, pp. 1-10.
- ✓ Rodriguez, R., Svensson, G. and Wood, G. (2020), “Sustainability Trends in Public Hospitals: Efforts and Priorities”, *Evaluation and Program Planning*, Vol. 78, February, pp. 1-11.
- ✓ Rodriguez, R., Otero-Neira, C. and Svensson, G. (2020), “Sustainability Endeavors and Sustainable Development in Spanish Public Hospitals: The Case for Upstream Social Marketing”, *Journal of Social Marketing*, Vol. 10, No. 2, pp. 215-242.
- ✓ Rodriguez, R., Svensson, G. and Otero-Neira, C. (2019), “Framing Sustainable Development through Descriptive Determinants in Private Hospitals - Orientation and Organization”, *Evaluation and Program Planning*, Vol. 75, pp. 78-88.
- ✓ Rodriguez, R., Svensson, G. and Otero-Neira, C. (2020), “Future Direction of Sustainable Development in Private Hospitals: General Similarities and Specific Differences”, *Journal of Business and Industrial Marketing*, Vol., No. 3, pp. 537-550.
- ✓ Rodriguez, R., Svensson, G. Høgevold, N. and Eriksson, D. (2019), “Value- and Business-Driven Sustainability Initiatives in Health Care Organizations: Intrinsic Differences and Extrinsic Similarities”, *Corporate Governance*. Vol. 19, No. 4, pp. 806-823.

- ✓ Svensson, G. and Padin, C. (2019), “Sustainable Development Requires Economic, Social and Environmental Sustainability: A Business Perspective”, *International Journal of Agriculture Innovation, Technology and Globalisation*, Vol. 1, No.2, pp. 198-206.
- ✓ Ferro, C., Padin, C., Svensson, G., Høgevold, N. and Sosa Varela, J.C. (2019), “Validating and Expanding a Framework of a Triple Bottom Line Dominant Logic for Business Sustainability through Time and across Contexts”, *Journal of Business and Industrial Marketing*, Vol 34, No. 1, pp. 95-116.
- ✓ Høgevold, N., Svensson, G., Rodriguez, R. and Eriksson, D. (2019), “Relative Importance and Priority of TBL Elements on the Corporate Performance of Sustainable Business Practices”, *Management of Environmental Quality*, Vol. 30, No. 3, pp. 609-623.
- ✓ Laurell, H., Karlsson, N., Lindgren, J., Andersson, S. and Svensson, G. (2019), “Re-testing and Validating a TBL-dominant Logic for Business Sustainability”, *Management of Environmental Quality*, Vol 30, No. 3, pp. 518-537.
- ✓ Rodriguez, R., Svensson, G. and Eriksson, D. (2019), “Organizational Positioning and Planning of Sustainability Initiatives: Logic and Differentiators”, *International Journal of Public Sector Management*, Vol. 31, No. 3, pp. 755-744.
- ✓ Rodriguez, R., Svensson, G. and Eriksson, D. (2018), “Organizational Logic to Prioritize between the Elements of Triple Bottom Line”, *Benchmarking: An International Journal*, Vol. 25, No. 6, pp. 1626-1640.
- ✓ Svensson, G., Ferro, C., Høgevold, N., Padin, C., Sosa Varela, J.C. and Sarstedt, M. (2018), “Framing the Triple Bottom Line Approach: Direct and Mediation Effects between Economic, Social and Environmental Elements”, *Journal of Cleaner Production*, Vol. 197, pp. 972-991.
- ✓ Rodriguez, R., Svensson, G. and Eriksson, D. (2018), “Comparing and Contrasting the Evolution Through Time of Organizational Sustainability Initiatives”, *International Journal of Quality and Service Sciences*, Vol. 10, No. 3, pp. 296-315.
- ✓ Eriksson, D. and Svensson, G. (2018), “Managers’ Psychological Challenges in Implementing Corporate Responsibility in Supply Chains”, *Corporate Governance*, Vol. 18, No. 3, pp. 564-578.
- ✓ Laurell, H., Lindgren, J., Pehrsson, T., Karlsson, N., Andersson, S. and Svensson, G. (2018), “Cross-Country Comparison and Validation of Firms’ Stakeholder Considerations in their Efforts of Sustainable Business Practices”, *Corporate Governance*, Vol. 8, No. 3, pp. 408-424
- ✓ Svensson, G., Ferro, C., Høgevold, N., Padin, C. and Sosa Varela, J.C. (2018), “Developing a Theory of Focal Company Business Sustainability Efforts in Connection with Supply Chain Stakeholders”, *Supply Chain Management: An International Journal*, Vol. 23, No. 1, pp. 16-32.

- ✓ Rodriguez, R. and Svensson, G. (2017), “Business Models in the Collaborative Economy: Synthesis and Suggestions”, *ESIC Market Economics and Business Journal*, Vol. 48, No. 2, pp. 235-278.
- ✓ Rodriguez, R. and Svensson, G. (2017), “Modelos de Negocios en la Economía Colaborativa: Síntesis Y Sugerencias”, *Market Economics and Business Journal*, Vol. 48, No. 2, pp. 255-274.
- ✓ Ferro, C., Padin C., Svensson, G., Sosa Varela, J. C., Wagner, B. and Høgevold, N. (2017), “Validating a Framework of Stakeholders in Connection to Business Sustainability Efforts in Supply Chains”, *Journal of Business & Industrial Marketing*, Vol. 32, No. 1, pp. 124-137.
- ✓ Eriksson, D. and Svensson, G. (2017), ”Transfer of Responsibility between Supply Chains”, *World Review of Intermodal Transportation Research*, Vol. 6, No. 2, pp. 130-140.
- ✓ Padin, C., Ferro, C., Svensson, G., Høgevold, N., Wagner, B. and Sosa Varela, J. C. (2017), “Validating a Triple Bottom Line Construct and Reasons for Implementing Sustainable Business Practices in Companies and their Business Networks”, *Corporate Governance*, Vol. 16, No. 5, pp. 849-865.
- ✓ Høgevold, N., Svensson, G. and Wagner, B. (2017), “An Interactive Model of Driving Forces between TBL Elements”, *International Journal of Business Excellence*, Vol. 13, No. 3, pp. 394-414.
- ✓ Høgevold, N. and Svensson, G., (2016), “Framing the Development and Directions of Business Sustainability Efforts”, *Corporate Governance*, Vol. 16, No. 4 pp., 709 - 725.
- ✓ Padin, C., Ferro, C., Svensson, G., Høgevold, N., Sosa Varela, J. C. and Wagner, B. (2017), “Validating the Influence of Stakeholders and Sources when Implementing Business Sustainability Practices”, *International Journal of Procurement Management*, Vol.10, No. 2, pp. 248-265.
- ✓ Eriksson, D. and Svensson, G. (2016), “The Process of Responsibility, Decoupling Point, Disengagement of Moral and Social Responsibility in Supply Chains: Empirical Findings and Prescriptive Thoughts”, *Journal of Business Ethics*, Vol. 134, pp. 281-298.
- ✓ Svensson, G. Høgevold, N., Ferro, C., Sosa Varela, J. C., Padin C. and Wagner, B. (2016), “A Triple Bottom Line Dominant Logic for Business Sustainability: Framework and Empirical Finding”, *Journal of Business-to-Business Marketing*, Vol. 23, pp. 153-188.
- ✓ Eriksson, D. and Svensson, G. (2016), “A Balance Model of Theoretical Sustainability: Framework and Propositions”, *Corporate Governance*, Vol. 18, No. 1, pp. 21-34.
- ✓ Høgevold, N. and Svensson, G., (2016), “Driving Forces and Interfaces between Elements of Triple Bottom Line (TBL) – Findings and Propositions of TBL Management”, *International Journal of Logistics Systems and Management*, Vol. 25, No. 3, pp. 391-407.

- ✓ Eriksson, D. and Svensson, G. (2015), “Elements Affecting Social Responsibility in Supply Chains”, *Supply Chain Management: An International Journal*, Vol. 20, No. 5, pp. 561–566.
- ✓ Høgevoid, N., Svensson, G., Klopper, HB., Wagner, B., Sosa Varela, J. C., Padin, C., Ferro, C., Petzer, D. J. (2015), “A Triple Bottom Line Construct and Reasons for Implementing Sustainable Business Practices in Companies and their Business Networks”, *Corporate Governance*, Vol. 15, No. 4, pp. 427-443.
- ✓ Svensson, G., Høgevoid, N., Petzer, D. J., Padin, C., Ferro, C., Sosa Varela, J. C., Klopper, HB., Wagner, B., (2016), “Framing Stakeholder Considerations and Business Sustainability Efforts: A Construct, its Dimensions and Items”, *Journal of Business & Industrial Marketing*, Vol. 31, No. 2, pp. 287-300.
- ✓ Svensson, G. and Wagner, B. (2015), “Implementing and Managing Economic, Social and Environmental Efforts of Business Sustainability: Propositions for Measurement and Structural Models”, *Management of Environmental Quality*, Vol. 26, No. 2, pp. 195-213.
- ✓ Svensson, G., Padin, C. and Eriksson, D. (2015), “Triple Bottom Line Extended – A Bipolar Approach of Implementation, Assessment and Reporting of Sustainable Business Models and Sustainable Business Practices”, *International Journal of Business Excellence*, Vol. 10, No. 2, pp. 139-151.
- ✓ Høgevoid, N., Svensson, G., Padin, C. (2015), “A Sustainable Business Model in Services: An Assessment and Validation”, *International Journal of Quality and Service Sciences*, Vol. 7, No. 1, pp. 17-33.
- ✓ Høgevoid, N., Svensson, G., Wagner, B., Sosa Varela, J. C., Ferro, C. and Padin, C., (2016), “Influence of Stakeholders and Sources when Implementing Business Sustainability practices”, *International Journal of Procurement Management*, Vol 9. No. 2, pp. 146-165.
- ✓ Høgevoid, N., Svensson, G., Padin, C. and Dos Santos, M. (2016), “A Comparison of Sustainable Business Models between Goods and Service Industries: Similarities and Differences”, *International Journal of Business Excellence*, Vol. 10, No. 1, pp. 20-36.
- ✓ Svensson, G., Padin, C. and Eriksson, D. (2016), ”Glocal Business Sustainability – Performance Beyond Zero!”, *International Journal of Procurement Management*, Vol. 9, No. 1, pp. 15-26.
- ✓ Padin, C and Svensson, G. (2015), ”Intertwining Ecologic, Social and Economic Efforts and Achievements of Business Sustainability in Business Networks”, *International Journal of Logistics Economics and Globalisation*, Vol. 6, No. 3, pp. 195-204.
- ✓ Høgevoid, N., Svensson, G., Wagner, B., Petzer, D. J., Klopper, HB., Sosa Varela, J. C., Padin, C. and Ferro, C. (2014), “Sustainable Business Models Corporate Reasons, Economic Effects, Social Boundaries, Environmental Actions and Organizational Challenges in Sustainable Business Practices”, *Baltic Journal of Management*, Vol. 9, No. 3, pp. 357-380.

- ✓ Wagner, B. and Svensson, G. (2014), "A Framework to Navigate Sustainability in Business Networks: The Transformative Business Sustainability (TBS) Model", *European Business Review*, Vol. 26, No. 4, pp. 340-367.
- ✓ Dos Santos, M., Svensson, G. and Padin, C. (2014), "Implementation, Monitoring and Evaluation of Sustainable Business Practices: Framework and Empirical Illustration", *Corporate Governance*, Vol. 14, No. 4, pp. 515-530.
- ✓ Dos Santos, M., Svensson, G., Padin, C. (2013), "A 'Fivefold Bottom Line' Approach of Implementing and Reporting Corporate Efforts in Sustainable Business Practices", *Management of Environmental Quality*, Vol. 25, No. 4, pp. 421-430.
- ✓ Dos Santos, M., Svensson, G., Padin, C. and Høgevoid, N. (2015), "Corporate Risk Exposure by Implementing Sustainable Business Practices – An African Case", *International Journal of Logistics Economics and Globalisation*, Vol. 6, No. 3, pp. 223-235. (196)
- ✓ Padin, C., Magaña, I. and Svensson, G. (2014), "Sustainable Tourism Management: Participation and Collaboration for Innovation", *Tékhne – Review of Applied Management Studies*, Vol. 11, No. 2, pp. 100-104.
- ✓ Padin, C and Svensson, G. (2013), "A Multi-Layer Matrix Model of Sustainable Tourism: Process, Measurement Areas, Gap and Reconnection Analyses", *European Business Review*, Vol. 25, No. 2, pp. 206-216.
- ✓ Dos Santos, M. A. O., Svensson, G. and Padin, C. (2013), "Indicators of Sustainable Business Practices: Woolworths in South Africa", *Supply Chain Management: An International Journal*, Vol. 18, No. 1, pp. 104-108.
- ✓ Svensson, G. and Wagner, B. (2012), "Business Sustainability and E-footprints on Earth's Life and Ecosystems – Generic Models", *European Business Review*, Vol. 24, No. 6, pp. 543-552.
- ✓ Svensson, G. and Wagner, B. (2012), "Implementation of a Sustainable Business Cycle: The Case of a Swedish Dairy Producer", *Supply Chain Management: An International Journal*, Vol. 17, No. 1, pp. 93-97.
- ✓ Høgevoid, N. and Svensson, G. (2012), "A Business Sustainability Model: A European Case Study", *Journal of Business and Industrial Marketing*, Vol. 27, No. 2, pp. 142-151.
- ✓ Wagner, B. and Svensson, G. (2012), "Transformative Business Sustainability – Multi-Layer Model and Network of E-Footprint Sources", *European Business Review*, Vol. 23, No. 4, pp. 334 – 352.
- ✓ Svensson, G. and Wagner, B. (2011), "A Process Directed towards Sustainable Business Operations and a Model for Improving the GWP-Footprint (CO<sub>2e</sub>) on Earth", *Management of Environmental Quality*, Vol. 22, No. 4, 451-462.

- ✓ Wagner, B. and Svensson, G. (2011), "Conceptual Development of a Sustainable Business Approach", *Cuadernos Aragoneses de Economía*, University of Zaragoza, Spain, Vol. 20, No. 1-2, pp. 19-34.
- ✓ Wagner, B. and Svensson, G. (2010), "Sustainable Supply Chain Practices: Research Propositions for the Future", *International Journal of Logistics Economics and Globalisation*, Vol. 2, No. 2, pp. 176-185.
- ✓ Hasan Fauzi, H., Svensson, G. and Rahman, A. A. (2010), "'Triple Bottom Line' as 'Sustainable Corporate Performance': A Proposition for the Future", *Sustainability*, Vol. 2, pp. 1345-1360.
- ✓ Svensson, G. (2009), "The Transparency of SCM-Ethics: Conceptual Framework and Empirical Illustrations", *Supply Chain Management: An International Journal*, Vol. 14, No. 4, pp. 259-269.
- ✓ Svensson, G. (2008), "Sustainable Management: An Accounting Issue", *Issues in Social and Environmental Accounting*, Vol. 2, No. 1, pp. 145-154.
- ✓ Svensson, G. (2008), "Supply Chain Management versus Sustainable Chain Management", *ESIC Market*, 129, pp. 219-237 (English Version).
- ✓ Svensson, G. (2008), "Gestión de la Cadena de Suministro frente a Gestión de la Cadena Sostenible", *ESIC Market*, 129, pp. 239-258 (Spanish Version).
- ✓ Svensson, G. (2008), "Anti-Climate Change Management (ACCM) – 'Business-as-Usual' or 'Out-of-the-Box'?", *Management Decision*, Vol. 46, No. 1, pp. 92-105.
- ✓ Svensson, G. and Bååth, H. (2008), "Supply Chain Management Ethics: Conceptual Framework and Illustration", *Supply Chain Management: An International Journal*, Vol. 13, No. 6, pp. 398-405.
- ✓ Svensson, G. (2007), "Aspects of Sustainable SCM (SSCM): Conceptual Framework and Empirical Example", *Supply Chain Management: An International Journal*, Vol. 12, No. 4, pp. 262-266.

### Q) Teleology from Complexity Sciences and Business Contexts

This research area focuses on teleological approaches from complexity sciences applied in different business contexts. Several articles have so far been produced as follows:

- ✓ Magaña, I., Svensson, G. and Otero-Neira, C. (2021), "Balancing Reactions and Actions between Service Receivers and Service Providers to Resolve Service Failures", *International Journal of Business Excellence*, Vol. 26, No. 1, pp. 20-41.
- ✓ Rodriguez, R. and Svensson, G. (2019), "Time-Orientation in Complex B2B Service Relationships", *Marketing Intelligence and Planning*, Vol. 37, No. 4, pp. 451-464.
- ✓ Rodriguez, R., Svensson, G., Román, S. and Wood, G. (2018), "Teleological Sales and Purchase Approaches in Complex Business Relationships – Customers' Expectations



before and Perceptions after Purchase”, *Journal of Business and Industrial Marketing*, Vol. 33 No. 4, pp. 523-538.

- ✓ Rodríguez, R., Svensson, G. and Román, S. (2017), “Comparing the Life-Cycles of Service Sales Between Buyers and Sellers in Business Relationships Through a Teleological Lens”, *International Journal of Business Excellence*, Vol. 15, No. 1, pp. 95-113.
- ✓ Nienaber, H. and Svensson, G. (2017), “Organisational Performance Loop through Teleological Action – Leadership, Management and Other Staff”, *International Journal of Corporate Strategy and Social Responsibility*, Vol. 1, No. 3, pp. 266-288.
- ✓ Padin, C. and Svensson, G. (2017), ”Understanding Negative Emotions in Services through Teleological Actions”, *International Journal of Quality and Service Sciences* Vol. 9, No. 1, pp. 67-84.
- ✓ Svensson, G. and Padin, C. (2016), ”Interactive Gaps and Cause-Effect-Outcomes in Processes and Interfaces of Teleological Service Encounters”, *International Journal of Culture, Tourism, and Hospitality Research*, Vol. 10, No. 3, pp. 261-271.
- ✓ Padin, C., Svensson, G., Otero-Neira, C. and Høgevold, N. (2015), “New Aspects of Research to Assess and Manage Critical Incidents in Service Encounters: Teleological Actions, Interactive Interface and Perceptual Gaps”, *International Journal of Contemporary Hospitality Management*, Vol. 27, No. 1, pp. 27-51.
- ✓ Padin, C and Svensson, G. (2014), ”Hospitality Processes through the Lens of Teleological Actions – Framework and Illustration ”, *International Journal of Culture, Tourism, and Hospitality Research*, Vol. 8, No. 3, pp. 361-371.
- ✓ Nienaber, H. and Svensson, G. (2013), “An Analysis of the Contribution of Leadership to Organizational Performance Using Complexity Science”, *Journal of Management Development*, Vol. 32, No. 8, pp. 836-851.
- ✓ Svensson, G. and Padin, C. (2012), “Teleological Approaches from Complexity Sciences in Services: Framework, Illustration and Proposition”, *International Journal of Quality and Service Sciences*, Vol. 4, No. 3, pp. 224-237.
- ✓ Pehrsson, A. and Svensson, G. (2013), “Corporate Strategy and the Environment: Fit through Teleological Approaches”, *International Journal of Business Excellence*, Vol. 6, No. 5, pp. 572-583.
- ✓ Svensson, G. and Wood, G. (2010), ”Teleological Business Ethics: Formative, Rationalist and Transformative – Illustrations and Analogies”, *ESIC Market*, Vol. 138, pp. 35-61 (English version).
- ✓ Svensson, G. and Wood, G. (2011). ““Ética empresarial teleológica: formativa, racionalista y transformative – ilustraciones y analogías”, *ESIC Market*, Vol. 138, pp. 63-90 (Spanish version).

- ✓ Svensson, G. (2011), "Teleological Strands of Thought in Supply Chain Activities: Example and Analogy – A Quest for Transformative Chain Management", *International Journal of Logistics Economics and Globalisation*, Vol. 3, No. 1, pp. 42-55.
- ✓ Svensson, G. (2010), "Teleological Approaches in Supply Chain Management: Illustrations", *Supply Chain Management: An International Journal*, Vol. 15, No. 1, pp. 16-20.
- ✓ Svensson, G., Wood, G. and Mathisen, B. R. (2008), "Reflexive and Critical Views of Leadership Performance in Corporate Accomplishment: Framework and Illustration", *Journal of Management Development*, Vol. 28, No. 8, pp 879-899.

#### R) Enterprise Resource Planning and Business Model Innovation

This research area focuses on Enterprise Resource Planning (ERP) and Business Model Innovation (BMI). Several articles have so far been produced as follows:

- ✓ Rodriguez, R., Otero-Neira, C. and Svensson, G. (2021), "Framing Static and Dynamic Time-Periods through the Teleological Lens in the Implementation Process of Enterprise Resource Planning", *Journal of Business-to-Business Marketing*, pp. 1-26.
- ✓ Rodriguez, R., Molina-Castillo, F. J. and Svensson, G. (2020), "The Mediating Role of Organizational Complexity Between Enterprise Resource Planning and Business Model Innovation", *Industrial Marketing Management*, Vo. 84, pp. 328-341.
- ✓ Rodriguez, R., Molina-Castillo, F. J. and Svensson, G. (2020), "Enterprise Resource Planning and Business Model Innovation: Process, Evolution and Outcome", *European Journal of Innovation Management*, Vol. 23, No. 4, pp. 728-752.

#### S) SARS-CoV-2 Pandemic

This research area focuses on the SARS-CoV-2 pandemic. Several articles have so far been produced as follows:

- ✓ Svensson, G. and Rodriguez, R. (2021), "A Laissez-Faire Strategy Marked by Blinkers to Fulfil Established Pandemic Goals – the Case of Sweden", *International Journal of Environmental Research and Public Health*, Vol. 18, No. 18, 9551.
- ✓ Svensson, G., Rodriguez, R. and Padin, C. (2021), "Predictability of COVID-19 Related Morbidity and Mortality based on Model Estimations to Establish Proactive Protocols of Countermeasures", *Scientific Reports*, Vol. 11, No. 14523.
- ✓ Rodriguez, R., Svensson, G. and Eriksson, D. (2021), "Priorities Determining Future Directions of Sustainable Development in Business Models of the Healthcare Industry – Findings and Framework", *Sustainability*, Vol. 13, No. 11, 6507.
- ✓ Rodriguez, R. and Svensson, G. (2021), "The Role of Public Resource Desynchronization on Business Model Sustainability in the Private Healthcare Industry", *Sustainability*, Vol. 13, No. 6132.

## 5) Overview – International Journal Articles

More than 320 articles have so far been published in international journals, or are to be so, as follows:

### 2024-2025 ( )

- ✓ Ferro, C., Padin, C., Oteiro-Neira, C. and Svensson, G. (2024), “Modeling Partners' Behavior in Long-lasting B2B Supply Chain Relationships”, *Mathematics* (Forthcoming Issue). (325)
- ✓ Ferro, C., Padin, C., Svensson, G. and Høgevold, N. (2024), “The Sequential Logic of Quality Constructs in Sales Business Relationships: Model and Findings”, *International Journal of Procurement Management* (Forthcoming Issue). (324)
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## 6) Overview – International Conference Contributions

Approximately 300 conference contributions have so far been produced from the various research areas during 1998-2023, all of which have been published in the appertaining conference proceedings, presented at different international research conferences, or are shortly to be so.

**During the year 2024, it has so far been planned a series of conference papers () from the various research areas to be presented at various international research conferences as follows:**

- ✓ Additional papers will be posted soon...

**During the year 2023, a series of conference papers (4) from the various research areas were presented at international research conferences as follows:**

- ✓ Rodriguez, R, Molina-Castillo F.J., Høgevoid, N. and Svensson., G. (2023). “Covid 19 Pandemic and its Influence on the Digitalization of the B2B Sales Process”, *The Academy of Marketing Science – World Marketing Congress*, July 11-14, Canterbury, United Kingdom. (297)
- ✓ Rodriguez, R, Otero-Neira, C. Svensson., G. and Høgevoid, N. (2023). “Technology as a Factor of Influence on Salesforce Performance in Services Firms”, *The Academy of Marketing Science – World Marketing Congress*, July 11-14, Canterbury, United Kingdom. (296)
- ✓ Høgevoid, N., Roberts-Lombard, M., Rodriguez, R, Svensson, G. (2023), “Proposing a Sales Performance Motivational Framework for B2B Sellers in Services Firms”, *EMAC*, May 23-26, Odense, Denmark. (295)
- ✓ Roberts-Lombard, M., Ferro-Soto, C., Padin, C., Svensson, G. and Høgevoid, N. (2023), “A Seller Perspective on Economic and Non-Economic Satisfaction Elements in Formalising B2B Relationships in Spain”, *EMAC*, May 23-26, Odense, Denmark. (294)

**During the year 2022, one conference paper was presented at international research conferences (due to COVID-19 pandemic restrictions).**

- ✓ Rodriguez, R, Høgevoid, N, Svensson, G and Otero-Neira, C. (2022), “Digitalization through Technology and Sales Performance – Extended Framework”, *Annual Conference of the Academy of Marketing Science*, May 25-27, Monterey, USA. (293)

**During the year 2021, no conference papers were presented at international research conferences (due to COVID-19 pandemic restrictions).**

**During the year 2020, only two conference papers were presented at international research conferences (due to COVID-19 pandemic restrictions) as follows:**

- ✓ Rodriguez, R., Molina-Castillo, F. J. and Svensson, G (2020), “Organizational Complexity as Mediator between Enterprise Resource Planning and Business Model Innovation”, *International Conference on Innovation and Management (IAM2020 Winter)*, February 4-7, Sapporo, Japan. (292)
- ✓ Rodriguez, R., Molina-Castillo, F. J. and Svensson, G (2020), “The Enterprise Resource Planning as Path and Process for Improving Firm Business Model and Performance”, *International Conference on Innovation and Management (IAM2020 Winter)*, February 4-7, Sapporo, Japan. (291)

**During the year 2019, a series of conference papers (12) from the various research areas were presented at international research conferences as follows:**

- ✓ Høgevoid, N., Svensson, G. and Roberts-Lombard, M. (2019), “The Alter Egos of Satisfaction in Norwegian Seller-Business Relationships – A Business-To-Business Perspective”, *EMAC*, September 25-27, Saint Petersburg, Russia. (290)
- ✓ Svensson, G. (2019), “Spinoffs and Tradeoffs in Sustainable Development”, *Under Climate Change Agricultural Sustainable System and Construction of Circular Economy International Conference*, Nantou, Taiwan – September 23. (289)
- ✓ Svensson, G. and Padin, C. (2019), “Cleaner and Sustainable Food Production through the Symbiosis of Aquaponics System”, *International Agriculture Innovation Conference (IAIC)*, August 8-9, Oulu, Finland. (288)
- ✓ Rodriguez, R., Svensson, G., Høgevoid, N. and Eriksson, D. (2019), “Determinants of Value-and Business-Driven Sustainability Actions in Health Care System”, *International Agriculture Innovation Conference (IAIC)*, August 8-9, Oulu, Finland. (287)
- ✓ Rodriguez, R., Svensson, G., Høgevoid, N. and Wood. G. (2019), “Macro and Micro Assessments of Future Sustainability Initiatives in Healthcare”, *International Agriculture Innovation Conference (IAIC)*, August 8-9, Oulu, Finland. (286)
- ✓ Rodriguez, R., Svensson, G. and Eriksson, D. (2019), “An Assessment of the Influence of Descriptive Factors on the Direction of the Sustainability in the Healthcare Sector”, *AMS World Marketing Congress*, July 9-12, Edinburgh, Scotland. (285)
- ✓ Rodriguez, R., Svensson, G. and Otero-Neira, C. (2019), “An Examination of the Sustainability in Private Healthcare Companies from the past to the present”, *AMS World Marketing Congress*, July 9-12, Edinburgh, Scotland. (284)
- ✓ Rodriguez, R., Svensson, G. and Otero-Neira, C. (2019), “Examination of Sustainability through Time in the Public Healthcare Service Network”, *AMS World Marketing Congress*, July 9-12, Edinburgh, Scotland. (283)
- ✓ Payan, J., Svensson, G. and Høgevoid, N. (2019), “Validating the Sequential Logic of Quality Constructs in Seller-Customer Business Relationships”, *AMS World Marketing Congress*, July 9-12, Edinburgh, Scotland. (282)

- ✓ Rodriguez, R., Svensson, G., Otero-Neira, C. and Padin, C. (2019), “The Public Healthcare System as a Service Network. An Assessment through Time”, *Annual Conference of the Academy of Marketing Science*, May 29-31, Vancouver, Canada. (281).
- ✓ Rodriguez, R., Svensson, G., Eriksson, D. and Padin, C. (2019), “Determining Factors Of The Sustainability Orientation. An Examination from the Past to the Present. Structured”, *Annual Conference of the Academy of Marketing Science*, May 29-31, Vancouver, Canada. (280).
- ✓ Sosa-Varela, J. C., Svensson, G. and Miranda, E. (2019), “RELQUAL-determinants on Satisfaction in Buyer-Supplier Relationships of Puerto Rican SMEs”, *Annual Conference of the Academy of Marketing Science*, May 29-31, Vancouver, Canada. (279).

**During the year 2018, a series of conference papers (12) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. and Padin, C. (2018), ”A Business Driven Organic Life-Cycle in Agriculture”, *International Agriculture Innovation Conference*, October 12-13, Beijing, China. (278)
- ✓ Payan, J., Padin, C. , Ferro, C. and Svensson, G. (2018), “The Impact of Opportunism and Conflict on Non-Economic and Economic Satisfaction in Business Relationships”, *AMS World Marketing Congress*, June 27-29, Porto, Portugal. (277)
- ✓ Sosa-Varela, J. C. and Svensson, G. (2018), “Does Satisfaction Mediate the Relationship between Quality Constructs”, *AMS World Marketing Congress*, June 27-29, Porto, Portugal. (276)
- ✓ Rodriguez, R., Svensson, G. and Eriksson, D. (2018), “A Comparison og Organizational Sustainability Initiatives through Time in Private and Public Health Care Sectors”, *AMS World Marketing Congress*, June 27-29, Porto, Portugal. (275)
- ✓ Rodriguez, R., Svensson, G. and Eriksson, D. (2018), “Comparing Sustainability Initiatives in Private and Public Health Care Sectors”, *AMS World Marketing Congress*, June 27-29, Porto, Portugal. (274)
- ✓ Sosa-Varela, J. C. and Svensson, G. (2018), ”The Mediating Role of Trust and Commitment on Economic and Non-Economic Satisfaction in Buyer-Supplier Relationships”, *CBIM International Conference*, June 18-20, Mardrid, Spain. (273)
- ✓ Høgevold, N., Svensson, G., Rodriguez, R. and Eriksson, D. (2018), “The Assessment of a TBL Dominant Logic in Sustainable Business Practices”, *CBIM International Conference*, June 18-20, Mardrid, Spain. (272)
- ✓ Rodriguez, R., Svensson, G., Høgevold, N. and Eriksson, D. (2018), “Framing Past and Present Efforts and Priorities of Sustainability Initiatives”, *CBIM International Conference*, June 18-20, Mardrid, Spain. (271)
- ✓ Rodriguez, R., Svensson, G., Høgevold, N. and Eriksson, D. (2018), “Value-Driven versus Business-Driven Sustainability Initiatives in Health Care Organizations”, *CBIM International Conference*, June 18-20, Mardrid, Spain. (270)

- ✓ Sosa Varela, J. C. and Svensson, G. (2018), “Validating Satisfaction as a Mediator Between Quality Constructs in Ongoing Supplier Relationships”, *Annual Conference of the Academy of Marketing Science*, May 23-25, New Orleans, USA. (269)
- ✓ Rodriguez, R., Svensson, G., Sergio, R. and Wood, G. (2018), “Examining Sales and Purchase Approaches in Complex Business Relationships”, *Annual Conference of the Academy of Marketing Science*, May 23-25, New Orleans, USA. (268)
- ✓ Rodriguez, R., Svensson, G. and Eriksson, D. (2018), “Positioning and Planning of Sustainability Initiatives”, *Annual Conference of the Academy of Marketing Science*, May 23-25, New Orleans, USA. (267)

**During the year 2017, a series of conference papers (7) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. and Padin, C. (2017), “Time-Oriented Sustainable Development in Agriculture”, *IAICEC*, Chiang Mai, Thailand, October 18. (266)
- ✓ Payan, J., Ferro., C., Padin, C. and Svensson, G. (2017), “Action Alignment and Social Alignment Domains in Business Relationships”, *AMS World Marketing Congress*, June 27-July 1, Christchurch, New Zealand. (265)
- ✓ Slåtten, T., Lien, G and Svensson, G. (2017), “The value of cultivating a norm for market orientation in professional service firms”, *QMOD-conference*, August 5-7, Elsinore, Denmark. (263)
- ✓ **The above paper has received a “Best Paper Award” at the 20<sup>th</sup> QMOD-ICQSS-conference.**
- ✓ Sosa-Varela, J. C. and Svensson, G. (2017), “The Mediating Effect of Trust and Commitment on Economic and Non-Economic Satisfaction”, *Annual Conference of the Academy of Marketing Science*, May 24-27, San Diego, USA. (262)
- ✓ Svensson, G., Ferro., C., Høgevold, N., Padin, C. and Sosa-Varela, J. C. (2017), “Stakeholder Considerations in Corporate Efforts of Business Sustainability”, *Annual Conference of the Academy of Marketing Science*, May 24-27, San Diego, USA. (261)
- ✓ Svensson, G. and Høgevold, N. (2017), “A Framework To Monitor Corporate Sustainable Development in Supply Chains”, *Annual Conference of the Academy of Marketing Science*, May 24-27, San Diego, USA. (260)
- ✓ Sosa Varela, J. C., Ferro, C., Svensson, G., Padin, C., Høgevold, N., and Wagner, B. (2017), “Focal company considerations of stakeholders in sustainable business practices”, *6th Sustainability, Ethics and Entrepreneurship Conference (SEE)*, February 27- March 2, San Juan, Puerto Rico. (259)

**During the year 2016, a series of conference papers (2) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. and Padin, C. (2016), "Interactive Gaps in Teleological Service Encounters", *AMS World Marketing Congress*, July 19-23, Paris, France. (258)
- ✓ Svensson, G. and Høgevold, N. (2016), "Framing Business Sustainability Efforts through Time", *Annual Conference of the Academy of Marketing Science*, May 18-21, Orlando, USA. (257)

**During the year 2015, a series of conference papers (10) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. and Høgevold, N. (2015), "Business Sustainability Efforts through Time", *Odette School of Business Sustainability Symposium*, Ontario, Canada, Oct 2-3. (256)
- ✓ Høgevold, N., Svensson, G., Sosa Varela, J. C., Klopper, HB., Padin, C., Ferro, C., Petzer, D. J. and Wagner, B. (2015), "Focal Companies Business Sustainability Efforts in Connection to their Considerations of Upstream, Downstream, Market and Societal Stakeholders", *Odette School of Business Sustainability Symposium*, Ontario, Canada, Oct 2-3. (255)
- ✓ Payan, J. M., Hair, J., Svensson, G., Andersson, S. and Awuah, G. (2015), "Modeling Antecedents in Trust-Commitment Vendor Relationships", *AMS World Marketing Congress*, July 14-18, Bari, Italy. (254)
- ✓ Petzer, D. J., Svensson, G. and De Meyer, C. F. (2015), "The influence of perceived justice on service satisfaction and behavioural intentions in service encounters at retail banks in a post-complaint setting", *Annual Conference of the Academy of Marketing Science*, May 12-15, Denver, USA. (253)
- ✓ Svensson, G., Høgevold, N., Petzer, D. J., Ferro, C., Padin, C., Wagner, B. Sosa Varela, J. C. and Klopper, HB. (2015) "Developing a Business Sustainability Framework based upon the Triple Bottom Line Approach", *Annual Conference of the Academy of Marketing Science*, May 12-15, Denver, USA. (252)
- ✓ Svensson, G., Høgevold, N., Sosa Varela, J. Klopper, HB., Padin, C., Ferro, C., Wagner, B. and Petzer, D. J., (2015), "A Stakeholder Construct of Business Sustainability Efforts", *Annual Conference of the Academy of Marketing Science*, May 12-15, Denver, USA. (251)
- ✓ Svensson, G. (2015), "Publicar en Revistas Científicas Internacionales – por que no?", *IX Congreso de Investigación y Creación Académica, Universidad de Puerto Rico*, May 8, San Juan, Puerto Rico. (250)
- ✓ Svensson, G. (2015), "Un Modelo para Analizar Sostenibilidad en Organizaciones, redes, mercado y sociedad", *IX Congreso de Investigación y Creación Académica*, May 8, San Juan, Puerto Rico. (249)
- ✓ Sosa-Varela, J.C; Sánchez, M., Sobrino, C. and Svensson, G (2015), "Determinants of Relationship Quality in Puerto Rican Buyer-Supplier Relationships", *Business Association of Latin American Studies Conference*, March 25-27, San Juan, Puerto Rico. (248)

- ✓ Sosa-Varela, J.C, Svensson, G., Magaña, I., Padin, C., Otero, C. and Santos Corrada, M. (2015), "Negative Emotions in Mexican, Puerto Rican and Spanish Hospitals: A Multinational Assessment of Service Settings", *Business Association of Latin American Studies Conference*, March 25-27, San Juan, Puerto Rico. (247)

**During the year 2014, a series of conference papers (12) from the various research areas were presented at international research conferences as follows:**

- ✓ Sosa, J.C.; Svensson, G.; Høgevold, N.; Padin, C.; Ferro, C.; Wagner, B.; Petzer, D.J. and Klopper, H.B. (2014), "A Stakeholder Framework in Sustainable Business Practices", *5th Congreso COIDINE: Competitividad Empresarial: Retos y Perspectivas*. November 21, Gurabo, Puerto Rico. (246)
- ✓ Padin, C., Svensson, G., Otero-Neira, C. and Høgevold, N. (2014), "Teleological Actions in Negative Service Encounters", *World Marketing Congress*, Aug 5-8, Lima, Peru. (245)
- ✓ Sosa, J. C., Svensson, G., Padin, C., Høgevold, N., Wagner, B., Ferro, C., Petzer, D. and Klopper, HB., and (2014), "Norwegian Best Practice of Sustainable Business Models ", *World Marketing Congress*, Aug 5-8, Lima, Peru. (244)
- ✓ Svensson, G., Høgevold, N., Petzer, D., Padin, C., Sosa-Varela, J.C., Klopper, HB., Ferro, C. and Wagner, B. (2014), "A Business Sustainability Index - Findings and Framework", *International Conference on Business and Management*, June 17-19, Taipei, Taiwan. (243)
- ✓ Svensson, G., Høgevold, N., Klopper, HB., Padin, C., Sosa-Varela, J.C., Petzer, D., Wagner, B. and Ferro, C. (2014), "Sustainable Business Models - Insights and Lessons Learned", *International Conference on Business and Management*, June 17-19, Taipei, Taiwan. (242)
- ✓ Petzer, D. Svensson, G., Høgevold, N., Padin, C., Klopper, HB., Ferro, C., Sosa, J. C., and Wagner, B. (2014), "Developing a comprehensive Business Sustainability Index based upon the triple bottom line (TBL) approach", *EMAC*, June 3-6, Valencia, Spain. (241)
- ✓ Svensson, G., Sosa, J. C., Høgevold, N., Padin, C., Ferro, C., Wagner, B., Petzer, D. and Klopper, HB. (2014), "Practices of Business Sustainability: Models and Cases", *Annual Conference of the Academy of Marketing Science*, May 21-23, Indianapolis, USA. (240)
- ✓ Sosa, J.C., Sanchez, M. and Svensson, G. (2014), "Determinants of Relationship Quality in Puerto Rican Buyer-Supplier Relationships", *2014 BALAS Annual Conference*, April 9-12, Port of Spain, Trinidad and Tobago. (239)
- ✓ Sosa, J.C., Svensson, G., Padin, C., Høgevold, N., Wagner, B., Petzer, D. and Klopper, H.B. (2014), "Operationalizing the Triple Bottom Line: – An International Research Project", *2014 AIB-LAT Meeting*, , March 20-22, Medellin, Colombia. (238)
- ✓ Sosa, J. C., Svensson, G., Padin, C., Høgevold, N., Wagner, B., Petzer, D. and Klopper, H. B. (2014), "Operationalizing the Triple Bottom Line – An International Research Project", *Academy of International Business Studies, Latin American Chapter Annual Meeting*, March 20-22, Medellin, Colombia. (237)

- ✓ Sosa, J. C., Giraldo, M., Brambilla, F. and Svensson, G. (2014), “Latin American Perspectives on Negative Service Encounters: The Case of Telecommunications Industry in Brazil, Colombia and Puerto Rico”, *Academy of International Business Studies, Latin American Chapter Annual Meeting*, March 20-22, Medellin, Colombia. (236)
- ✓ Sosa, J. C., Svensson, G., Padin, C., Ferro, C., Høgevold, N. M., Wagner, B., Petzer, D. J. and Klopper, H. B. (2014), ”Business Sustainability Index: an International Project for Measure Sustainable Business Practices”, *Quest for Global Competitiveness*, March 13-14, San Juan, Puerto Rico. (235)

**During the year 2013, a series of conference papers (28) from the various research areas were presented at international research conferences as follows:**

- ✓ Wagner, B. and Svensson, G. (2013), “Transformative Business Sustainability; A Framework”, *International Symposium of Building a Sustainable Future in Sub-Saharan Africa: Water Security, Food Security, Business and Policy*, Nov 26-27, Johannesburg, South Africa. (234)
- ✓ Svensson, G., Høgevold, N., Wagner, B., Petzer, D., Klopper, HB., Padin, C., Ferro, C. and Sosa, J. C., “Sustainable Business Practices: Findings and Theory development”, *International Symposium of Building a Sustainable Future in Sub-Saharan Africa: Water Security, Food Security, Business and Policy*, Nov 26-27, Johannesburg, South Africa. (233)
- ✓ dos Santos, M., Svensson, G., Høgevold, N. and Padin, C. (2013), “Implementation, Monitoring and Evaluation of Sustainable Business Practices”, *International Symposium of Building a Sustainable Future in Sub-Saharan Africa: Water Security, Food Security, Business and Policy*, Nov 26-27, Johannesburg, South Africa. (232)
- ✓ Petzer, D., Klopper, HB., Høgevold, N., Padin, C., Ferro, C., Sosa, J. C., Wagner, B. and Svensson, G. (2013), “An International Research Project on Business Sustainability”, *International Symposium of Building a Sustainable Future in Sub-Saharan Africa: Water Security, Food Security, Business and Policy*, Nov 26-27, Johannesburg, South Africa. (231)
- ✓ Høgevold, N., Padin, C., Svensson, G. and dos Santos, M. (2013), “A Comparison of Sustainable Business Models between Goods and Service Industries”, *International Symposium of Building a Sustainable Future in Sub-Saharan Africa: Water Security, Food Security, Business and Policy*, Nov 26-27, Johannesburg, South Africa. (230)
- ✓ Khumal, D., Klopper, HB. and Svensson, G. (2013), “Banking on sustainability within the financial services industry”, *International Symposium of Building a Sustainable Future in Sub-Saharan Africa: Water Security, Food Security, Business and Policy*, Nov 26-27, Johannesburg, South Africa. (229)
- ✓ Klopper, H.B, Petzer, D.J. Svensson, G., Padin, C., Sosa, J. C., Wagner, B., Høgevold, N. and Ferro, C. (2013), “Developing a Business Sustainability Index – a Multi-Country Effort”, *Research Day – Monash University*, October 31, Johannesburg, South Africa. (228)



- ✓ Sosa, J. C., Brambilla, F., Giraldo, M. and Svensson, G. (2013). “Perceived Justice and Emotions in Brazilian, Colombian and Puertorrican Companies: A Multinational Assessment for Service Settings”, *CLADEA Annual Conference*, October 20-22, Rio de Janeiro, Brazil. (227)
- ✓ Padín, C., Magaña, I. y Svensson, G (2013), “Gestión turística sustentable: la participación y colaboración para la innovación”, *III Congreso Internacional de Turismo da ESG/IPCA*, October 18-19, Barcelos, Portugal. (226)
- ✓ Klopper, H.B, Petzer, D.J. Svensson, G., Padin, C., Sosa, J. C., Wagner, B., Høgevold, N. and Ferro, C. (2013), “Developing a Business Sustainability Index – a Multi-Country Effort”, *23rd Annual Southern African Institute of Management Scientists Conference*, September 15-17, Potchefstroom, South Africa. (225)
- ✓ Padín, C. and Svensson, G (2013), “Examining Critical Incidents in Rural Tourism Encounters: A Teleological Framework from Complexity Sciences”, *ORTE – International Conference on Rural Tourism*, September 4-7, Averio, Portugal. (224)
- ✓ Payan, J., Svensson, G. and Høgevold, N. (2012), “Risk Aversion and Attributes of Study Abroad Programs Among Marketing Majors in The U.S. and Norway: Validation of Cross-Cultural Scales”, *World Marketing Congress*, July 17-20, Melbourne, Australia. (223)
- ✓ Callaghan, M., Wood, G., Svensson, G., Singh, J. Andersson, S. (2013), “Codes of Ethics Artifacts in Australia, Canada and Sweden: A Longitudinal Study”, *World Marketing Congress*, July 17-20, Melbourne, Australia. (222)
- ✓ Svensson, G., Wagner, B., Petzer, D. J., Padin, C., Klopper, H. B., Sosa, J. C and Høgevold, N. (2013), “Business Sustainability Index – A Research Network and International Research Project”, *19<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 7-10, Philadelphia, USA. (221)
- ✓ Padin, C., Svensson, G. and Wagner, B. (2013), “Ecologic, Social and Economic Efforts and Achievements of Business Sustainability Inter-Connected in Business Networks”, *19<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 7-10, Philadelphia, USA. (220)
- ✓ Padin, C., Svensson, G. and Lee, T-R. (2013), “Sostenibilidad y Desarrollo Regional: Modelo Multinivel de Turismo Sostenible”, *18<sup>th</sup> APDR Congress*, June 20-22, Braga, Portugal. (219)
- ✓ Høgevold, N., Svensson, G., Sosa Varela, J. C., Padin, C., Wagner, B., Petzer, D. and Klopper, H.B. (2013), “International Research on Business Sustainability in Business Networks: Current Status and Future Studies”, *Transformation in a Changing Climate*, June 19-21, 2013, Oslo, Norway. (218)
- ✓ Klopper, H.B., Petzer, D., Svensson, G., Wagner, B., Padin, C., Sosa Varela, J. C. and Høgevold, N. (2013), "Business Sustainability Index – A Research Network and International Research Project”, *Annual Emerging Markets Conference Board*, June 19-20, Port Elizabeth, South Africa. (217)



- ✓ Klopper, H.B, Petzer, D.J. Svensson, G., Padin, C., Sosa, J. C., Wagner, B., Høgevold, N. and Ferro, C. (2013), “Business Sustainability Index – A Research Network and International Research Project”, *Emerging Markets Conference Board*, June 17-20, Port Elizabeth, South Africa. (216)
- ✓ Høgevold, N. and Svensson, G. (2013), “A Business Sustainability Model Applied in Services”, *Johan Arndt Conference*, May 30-31, Oslo, Norway. (215)
- ✓ Sosa Varela, J. C., Padin, C., Ferro, C., Høgevold, N. M., Svensson, G., Wagner, B., Petzer, D. J. and Klopper, H. B. (2013), “A Research Network and International Research Project on Business Sustainability”, *Johan Arndt Conference*, May 30-31, Oslo, Norway. (214)
- ✓ Svensson, G., Mysen, T. Padin, C. Ferro, C., Mpinganjira, M, Bogaards, M., Hutchinson, D., Singh, J., Rindell, A., Billström, A. Lee, T-R. (2013), ”Satisfaction as a Mediator between Quality Constructs in Manufacturer-Supplier Relationships – Cross-Cultural Findings”, *Johan Arndt Conference*, May 30-31, Oslo, Norway. (213)
- ✓ Svaeri, S., Svensson, G., Petzer, D. and Meyer, C. (2013), ”A Measurement Model for Perceived Justice. The Case of South African Airline and Hospital Industries.”, *Johan Arndt Conference*, May 30-31, Oslo, Norway. (212)
- ✓ Padin, C., Ferro, C. Mysen, T. and Svensson, G. (2013), ”The Role of Economic and Non-Economic Satisfaction in Business Relationships”, *Johan Arndt Conference*, May 30-31, Oslo, Norway. (211)
- ✓ Svensson, G., Padin, C., Sosa, J. C., Wagner, B., Petzer, D. J., Klopper, H. B. and Høgevold, N. (2013), “International research on business sustainability in business networks: current status and future studies”, *Annual Conference of the Academy of Marketing Science*, May 15-18, Monterey, USA. (210)
- ✓ Sosa, J.C., Svensson, G. and Miranda, E. (2013), “Assessment of Buyer- Supplier Relationships in Puerto Rico’s SMEs”. *Annual Conference of the Academy of Marketing Science*, May 15-18, Monterey, USA. (209)
- ✓ Sosa, J.C., Svensson, G., Bambrilla, F. and Giraldo, M. E. (2013), “Perceived Justice & Emotions in a Negative Service Encounter: A Latin American Perspective”. *Annual Conference of the Academy of Marketing Science*, May 15-18, Monterey, USA. (208)
- ✓ Sosa, J.C., Svensson, G., Gonzalez, J., Luna, D., Machado, A. and Santiago, R. (2013), “Determinantes de Satisfacción en Relaciones de Negocios: El Caso de las PyMES en Puerto Rico”, *5th Simposio de Investigación del International Council for Small Business*, Febrero 23, Puerto Rico. (207)

**During the year 2012, a series of conference papers (24) from the various research areas were presented at international research conferences as follows:**

- ✓ Payan, J., Svensson, G. and Høgevold, N. (2012), “A Review and Cross-National Factor Analyses of Motivators and Deterrents to Study Abroad”, *Society of Marketing Advances Conference*, October 31 - November 3, Orlando, USA. (206)

- ✓ Sosa, J. C. and Svensson, G. (2012). “Determinants of Buyer-Supplier Relationships in Puerto Rico's Small and Medium Enterprises”, *CLADEA Annual Conference*, October 22-24, Lima, Peru. (205)
- ✓ Padin, C., Sosa, J.C and Svensson, G (2012). “Las Investigaciones Académicas: Proceso, Estructura y Publicación”, *CLADEA Annual Conference*, October 22-24, Lima, Peru. (204)
- ✓ Padin, C., Sosa, J. C. and Svensson, G. (2012), “Las investigaciones académicas: proceso, estructura y publicación”, *Colegas del Consejo Latinoamericano de Escuelas de Administración (CLADEA)*, October 22-24, Lima, Peru. (203)
- ✓ Padín, C., Magaña, I. y Svensson, G (2012), “Planificación integral sustentable: la visión participativa del proceso turístico”, *La VI congreso de la Academia Mexicana de Investigación Turística (AMIT)*, October 2-6, Colima, México. (202)
- ✓ Padin, C. and Svensson, G. (2012), ”Sustainable Tourism: Components and Interfaces Involved in Planning”, *IS2012 – Innovation for Sustainability*, September 27-28, Porto, Portugal. (201)
- ✓ Svensson, G., Wagner, B. and Padin, C. (2012), ”A Concept of Business Sustainability”, *IS2012 – Innovation for Sustainability*, September 27-28, Porto, Portugal. (200)
- ✓ Payan, J., Svensson, G. and Høgevoid, N.. (2012), “The Effect of Risk Aversion and Attributes of Study Abroad on the Future Likelihood to Study Abroad: A Study of US and Norwegian Undergraduate Marketing Students”, *Atlantic Marketing Association Conference*, September 27-29, Williamsburg. (199)
- ✓ Payan, J., Svensson, G. and Høgevoid, N. (2012), “Motivators and Deterrents to Study Abroad: A Study of USA, Norway and Swedish Undergraduate Marketing Majors”, *Marketing Management Association Conference*, September 18-20, New Orleans. (198)
- ✓ De Meyer, C.F., Petzer, D.J., Svensson, G. and Sviri, S. 2012, ”Exploring negative emotions patients experience following a service failure in the South African healthcare sector”, *South African Institute of Management Scientists (SAIMS) Conference*, Stellenbosch, South Africa, September 10-11. (197)
- ✓ Santos, M., Magaña, I., Sosa-Varela, J. C. and Svensson, G. (2012), ”Antecedents and Effects of Perceived Justice and Negative Emotions in the Health Care Industry: A Cross-Country Comparison”, *World Marketing Congress*, Aug 28-Sep 1, Atlanta, USA. (196)
- ✓ Svensson, G., Dos Santos, M. A. O. and Padin, C. (2012), ”A Social Emphasis to Triple Bottom Line Reporting of Corporate Sustainability Efforts”, *World Marketing Congress*, Aug 28-Sep 1, Atlanta, USA. (195)
- ✓ Svensson, G., Wagner, B. and Padin, C. (2012), “A Framework of Business Sustainability – An Illustration”, *World Marketing Congress*, Aug 28-Sep 1, Atlanta, USA. (194)
- ✓ Svensson, G. and Padin, C. (2012), ”Complexity Sciences in Service Research – Challenges and Opportunities”, *World Marketing Congress*, Aug 28-Sep 1, Atlanta, USA. (193)

- ✓ Padin, C. and Svensson, G. (2012), "Un modelo de planificación turística sustentable: componentes y relaciones", *18<sup>th</sup> APDR Congress*, June 13-16, Faro, Portugal. (192)
- ✓ Svensson, G., Wagner, B. and Padin, C. (2012), "Framing Business Sustainability in the Market and Society", *18<sup>th</sup> APDR Congress*, June 13-16, Faro, Portugal. (191)
- ✓ Mysen, T., Svensson, G. and Tronvoll, B. (2012), "The Influence of Shared Business Ethics on B2B Relationship Commitment: A Nordic Comparative Study", *Johan Arndt Conference*, May 30-June 1, Oslo, Norway. (190)
- ✓ Svensson, G., Dos Santos, M. and Padin, C. (2012), "A Socially Adapted Bottom Line Approach to Sustainability", *Johan Arndt Conference*, May 30-June 1, Oslo, Norway. (189)
- ✓ Svensson, G. and Padin, C. (2012), "Complexity in Services", *Johan Arndt Conference*, May 30-June 1, Oslo, Norway. (188)
- ✓ Svensson, G. and Padin, C. (2012), "Teleological Approaches from Complexity Sciences in Services", *Annual Conference of the Academy of Marketing Science*, May 15-19, New Orleans, USA. (187)
- ✓ Santos Corrada, M. Sosa, J.C. and Svensson, G. (2012), "Customers Service Experience in Hospitals: A DIP and SOS Construct of Negative Encounters". *Annual Conference of the Academy of Marketing Science*, May 15-19, New Orleans, USA. (186)
- ✓ Sosa, J.C., Svensson, G., Natalizio, N., Lora, L, Bousoño, C. and Rivera, R. (2012), "Antecedents and Effects of Perceived Justice and Negative Emotions in the Telecommunications Industry in Puerto Rico", *8<sup>th</sup> Quest for Global Competitiveness Conference*, March 15-16, San Juan, Puerto Rico. (185)
- ✓ Sosa, J.C, Svensson, G., Miranda, E., Almodóvar, S., and O'Ferral, G. (2012), "Meta-Relqual Construct for Small and Medium Enterprises in Puerto Rico", *8<sup>th</sup> Quest for Global Competitiveness Conference*, March 15-16, San Juan, Puerto Rico. (184)
- ✓ Sosa, J.C, Svensson, G., Ansa, Ramon, Torres, V, Quinones, J., Rodriguez, J., and Pena, E. (2012), "Antecedents and Effects of Perceived Justice and Negative Emotions in the Hotel Industry in Puerto Rico", *X Encuentro de de Investigadores*, March 8-9, Universidad del Turabo, Puerto Rico. (183)

**During the year 2011, a series of conference papers (13) from the various research areas were presented at international research conferences as follows:**

### 2011

- ✓ Svensson, G. (2012), "La Sustentabilidad de Negocios: Un Modelo Basado en la Línea de Triple Fondo", *Colegas del Consejo Latinoamericano de Escuelas de Administración (CLADEA)*, October 20-23, San Juan, Puerto Rico. (182)
- ✓ Wagner, B. and Svensson, G. (2011), "Transformative Business Sustainability – The Bartlett-Case", *IMP Conference*, September 1-3, Glasgow, UK. (181)

- ✓ Svensson, G. and Wagner, B. (2011), "A Model of Transformative Business Sustainability: Sources and Stakeholders", *SCMIS*, August 29-30, Florence, Italy. (180)
- ✓ Svensson, G. and Wagner, B. (2011), "A Process and Model of Business Sustainability", *World Marketing Congress*, July 19-23, Reims, France. (179)
- ✓ De Meyer, C. F., Petzer, D. J., Sviri, S. and Svensson, G. (2011), "Perceived Justice in South African Service Encounters: A Comparison between Airline and Hospital Industries", *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 15-18, San Diego, USA. (178)
- ✓ Petzer, D. J., De Meyer, C. F., Sviri, S. and Svensson, G. (2011), "Negative Emotions in South African Service Encounters: A Comparison between Airline and Hospital Industries", *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 15-18, San Diego, USA. (177)
- ✓ Sviri, S., Petzer, D. J., De Meyer, C. F. and Svensson, G. (2011), "Emotional Responses to Negative Service Encounters with Airlines and Hospitals in South Africa", *12<sup>th</sup> International Research Symposium on Service Excellence in Management*, June 2-5, Ithaca New York, USA. (176)
- ✓ Sosa Varela, J. C., Svensson, G. and Mysen, T. (2011), "Quality Constructs Influence on Satisfaction in Puerto Rican Business Relationships", *Annual Conference of the Academy of Marketing Science*, May 25-28, Miami, USA. (175)
- ✓ Svensson, G. and Wagner, B. (2011), "Marketing of Business Sustainability: A Case Illustration Beyond Corporate Boundaries", *Annual Conference of the Academy of Marketing Science*, May 25-28, Miami, USA. (174)
- ✓ Sosa Varela, J. C., Svensson, G. and Mysen, T. (2011), "RELQUAL in Puerto Rican in Business Relationships", *CBIM Academic Workshop*, January 14-17, San Juan, Puerto Rico. (173)
- ✓ Høgevoid, N. and Svensson, G. (2011), "Implementation of a Sustainable Business Model – A Case Study", *CBIM Academic Workshop*, January 14-17, San Juan, Puerto Rico. (172)
- ✓ Svensson, G. and Wagner, B. (2011), "A Process towards a Sustainable Business Model: An Illustration", *CBIM Academic Workshop*, January 14-17, San Juan, Puerto Rico. (171)
- ✓ Mysen, T., Svensson, G. Rindell, A. and Billström, A. (2011), "The Influence of Commitment-Trust Supported Satisfaction on Coordination, Cooperation and Continuity Expectance", *CBIM Academic Workshop*, January 14-17, San Juan, Puerto Rico. (170)

## 2010

**During the year 2010, a series of conference papers (17) from the various research areas were presented at international research conferences as follows:**

- ✓ Whyatt, G., Payan, J., Wood, G., Callaghan, M. and Svensson, G. (2010), "Communicating the Ethos of Corporate Codes of Ethics in the UK and the USA", *Australian and New Zealand Academy of Management*, Adelaide, December 7-10. (169)
- ✓ Svensson, G. (2010), "Komplexitetsteori i strategiforskning?", *FEKIS-konferensen*, Sweden, December 1-2. (168)
- ✓ Svensson, G. (2010), "Forskningsprocess och artikelstruktur i internationell publicering?", *FEKIS-konferensen*, Sweden, December 1-2. (167)
- ✓ Wagner, B. and Svensson, G. (2010), "Sustainable Business Cycles: Some Findings from Sweden and the UK", *SCMIS*, Hong Kong, October 7-8. (166)
- ✓ Svensson, G. (2010), "Transparent Understanding and Foresight of the Scholarly Research Process", *International Research Symposium in Service Management*, Mauritius, August 24-27. (165)
- ✓ Svensson, G. and B. Wagner (2010), "A Sustainable Business Model in Services", *International Research Symposium in Service Management*, Mauritius, August 24-27. (165)
- ✓ Wagner, B. and Svensson, G. (2010), "An Illustration of a Sustainable Business Cycle", *AMS Cultural Perspectives in Marketing Conference*, July 21-24, Lille, France. (164)
- ✓ Høgevoid, N., Mysen, T. and Svensson, G. (2010), "Relationship Quality: Illustrations of Best and Worst", *AMS Cultural Perspectives in Marketing Conference*, July 21-24, Lille, France. (163)
- ✓ Svensson, G. (2010), "Transformative Chain Management in SCM", *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 2-5, Istanbul, Turkey. (162)
- ✓ Sværi, S. and Svensson, G. (2010), "Customer Reactions to Unjust Service Encounters - Antecedents and Effects of Negative Emotions in the Tourism and Hospitality Industry", *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 2-5, Istanbul, Turkey. (161)
- ✓ Sværi, S., Svensson, G. and Slåtten, T. (2010), "A Conceptual Framework of Perceived Justice in Negative Service Encounters and Complaint Handling: A Process Perspective", *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 2-5, Istanbul, Turkey. (160)
- ✓ Billström, A., Svensson, G., Mysen, T. and Rindell, A. (2010), "Satisfaction as a Mediator of Nordic Business Relationships", *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 2-5, Istanbul, Turkey. (159)
- ✓ Billström, A., Svensson, G., Mysen, T. and Rindell, A. (2010), "Context, Structure and Norms in Nordic Business Relationships", *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 2-5, Istanbul, Turkey. (158)

- ✓ Svensson, G. and Wood, M. (2010), “Teleology from Complexity Sciences in Business Ethics: Formative, Rationalist or Transformative?”, *Annual Conference of the Academy of Marketing Science*, May 26-29, Portland, USA. (157)
- ✓ Wagner, B. and Svensson, G. (2010), “Shopping Our Way to Sustainability: Consumer Power and the Impact on Sustainable Business Practice.”, *International Conference on Corporate Social Responsibility*, March 26, Taichung, Taiwan. (156)
- ✓ Mysen, T., Høgevold, N. and Svensson, G. (2010), “Investigating Relationship Quality in Supply Chain Relationships: A Dyadic Exploratory Approach”, *CBIM Academic Workshop*, January 15-18, San Juan, Puerto Rico. (155)
- ✓ Svensson, G. and Wagner, B. (2010), “A Case Study of a Sustainable Business Cycle”, *CBIM Academic Workshop*, January 15-18, San Juan, Puerto Rico. (154)

### 2009

**During the year 2009, a series of conference papers (21) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. and Wood, G. (2009), “Structures, Processes and Performance of Corporate and Business Ethics in Supply Chains”, *Australian and New Zealand Academy of Management*, December 2-4, Melbourne, Australia. (153)
- ✓ Svensson, G. and Wood, G. (2009), “Complexity Sciences and Business Ethics: a Different perspective”, *Australian and New Zealand Academy of Management*, December 2-4, Melbourne, Australia. (152)
- ✓ Sværi, S., Slåtten, T., Svensson, G. and Edvardsson, B.. (2009), “Negative Emotions in Customers’ Service Experience Firms’ Service Recovery in the Norwegian Tourism Industry”, *Australia and New Zealand Marketing Academy*, November 30 - December 2, Melbourne, Australia. (151)
- ✓ Svensson, G., Wood, G., Singh, J., Payan, J. and Callaghan, M. (2009), “Corporate Codes of Ethics in Australia, Canada and USA: Measurement and Structural Properties of a Cross-Cultural Model”, *Australia and New Zealand Marketing Academy*, November 30 - December 2, Melbourne, Australia. (150)
- ✓ Singh, J., Svensson, G., Wood, G. and Callaghan, M. (2009), “A Longitudinal and Cross-Cultural Study of Codes of Ethics of Australian, Canadian and Swedish Corporations”, *World Marketing Congress*, July 22-25, Oslo, Norway. (149)
- ✓ Sværi, S., Slåtten, T., Svensson, G. and Edvardsson, B. (2009), “Customers’ Service Experience and Firms’ Service Recovery: A Study of Negative Emotions in the Norwegian Tourism Industry”, *World Marketing Congress*, July 22-25, Oslo, Norway. (148)
- ✓ Mysen, T. and Svensson, G. (2009), “Assessment of Relationship Quality in Supply Chains in Norway”, *World Marketing Congress*, July 22-25, Oslo, Norway. (147)

- ✓ Payan, J., Svensson, G., Awuah, G. and Andersson, S. (2009), "Relationship Quality in Interorganizational Contexts", *World Marketing Congress*, July 22-25, Oslo, Norway. (146)
- ✓ Wagner, B. and Svensson, G. (2009), "Sustainable Supply Chains: Overview and Research Agenda", *SCMIS*, July 19-21, Tai Chung, Taiwan. (145)
- ✓ Babin, B. and Svensson, G. (2009), "Structural Equation Modeling: Concerns of Validity and Reliability", *16<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 6-9, Niagara Falls, Canada. (144)
- ✓ Mysen, T. and Svensson, G. (2009), "Antecedents and Consequences of Supplier Opportunism", *16<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 6-9, Niagara Falls, Canada. (143)
- ✓ Mysen, T., Høgevold, N. and Svensson, G. (2009), "Best and Worst Relationship Quality in Power Asymmetric Supply Chain Relationships: A Dyadic, Exploratory Approach", *16<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 6-9, Niagara Falls, Canada. (142)
- ✓ Billström, A. and Svensson, G. (2009), "Satisfaction – Antecedents and Postcedents in Swedish Business Relationships", *16<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 6-9, Niagara Falls, Canada. (141)
- ✓ Billström, A. and Svensson, G. (2009), "Ethical Concerns and Relationship Quality in Business Relationships: The Case of Sweden", *16<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 6-9, Niagara Falls, Canada. (140)
- ✓ Helgesson, T., Svensson, G., Slåtten, T. and Tronvoll, B. (2009), "Services Marketing Journals – An Examination of Longitudinal Characteristics", *16<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 6-9, Niagara Falls, Canada. (139)
- ✓ Helgesson, T., Svensson, G., Tronvoll, B. and Slåtten, T. (2009), "Mainstream Marketing Journals – An Examination of Longitudinal Characteristics", *16<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 6-9, Niagara Falls, Canada. (138)
- ✓ Sværi, S. and Svensson, G. (2009), "Hospitality and Tourism Journals – An Examination of Longitudinal Characteristics", *16<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 6-9, Niagara Falls, Canada. (137)
- ✓ Sværi, S., Svensson, G., Slåtten, T. and Tronvoll, B. (2009), "Logistics Journals – An Examination of Longitudinal Characteristics", *16<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 6-9, Niagara Falls, Canada. (136)
- ✓ Svensson, G. (2009), "Transparency of SCM-Ethics", *Annual Conference of the Academy of Marketing Science*, May 20-23, Baltimore, USA. (135)

- ✓ Svensson, G., Wood, M. and Callaghan, M. (2009), “An Ethical Perspective on Sustainable Business Practices”, *Annual Conference of the Academy of Marketing Science*, May 20-23, Baltimore, USA. (134)
- ✓ Payan, J., Svensson, G., Wood, G. Singh, J. and Callaghan, M. (2009), “Comparing Codes of Ethics and Associated Practices among the Top Companies in Australia, Canada and the USA”, *Annual Conference of the Academy of Marketing Science*, May 20-23, Baltimore, USA. (133)

## 2008

**During the year 2008, a series of conference papers (20) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G., Wood, G., Lee, T-R., Ulgen A. A., Donmez, D., and Callaghan, M. (2008), “Top Taiwanese and Turkish Companies and Their Engagement with Corporate Ethics”, *Australian and New Zealand Academy of Management*, December 2-5, Auckland, New Zealand. (132)
- ✓ Sværi, S. and Svensson, G. (2008), ”Scientific Identity in Top Tourism Journals”, *17th Nordic Symposium in Tourism and Hospitality Research*, Lillehammer, September 25-27. (131)
- ✓ Sværi, S. and Svensson, G. (2008), ”Empirical Characteristics in Top Tourism Journals”, *17th Nordic Symposium in Tourism and Hospitality Research*, Lillehammer, September 25-27. (130)
- ✓ Lagrosen, S. and Svensson, G. (2008) “Deeper Levels of Marketing – the Implications for International Marketing Strategy”, *6th EIASM Workshop on international strategy and cross-cultural management*, September 22-23, Barcelona, Spain. (129)
- ✓ Svensson, G. (2008), ”’T’ or ‘TT’ Journals?”, *15th International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (128)
- ✓ Svensson, G. (2008), ”SSCI and Its Impact Factors: Concerns and Biases”, *15th International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (127)
- ✓ Billström, A. and Svensson, G. (2008), ”A Process Accuracy Zone of Leadership Performance in Ericsson and Nokia: An Illustration”, *15th International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (126)
- ✓ Billström, A. and Svensson, G. (2008), ”Timely and Contextual Leadership Effectiveness: Contemporary, Historic and Futuristic versus Intrinsic, Extrinsic and Holistic”, *15th International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (125)
- ✓ Sværi, S., Einarsen, K. and Svensson, G. (2008), ”Scientific Identity in Journals of Tourism and Hospitality: An Investigation”, *15th International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (124)



- ✓ Sværi, S., Einarsen, K. and Svensson, G. (2008), "Empirical Characteristics in Journals of Tourism and Hospitality: An Examination", *15<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (123)
- ✓ Helgesson, T., Svensson, G., Slåtten, T. and Tronvoll, B. (2008), "Scientific Identity in Mainstream Marketing Journals in Australia, Europe and North America", *15<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (122)
- ✓ Helgesson, T., Svensson, G., Slåtten, T. and Tronvoll, B. (2008), "Empirical Characteristics in Mainstream Marketing Journals in Australia, Europe and North America", *15<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (121)
- ✓ Tronvoll, B., Slåtten, T., Svensson, G. and Sværi, S (2008), "Scientific Identity in Top Journals of Logistics: A Review", *15<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (120)
- ✓ Slåtten, T., Tronvoll, B., Svensson, G. and Sværi, S. (2008), "Empirical Characteristics in Top Journals of Logistics: An Assessment", *15<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 14-17, Zagreb, Croatia. (119)
- ✓ Slåtten, T., Sværi, S. and Svensson, G. (2008), "Negative Emotions in Customers' Service Experience and Firms' Service Recovery in the Norwegian Tourism Industry", *SERVSIG International Research Conference*, June 5-7, Liverpool, UK. (118)
- ✓ Svensson, G. (2008), "Supply Chain Management Ethics", *Annual Conference of the Academy of Marketing Science*, May 28-31, Vancouver, Canada. (117).
- ✓ Svensson, G., Wood, G. Singh, J. and Callaghan, M. (2008), "Codes of Ethics in Australia, Canada and Sweden", *Annual Conference of the Academy of Marketing Science*, May 28-31, Vancouver, Canada. (116).
- ✓ Payan, J., Svensson, G., Awuah, G. and Andersson, S.(2008), "Interorganizational Cooperation and Coordination: A Comparison of U.S. and Swedish Distributor Relationships", *International Applied Business Research Conference*, March 17-20, San Juan, Puerto Rico. (115)
- ✓ Ulgen A. A., Donmez, D., Svensson, G., Wood, G. and Callaghan, M. (2008), "A Comparison of the Communication of the Ethos of Codes of Ethics within the Largest Private Sector Organizations in Sweden and Turkey", *AMS Cultural Perspectives in Marketing Conference*, January 16-19, New Orleans, USA. (114)
- ✓ Svensson, G., Wood, G. Singh, J. Callaghan, M. and Carasco, E. (2008), "The Ethos of Corporate Codes of Ethics (ECCE): A Cross Cultural Construct of Australia, Canada and Sweden", *AMS Cultural Perspectives in Marketing Conference*, January 16-19, New Orleans, USA. (113)

**During the year 2007, a series of conference papers (19) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G., Lee, T.-R. and Billstrom, A. (2007), “Beyond SCM – Anti-Climate Change Management”, *5<sup>th</sup> International Conference on Supply Chain Management and Information Systems*, December 9-12, Melbourne, Australia. (112)
- ✓ Svensson, G. and Billström, A. (2007), “A Framework of Ethical Approaches in SCM”, *5<sup>th</sup> International Conference on Supply Chain Management and Information Systems*, December 9-12, Melbourne, Australia. (111)
- ✓ Svensson, G. and Billström, A. (2007), “Sustainable Supply Chain Management: Framework and Illustration”, *5<sup>th</sup> International Conference on Supply Chain Management and Information Systems*, December 9-12, Melbourne, Australia. (110)
- ✓ Ulgen A. A., Donmez, D., Svensson, G., Wood, G. and Callaghan, M. (2007), “Inculcating the Ethos of Codes of Ethics within the Largest Private Sector Organizations in Sweden and Turkey”, *Australian and New Zealand Academy of Management*, December 4-7, Sidney, Australia. (109)
- ✓ Svensson, G. (2007), “Climate Change – A Change Management Issue”, *Australian and New Zealand Academy of Management*, December 4-7, Sidney, Australia. (108)
- ✓ Svensson, G., Wood, G., Callaghan, M., Singh, J. and Carasco, E. (2007), “A Construct of the Cross-Cultural Ethos of Corporate Codes of Ethics (ECCE): Australia, Canada and Sweden”, *Australia and New Zealand Marketing Academy*, December 3-5, Dunedin, New Zealand. (107)
- ✓ Svensson, G., Slåtten, T., Tronvoll, B. and Sværi, S. (2007), “The Geographical Affiliations in Journals of Services Marketing”, *Australia and New Zealand Marketing Academy*, December 3-5, Dunedin, New Zealand. (106)
- ✓ Ulgen A. A., Donmez, D., Svensson, G., Wood, G. and Callaghan, M. (2007), “Communicating the Intent of Codes of Ethics within the Organization: A Comparison of the Largest Private Sector Organizations in Sweden and Turkey”, *14<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, June 29- July 1, San Francisco, USA. (105)
- ✓ Svensson, G. and Wood, G. (2007), “Top versus Leading Journals in Marketing”, *14<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, June 29- July 2, San Francisco, USA. (104)
- ✓ Helgesson, T., Svensson, G., Slåtten, T. and Tronvoll, B. (2007), “Research Approaches in Top Journals of Marketing”, *14<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, June 29- July 2, San Francisco, USA. (103)
- ✓ Helgesson, T., Svensson, G., Tronvoll, B. and Slåtten, T. (2007), “Research Data in Top Journals of Marketing”, *14<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, June 29- July 2, San Francisco, USA. (102)

- ✓ Tronvoll, B., Slåtten, T. and Svensson, G. (2007), "Research Approaches in Journals of Services Marketing", *14<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, June 29- July 2, San Francisco, USA. (101)
- ✓ Slåtten, T., Tronvoll, B. and Svensson, G. (2007), "Research Data in Journals of Services Marketing", *14<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, June 29- July 2, San Francisco, USA. (100)
- ✓ Tronvoll, B., Slåtten, T. and Svensson, G. (2007), "Research Designs in Service Marketing Journals", *10<sup>th</sup> International Research Symposium on Service Excellence in Management*, June 14-17, Orlando, USA. (99)
- ✓ Svensson, G. and Payan. J. (2007), "Organizations that are International from Inception: Conceptual Differences in Terminology", *Annual Conference of the Academy of Marketing Science*, May 23-26, Coral Gables, USA. (98)
- ✓ Svensson, G. (2007), "Broadening the Horizons of Bullwhip Effect: A Proposal", *Annual Conference of the Academy of Marketing Science*, May 23-26, Coral Gables, USA. (97)
- ✓ Svensson, G. and Lagrosen, S. (2007), "A Revised Framework of Old, Modern and Recent Marketing Schools", *13<sup>th</sup> Conference on Historical Analysis and Research in Marketing*, May 17-20, Durham, USA. (96)
- ✓ Svensson, G. (2007), "The Concept of Born Glocals" *Quality, Innovation and Knowledge Conference*, February 11-14, New Delhi, India. (95)
- ✓ Svensson, G. (2007), "Quality Assurance in Swedish Higher Education Institutions: Promotion and Appointment", *Quality, Innovation and Knowledge Conference*, February 11-14, New Delhi, India. (94)

## 2006

**During the year 2006, a series of conference papers (18) from the various research areas were presented at international research conferences as follows:**

- ✓ Callaghan, M. Wood, G. and Svensson, G. (2006), "A Longitudinal Study of the Commitment to Business Ethics of Corporate Australia: 1995-2005", *Australian and New Zealand Academy of Management*, December 6-9, Rockhampton, Australia. (93)
- ✓ Svensson, G. and Wood, G. (2006), "Is There a Pareto Effect in Top Marketing Journals? An Exploration", *Australian and New Zealand Academy of Management*, December 6-9, Rockhampton, Australia. (92)
- ✓ Svensson, G. (2006), "Legal requirements for transparency in higher education institutions", *Australian and New Zealand Academy of Management*, December 6-9, Rockhampton, Australia. (91)
- ✓ Svensson, G. (2006), "Beyond the Bullwhip Effect", *Australia and New Zealand Marketing Academy*, December 4-6, Brisbane, Australia. (90)

- ✓ Svensson, G. and Wood, G. (2006), "Research Data in Marketing Journals", *International Federation of Scholarly Associations of Management – VIII<sup>th</sup> World Congress*, September 28-30, Berlin, Germany. (89)
- ✓ Svensson, G. and Mathisen, R. (2006), "Quality Assurance in Appointments and Promotions in Swedish Higher Education Institutions: Empirical Illustration", *9<sup>th</sup> Toulon-Verona Conference*, September 7-8, Paisley, Scotland. (88)
- ✓ Svensson, G. and Mathisen, R. (2006), "Legal Requirements and Quality Assurance in Higher Education Institutions: the Case of Sweden", *9<sup>th</sup> Toulon-Verona Conference*, September 7-8, Paisley, Scotland. (87)
- ✓ Svensson, G., Wood, G. and Callaghan, M. (2006), "Volvo Australia's New 'Masochistic' Marketing Approach", *AMS/KAMS Cultural Perspectives in Marketing Conference*, July 12-15, Seoul, Korea. (86)
- ✓ Svensson, G., Wood, G. and Callaghan, M. (2006), "The Evolution of the Content of Codes of Ethics in Corporate Sweden: 2000-2005", *AMS/KAMS Cultural Perspectives in Marketing Conference*, July 12-15, Seoul, Korea. (85)
- ✓ Svensson, G. and Wood, G. (2006), "Research Designs in Academic Marketing Journals", *AMS/KAMS Cultural Perspectives in Marketing Conference*, July 12-15, Seoul, Korea. (84)
- ✓ Svensson, G. and Wood, G. (2006), "Ethnocentricity in Academic Publishing?", *AMS/KAMS Cultural Perspectives in Marketing Conference*, July 12-15, Seoul, Korea. (83)
- ✓ Svensson, G. and Helgesson, T. (2006), "The Interactive Interface of Service Quality", *13<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 9-12, Budapest, Hungary. (82)
- ✓ Svensson, G. and Helgesson, T. (2006), "The Measurement of Service Quality – Is it Myopic?", *13<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 9-12, Budapest, Hungary. (81)
- ✓ Svensson, G. (2006), "A Formula of Consensus: Unification of Conceptual 'Halves'", *4<sup>th</sup> International Conference on Supply Chain Management and Information Systems*, July 5-7, Taichung, Taiwan. (80)
- ✓ Svensson, G. (2006), "Supply Chain Management: A Sustainable Strategic Approach", *4<sup>th</sup> International Conference on Supply Chain Management and Information Systems*, July 5-7, Taichung, Taiwan. (79)
- ✓ Svensson, G. (2006), "Mutual and Interactive Vulnerability in Supply Chain Dyads", *Annual Conference of the Academy of Marketing Science*, May 24-27, San Antonio, USA. (78)
- ✓ Svensson, G. (2006), "A Conceptual Framework of Mutual and Interactive Vulnerability in Business Relationships", *Annual Conference of the Academy of Marketing Science*, May 24-27, San Antonio, USA. (77)

- ✓ Svensson, G. (2006), "Leadership Performance in TQM", *11<sup>th</sup> International Conference on ISO 9000 & TQM*, April 10-12, Hong Kong, China. (76)

## 2005

**During the year 2005, a series of conference papers (15) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. (2005), "Methodological Myopia in Top Marketing Journal(s)", *Australian and New Zealand Academy of Management*, December 7-10, Canberra, Australia. (75)
- ✓ Svensson, G. and Wood, G. (2005), "Masochistic Marketing: Not One of Volvo Australia's Safest Strategies?", *Australian and New Zealand Academy of Management*, December 7-10, Canberra, Australia. (74)
- ✓ Svensson, G. and Helgesson, T. (2005), "Marketing Ethics Triangles: Models and Empirical Illustration", *12<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 21-24, Orlando, USA. (73)
- ✓ Svensson, G. and Helgesson, T. (2005), "The Marketing Ethics Spectrum: Conceptual Framework and Case Study", *12<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 21-24, Orlando, USA. (72)
- ✓ Svensson, G. and Bååth, H. (2005), "Business Ethics in Service Management: Empirical Illustrations", *12<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 21-24, Orlando, USA. (71)
- ✓ Svensson, G. and Bååth, H. (2005), "Business Ethics in the Swedish Vehicle Industry: Relationship, Channel, Competition and Environment", *12<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 21-24, Orlando, USA. (70)
- ✓ Svensson, G. and Callaghan, M. (2005), "A Construct of Sequential Service Quality in Service Encounter Chains", *12<sup>th</sup> Biennial World Marketing Congress*, July 6-9, Munster, Germany. (69)
- ✓ Svensson, G. (2005), "The Transparency of Appointment and Promotion in Swedish Higher Education Institutions: A Benchmark?", *12<sup>th</sup> Biennial World Marketing Congress*, July 6-9, Munster, Germany. (68)
- ✓ Svensson, G. and Wood, G. (2005), "Localize Global Codes of Ethics", *30<sup>th</sup> Annual Macromarketing Seminar*, May 28-31, St. Petersburg, USA. (67)
- ✓ Svensson, G. and Wood, G. (2005), "A Dynamic Approach to International Codes of Ethics", *30<sup>th</sup> Annual Macromarketing Seminar*, May 28-31, St. Petersburg, USA. (66)
- ✓ Svensson, G. (2005), "The Sustainability of Supply Chain Management", *Annual Conference of the Academy of Marketing Science*, May 25-28, Tampa, USA. (65)
- ✓ Svensson, G. (2005), "Sequential Service Quality: Case Studies", *Annual Conference of the Academy of Marketing Science*, May 25-28, Tampa, USA. (64)

- ✓ Svensson, G. (2005), "The Sustainability of TQM: A Core Value", *10<sup>th</sup> International Conference on ISO 9000 & TQM*, March 28-30, Shanghai, China. (63)
- ✓ Svensson, G. (2005), "A Formula of Enhancement in Theoretical Descriptions", *Quality, Innovation and Knowledge Conference*, February 16-18, Kuala Lumpur, Malaysia. (62)
- ✓ Svensson, G. (2005), "Service Quality: An Inherent Measurement Dilemma", *Quality, Innovation and Knowledge Conference*, February 16-18, Kuala Lumpur, Malaysia. (61)

## 2004

**During the year 2004, a series of conference papers (14) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. and Bååth, H. (2004), "Supply Chain Management versus Sustainable Chain Management", *Australian and New Zealand Academy of Management*, December 8-11, Dunedin, New Zealand. (60)
- ✓ Svensson, G., Wood, G., Callaghan, M. and Bååth, H. (2004), "Codes of Ethics in Sweden's Largest Public Sector Organizations: Communicating the Intent of the Code within the Organization", *Australian and New Zealand Academy of Management*, December 8-11, Dunedin, New Zealand. (59)

**The above paper has received a "Best Paper Award" in Ethics and Corporate Governance Stream at the ANZAM-conference, Dunedin, December 8-11, 2004.**

- ✓ Svensson, G. (2004), "Service Encounter and Service Quality: A Research Agenda", *Australia and New Zealand Marketing Academy*, November 29 - December 1, Wellington, New Zealand. (58)
- ✓ Svensson, G. (2004), "Variability in Supply Chains: Another Metaphor?", *Australia and New Zealand Marketing Academy*, November 29 - December 1, Wellington, New Zealand. (57)
- ✓ Wood, G., Svensson, G. and Callaghan, M. (2004), "The Use of Codes of Ethics in the Corporate Marketplace: The Case of Australia and Sweden", *Australia and New Zealand Marketing Academy*, November 29 - December 1, Wellington, New Zealand. (56)
- ✓ Svensson, G. (2004), "The Bullwhip Effect versus the Rubber Band Principle", *Fifth International Congress of Logistics Research*, August 23-25, Fortaleza, Brazil. (55)
- ✓ Svensson, G. (2004), "Perceived Corporate Vulnerability in Supply Chains", *Fifth International Congress of Logistics Research*, August 23-25, Fortaleza, Brazil. (54)
- ✓ Svensson, G. and Wood, G. (2004), "Business Ethics and TQM: A Case Illustration", *11<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 10-13, Praag, Czech Republic. (53)

- ✓ Svensson, G. and Wood, G. (2004), "A Public Sector Scale of Codes of Ethics", *11<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 10-13, Praag, Czech Republic. (52)
- ✓ Svensson, G. (2004), "Current and Potential Research Approaches of Service Quality in and between Service Encounters", *9<sup>th</sup> International Research Symposium on Service Excellence in Management*, June 15-18, Karlstad, Sweden. (51)
- ✓ Svensson, G., Wood, G. and Callaghan, M. (2004), "Codes of Ethics in Sweden's Largest Marketing Corporations: Communicating the Ethos of the Code within the Organisation", *Annual Conference of the Academy of Marketing Science*, May 26-29, Vancouver, Canada. (50)
- ✓ Svensson, G. and Wood, G. (2004), "University Students are not Customers: When Marketing Goes Awry!", *Annual Conference of the Academy of Marketing Science*, May 26-29, Vancouver, Canada. (49)
- ✓ Svensson, G. (2004), "Interactive Service Quality", *Annual Conference of the Academy of Marketing Science*, May 26-29, Vancouver, Canada. (48)
- ✓ Svensson, G. (2004), "The Bullwhip Effect: Refined and Re-defined", *Annual Conference of the Academy of Marketing Science*, May 26-29, Vancouver, Canada. (47)

### 2003

**During the year 2003, a series of conference papers (11) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. and Wood, G. (2003), "A Public Sector Scale for Codes of Ethics Classification", *Australian and New Zealand Academy of Management*, December 2-5, Fremantle, Australia. (46)
- ✓ Svensson, G. and Wood, G. (2003), "Staying Ahead or Behind in Business Ethics", *Australian and New Zealand Academy of Management*, December 2-5, Fremantle, Australia. (45)
- ✓ Svensson, G. (2003), "A Conceptualisation of Interactive Service Quality", *Australian and New Zealand Academy of Management*, December 2-5, Fremantle, Australia. (44)
- ✓ Svensson, G. (2003), "Variability in Intra-Organisational Echelons: A Conceptual Approach", *Australia and New Zealand Marketing Academy*, December 2-5, Fremantle, Australia. (43)
- ✓ Svensson, G. (2003), "A Typology of Relationship Strategies towards Suppliers", *Australia and New Zealand Marketing Academy*, December 1-3, Adelaide, Australia. (42)
- ✓ Svensson, G. (2003), "Mutual versus Interactive Trust: A Conceptual Approach", *Australia and New Zealand Marketing Academy*, December 1-3, Adelaide, Australia. (41)

- ✓ Svensson, G., Wood, M. and Callaghan, M. (2003), "The Role of Codes of Ethics in the Marketplace: an Examination of Corporate Sweden", *10<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, August 7-10, Portland, USA. (40)
- ✓ Svensson, G. (2003), "Interactive Service Quality in Buyer-Seller Relationships", *10<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, August 7-10, Portland, USA. (39)
- ✓ Wood, G., Svensson, G. and Callaghan, M. (2003), "An International Comparison of the Use of Code of Ethics in the Marketplace: Sweden and Australia", *Annual Conference of the Academy of Marketing Science*, May 28-31, Washington, USA. (38)
- ✓ Svensson, G. (2003), "The Bullwhip Effect: An Intra-Organisational Approach", *Annual Conference of the Academy of Marketing Science*, May 28-31, Washington, USA. (37)
- ✓ Svensson, G. (2003), "Supplier Portfolioment: A Strategic Approach", *Annual Conference of the Academy of Marketing Science*, May 28-31, Washington, USA. (36)

## 2002

**During the year 2002, a series of conference papers (7) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. (2002), "Generic Deficiencies in the Theory Generation of SCM", *Australian and New Zealand Academy of Management*, December 4-7, Beechworth, Australia. (35)
- ✓ Svensson, G. (2002), "Aldersonian influences on Supply Chain Management", *Australia and New Zealand Marketing Academy*, December 2-4, Melbourne, Australia. (34)
- ✓ Svensson, G. (2002), "Supply Chain Management: A Marketing Theory?", *2<sup>nd</sup> International Conference on Cooperation and Competition*, September 19-21, Växjö, Sweden. (33)
- ✓ Svensson, G. (2002), "Supply Chain Management: the Bridge between Marketing and Logistics Research?", *Australian and New Zealand Academy of Management/ International Federation of Scholarly Associations of Management Conference*, July 10-13, Gold Coast, Australia. (32)
- ✓ Svensson, G. (2002), "Multiple and Asymmetric Perceptions of Trust", *Annual Conference of the Academy of Marketing Science*, May 29 – June 1, Florida, USA. (31)
- ✓ Svensson, G. (2002), "Reversing the Supply Chain Management Paradigm", *Annual Conference of the Academy of Marketing Science*, May 29 – June 1, Florida, USA. (30)
- ✓ Svensson, G. (2002), "An Evolutionary and Generic Three-Phase Process of a Network Approach to Service Quality", *Quality, Innovation and Knowledge Conference*, February 17-20, Kuala Lumpur, Malaysia. (29)

## 2001



**During the year 2001, a series of conference papers (11) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. (2001), "The Acceptance versus Rejection of a Business Philosophy", *Australian and New Zealand Academy of Management*, December 5-8, Auckland, New Zealand. (28)
- ✓ Svensson, G. (2001), "The Mutuality of Dependencies in Triadic Business Networks", *Australian and New Zealand Academy of Management*, December 5-8, Auckland, New Zealand. (27)
- ✓ Svensson, G. (2001), "Glocal Marketing and the Glocalism of Marketing Activities", *Australia and New Zealand Marketing Academy*, December 3-5, Auckland, New Zealand. (26)
- ✓ Svensson, G. (2001), "Beyond the State-of-the-Art of Service Quality in Dyadic Service Encounters", *Australia and New Zealand Marketing Academy*, December 3-5, Auckland, New Zealand. (25)
- ✓ Svensson, G. (2001), "Supply Chain Management: From the Point of Consumption to the Point of Origin", *SupplyChainKnowledge2001*, November 12-23, Cranfield, UK. (24)
- ✓ Svensson, G. (2001), "The Impact of Inventories on Qualitative and Quantitative Disturbances in Firms' Inbound and Outbound Logistic Flows", *6<sup>th</sup> Annual Conference of the Logistics Network Conference*, September 12-14, Edinburgh, Scotland. (23)
- ✓ Svensson, G. (2001), "Beyond Unidirectional Service Quality in Dyadic Service Encounters", *16th Nordic Conference on Business Studies*, August 16-18, Uppsala, Sweden. (22)
- ✓ Svensson, G. (2001), "The Dependence between Disturbances in Firms' Inbound and Outbound Logistics Flows", *Annual Conference of the Academy of Marketing Science*, May 29 – June 2, San Diego, USA. (21)
- ✓ Svensson, G. (2001), "The Incorporation of a Trend Dimension in Multi-Item Measures of Service Quality", *Annual Conference of the Academy of Marketing Science*, May 29 – June 2, San Diego, USA. (20)
- ✓ Svensson, G. (2001), "The Attractiveness of a Business Philosophy: The Case of ECR", *Annual Conference of the Academy of Marketing Science*, May 29 – June 2, San Diego, USA. (19)
- ✓ Svensson, G. (2001), "The Other Half of Marketing: Re-integrated?", *The 10th Conference on Historical Analysis & Research in Marketing*, May 17-20, Durham, USA. (18)

## 2000

**During the year 2000, a series of conference papers (9) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. (2000), "A Global Strategy Approach – A Utopia?", *Australian and New Zealand Academy of Management*, December 3-6, Sidney, Australia. (17)
- ✓ Svensson, G. (2000), "The Importance of Trust Chain in Marketing Channels", *Australia and New Zealand Marketing Academy*, November 29 – December 1, Gold Coast, Australia. (16)
- ✓ Svensson, G. (2000), "ECR – its Perceived Potentials and Obstacles in the Swedish Retail Industry", *1<sup>st</sup> International Conference on Cooperation and Competition*, November 8-10, Växjö, Sweden. (15)
- ✓ Svensson, G. (2000), "JIT – Its Origin", *Joint Conference of the 5<sup>th</sup> International Symposium on Logistics & the 3<sup>rd</sup> Annual Conference of the Japan Society of Logistics Systems*, July 12-15, Iwate, Japan. (14)
- ✓ Svensson, G. (2000), "Supply Chain Management - Its Major Deficiency", *Joint Conference of the 5<sup>th</sup> International Symposium on Logistics & the 3<sup>rd</sup> Annual Conference of the Japan Society of Logistics Systems*, July 12-15, Iwate, Japan. (13)
- ✓ Svensson, G. (2000), "Vulnerability – A Conceptual Framework", *Joint Conference of the 5<sup>th</sup> International Symposium on Logistics & the 3<sup>rd</sup> Annual Conference of the Japan Society of Logistics Systems*, July 12-15, Iwate, Japan. (12)
- ✓ Svensson, G. (2000), "Reinterpreting the Marketing Concept", *ASAC-International Federation of Scholarly Associations of Management Conference*, July 8-11, Montreal, Quebec, Canada. (11)
- ✓ Svensson, G. (2000), "Time-Dependence and Relationship-Dependence Between Firms in Marketing Channels", *Annual Conference of the Academy of Marketing Science*, May 24-27, Montreal, Quebec, Canada. (10)
- ✓ Svensson, G. (2000), "A Framework of Vulnerability in Supply Chains", *Third International Meeting for Research in Logistics*, May 9-11, Trois-Rivière, Quebec, Canada. (9)
- ✓ Svensson, G. (2000), "JIT - Another Re-invention of the Wheel!", *Third International Meeting for Research in Logistics*, May 9-11, Trois-Rivière, Quebec, Canada. (8)

### 1998-1999

**During the years 1998-1999, a series of conference papers (7) from the various research areas were presented at international research conferences as follows:**

- ✓ Svensson, G. (1999), "ECR - the Reincarnation of the Marketing Mix", *Australian and New Zealand Academy of Management*, December 1-4, Hobart, Australia. (7)
- ✓ Svensson, G. (1999), "ECR: the Re-invention of the wheel!", *15th Nordic Conference on Business Studies*, August 19-21, Helsinki, Finland. (6)

- ✓ Svensson, G. (1999), "An Improved Understanding of How the Marketing Channel in the Retail Industry Should be Optimized!", *6th International Conference on Recent Advances in Retailing and Services Science*, July 18-21, Las Croabas, Puerto Rico. (5)
- ✓ Svensson, G. (1999), "The Value-Creative Product Development Process, in a Holistic Marketing Channel Context, Should be Seen as Having the Final Consumer Market as its Starting Point, not the Final One!", *6th International Product Development Management Conference*, July 5-6, Cambridge, United Kingdom. (4)
- ✓ Svensson, G. (1999), "Managing Vulnerability in the Supply Chain - that is, Moving Vulnerability Upstream?", *The Nordic Logistics Research Network – NOFOMA Conference*, June 15-16, Lund, Sweden. (3)
- ✓ Svensson, G. (1999), "Efficient Consumer Response - its Origin and Foundations in Areas of Classical Marketing Theory and Marketing Thoughts in the Beginning of the 20<sup>th</sup> Century", *The Total Package 9th Biennial Conference on Historical Research in Marketing & Marketing Thought*, May 13-16, Kellogg Centre, Michigan State University, Lansing, USA. (2)
- ✓ Svensson, G. (1998), "The Creation of Value in a Holistic Supply Chain Context is an Illusion!", *First CTT and VTS Days on Transport and Logistics*, November 3-4, Gothenburg, Sweden. (1)

## 7) Arrangement of Workshops, Research Seminar Series, Faculty/Staff Programs and ICE-seminars

### A) Workshops

- ✓ Svensson, G. (2018), "Research that Matters, Creates New Knowledge and has Impact on Society", *Monash University South Africa*, Johannesburg, South Africa – April 16-17.
- ✓ Svensson, G. (2018), MCom – "Advanced Marketing Research", *University of Johannesburg*, Johannesburg, South Africa – March 8-10.
- ✓
- ✓ Svensson, G. (2017), MCom – "Advanced Marketing Research", *University of Johannesburg*, Johannesburg, South Africa – March 8-10.
- ✓ Svensson, G. (2016), "Från ide till bidrag", *Doctoral Course Workshop, Halmstad University*, Tylösand, Sweden – November 9
- ✓ Svensson, G. (2016), MCom – "Advanced Marketing Research", *University of Johannesburg*, Johannesburg, South Africa – March 3-5.
- ✓ Svensson, G. (2015), MCom – "Advanced Marketing Research", *University of Johannesburg*, Johannesburg, South Africa – March 5-7.
- ✓ Svensson, G. (2014), MCom – "Advanced Marketing Research", *University of Johannesburg*, Johannesburg, South Africa – March 6-8.
- ✓ Svensson, G. (2014), "Structural Equation Modeling – Hands-On Exercises in AMOS", *University of Johannesburg*, Johannesburg, South Africa – March 5.
- ✓ Svensson, G. (2014), "Structural Equation Modeling – Hands-On Exercises in AMOS", *North-West University*, Potchefstroom, South Africa – January 22.
- ✓ Svensson, G. (2014), "Develop a Multi-Item Scale – A Hands-On Assignment", *North-West University*, Potchefstroom, South Africa – January 21.
- ✓ Svensson, G. (2014), "Discussion of Hands-On Assignment and Additional Exercises of Item Construction", *North-West University*, Potchefstroom, South Africa – January 21.
- ✓ Svensson, G. (2014), "Correlation, Regression and Factor Analysis – An Applied Approach", *North-West University*, Potchefstroom, South Africa – January 20.
- ✓ Sivakumar, K. and Svensson, G. (2013), "Sheth Emerging Scholars Consortium", *Monash Law Chambers*, Melbourne, Australia – July 16.
- ✓ Svensson, G. (2013), MCom – "Advanced Marketing Research", *University of Johannesburg*, Johannesburg, South Africa – March 7-9.

- ✓ Ferro, C. and Svensson, G. (2012), Scientific Research and Publishing Workshop, Economics and Business Faculty. *University of Vigo*. Spain – November 5.
- ✓ Svensson, G. (2012), MCom – “Advanced Marketing Research”, *University of Johannesburg*, Johannesburg, South Africa – March 1-3.
- ✓ Svensson, G. (2010), Faculty – “Publishing in International Journals Workshop”, *University of Johannesburg*, Johannesburg, South Africa – March 2010.
- ✓ Svensson, G. (2009), Faculty – “El Proceso para Publicar en Revistas Internacionales – Preguntas y Respuestas”, *Universidad del Turabo*, Gurabo, Puerto Rico – Mayo 2009.
- ✓ Svensson, G. (2009), Faculty – “Taller Interactivo sobre el Tema de Publicar Investigaciones en Revistas Internacionales”, *Universidad del Turabo*, Gurabo, Puerto Rico – Mayo 2009.
- ✓ Svensson, G. (2009), Faculty – “Academic Publishing and Academic Journals”, *University of Johannesburg*, Johannesburg, South Africa – February 2009.
- ✓ Svensson, G. (2009), Faculty – “Academic Publishing and Academic Journals”, *Universidad del Turabo*, Gurabo, Puerto Rico – January 2009.
- ✓ Svensson, G. (2008), Faculty – “Academic Publishing and Academic Journals”, *Universidade Regional de Blumenau*, Blumenau, Brazil – April 2008.
- ✓ Svensson, G. (2008), Faculty – “Academic Publishing and Academic Journals”, *National Chung Hsing University*, Tai Chung, Taiwan – March 2008.
- ✓ Svensson, G. (2007), Faculty – “Academic Publishing and Academic Journals”, *Lillehammer University College*, Lillehammer, Norway, November 7, 2007.
- ✓ Svensson, G. (2007), Program Chair – “4<sup>th</sup> Workshop – Multivariate Data Analysis”, Faculty: Professor Barry Babin, University of Southern Mississippi, USA and Professor Joe Hair, Kennesaw State University, USA – at Halmstad University, September 17-20.
- ✓ Svensson, G. (2007), Faculty – “Academic Publishing and Academic Journals”, *Special EDEN SEMINAR on Research Paper Writing Skills and Methodology Development*, Palanga, Lithuania, July 8-15.
- ✓ Svensson, G. (2006), Program Chair – “1<sup>st</sup> Workshop – Qualitative Data Analysis”, Faculty: Professor Barry Babin, University of Southern Mississippi, USA and Professor Joe Hair, Louisiana State University, USA – at Halmstad University, March 13-14.
- ✓ Svensson, G. (2006), Program Chair – “3<sup>rd</sup> Workshop – Multivariate Data Analysis”, Faculty: Professor Barry Babin, University of Southern Mississippi, USA and Professor Joe Hair, Louisiana State University, USA – at Halmstad University, March 15-16.
- ✓ Svensson, G. (2005), Program Chair – “2<sup>nd</sup> Workshop – Multivariate Data Analysis”, Faculty: Professor Joe Hair, Louisiana State University, USA and Arthur Money, Henley Management College, UK – at Halmstad University, March 14-17.

- ✓ Svensson, G. (2004), Program Chair – “*1<sup>st</sup> Workshop – Multivariate Data Analysis*”, Faculty: Professor Joe Hair, Louisiana State University, USA and Arthur Money, Henley Management College, UK – at Halmstad University, November 15-18.

### B) Research Seminar Series

- ✓ Svensson (2009/2010) – initiator and responsible for the “*Faculty Seminar Series*” at Oslo School of Management.
- ✓ Svensson (2006/2007) – initiator and responsible for the “*Higher Seminar and Workshop Series*” at Oslo School of Management with invited guests from different universities in Scandinavia, Australia, Europe and North America.
- ✓ Svensson (2006/2007) – initiator and responsible for the “*Alumni and Business Research Series*” at Oslo School of Management with invited guests from different universities in Scandinavia, Australia, Europe and North America.
- ✓ Svensson (2005/2006) – initiator and responsible for the “*Higher Seminar Series*” at Halmstad University regarding “*State-of-the-Art Reviews*” and “*Challenging and Thought-Provoking Reflections*” with 15-20 invited guests from different universities in Sweden and from abroad. Different business networks have been invited to participate at the higher seminar series, such as “*Hallands Marknadsförening*” and “*Teknik och Kompetenscentrum*”.
- ✓ Svensson (2004/2005) – initiator and responsible for the “*Higher Seminar Series*” at Halmstad University regarding “*Academic Publishing in International Journals*” with 5-10 invited editors of international research journals (e.g. Scandinavian Journal of Management; International Journal of Service Industry Management and Entrepreneurship and Regional Development) and other academics with solid and long-term academic experiences in the field.
- ✓ Svensson (2004/2005) – initiator and responsible for the “*Higher Seminar Series*” at Halmstad University regarding “*Creating Research Environments/Groups*” with 5-10 invited research directors (e.g. Gothenburg Research Institute/Göteborg (GRI); Centrum för Tjänsteforskning/Karlstad (CTF); Scandinavian Institute for Research in Entrepreneurship/Växjö (SIRE); and Centre of Industrial Competitiveness/Växjö (CIC)

### C) Faculty/Staff Programs

- ✓ Svensson, G. (2006), “*Faculty Staff Development Program*”, School of Business and Engineering, Halmstad University.
- ✓ Svensson, G. (2005/2006), “*Stress Relief Program for Administrative and Faculty Staff–Seminar Series*”, School of Business and Engineering, Halmstad University, September – May.
- ✓ Svensson, G. (2005/2006), “*Stress Relief Program for Faculty Staff– Seminar Series*”, School of Business and Engineering, Halmstad University, September – January.

- ✓ Svensson, G. (2005), “*Faculty Staff Development Program*”, School of Business and Engineering, Halmstad University.
- ✓ Svensson, G. (2004/2005), “*Stress Relief Program for Faculty and Administrative Staff–Seminar Series*”, School of Business and Engineering, Halmstad University, October – Maj.
- ✓ Svensson, G. (2004), “*Faculty Staff Development Program*”, School of Business and Engineering, Halmstad University.
- ✓ Svensson, G. (2004), “*Stress Relief Program for Faculty and Administrative Staff – Digital Instructions and Music*”, School of Business and Engineering, Halmstad University, Ongoing.

*D) ICE-seminars (mostly in Swedish!)*

- ✓ Svensson (2004-2006) – initiator and responsible for the “*ICE Seminar Series*” at Halmstad University.

## 8) Discourses/Keynote Speeches/Columns/Interviews, Research Reports and Other Publications (partly in Swedish)

### A) Discourses/Keynote Speeches/Columns/Interviews

2022(2022 (1 + 38 commentaries on *nordinavia.se*)

- ✓ Svensson, G. Høgevold, N, and Rodriguez, R. (2022), “Påvirker B2B selgeres bruk av digitale salgsverktøy deres salgsprestasjoner og tilfredshet?”, *Frukostmøte Høyskolen Kristiania*, Oslo, Norway – November 22.
- ✓ Høgevold, N, Svensson, G. and Rodriguez, R. (2022), “Sannheter og myter om faktorer som påvirker salgsprestasjoner i B2B salg”, *Frukostmøte Høyskolen Kristiania*, Oslo, Norway – November 22.
- ✓ Svensson, G. (2022), ‘Why Engage in Research Collaboration? Experiences and Tips...’, *Da Vinci Business School*, Johannesburg, South Africa – October 20.
- ✓ Svensson, G. (2022), ‘Good’ Reasons, Benefits and Challenges in Research Collaboration – Insights”, *University of Johannesburg*, Johannesburg, South Africa – October 19.
- ✓ Svensson, G. and Padin, P. (2022), “Framing Sustainable Development through a Business-Driven Organic Life-Cycle”, *Vigo University*, Vigo, Spain – June 7.
- ✓ Svensson, G. (2022), “Hvorfor samarbeide om forskning? Erfaringer og tips”, *Kristiania University College*, Gothenburg, Sweden – June 14.

2021 (1 + 408 commentaries on *nordinavia.se*)

- ✓ Svensson, G. (2021), “Research Process – from Idea to Contribution and Publishing”, *Da Vinci Business School*, Johannesburg, South Africa – May 28.

2020 (1 + 293 commentaries on *nordinavia.se*)

- ✓ Svensson, G. (2020), ”Var finns klimatforskarna i samhällsdebatten och mediarapporteringen? ”, *Nordinavia.se* – March 1.
- ✓ Svensson, G. (2020), “Sustainable ‘Sustainability’”, *University of Johannesburg*, Johannesburg, South Africa – February 11.
- ✓ Svensson, G. (2020), ”Greta och ‘Greta’-rörelsen – media präglas av flockbeteende och skyggglappar”, *Nordinavia.se* – February 1.
- ✓ Svensson, G. (2020), ”Greta borde inte låta sig charmas av superkändisars klimatengagemang”, *Nordinavia.se* – January 1.



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- ✓ Svensson, G. (2019), ”Politiskt korrekthet har lett till segregation och polarisering”, *Nordinavia.se* – December 1.
- ✓ Svensson, G. (2019), ”Ensidighet, extremism och dogmatism präglar vår tids stora samtalsämne – klimatförändringar”, *Nordinavia.se* – November 28.
- ✓ Svensson, G. (2019), ”FN, IPCC, världsledare, superkändisar och klimataktivister – flytta fokus från symptom till orsaker”, *Nordinavia.se* – November 1.
- ✓ Svensson, G. (2019), ”Förödande bortförklaringar av politiker och myndighetschefer: “...vi har varit naiva...” – “...vi skall se över våra rutiner...””, *Nordinavia.se* – October 1.
- ✓ Svensson, G. (2019), “Suboptimering i politiskt beslutfattande – ett resultat av okunnighet och inkompetens”, *Nordinavia.se* – September 1.
- ✓ Svensson, G. (2019), “Bærekraftig forretningsutvikling krever fokus på økonomisk, miljømessig og sosial bærekraft”, *Breakfast Seminar for Business People at Kristiania University College*, Oslo, Norway – November 12.
- ✓ Svensson, G. (2019), “Spinoffs and Tradeoffs in Sustainable Development”, *Under Climate Change Agricultural Sustainable System and Construction of Circular Economy International Conference*, Nantou, Taiwan – September 23.
- ✓ Svensson, G. and Padin, C. (2019), ”Cleaner and Sustainable Food Production through the Symbiosis of Aquaponics System”, *International Agriculture Innovation Conference (IAIC)*, August 8-9, Oulu, Finland.
- ✓ Svensson, G. (2019), ”Individualistiska och oansvariga politiker – en spegelbild av ‘folket’<http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – August 1.
- ✓ Svensson, G. (2019), ”Den sekulära demokratin urholkas av ovetenskap och religiösa dogmer<http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – July 1.
- ✓ Svensson, G. (2019), ”Omoraliska regelverk bidrar till omoraliska löner och förmåner för omoraliska riksdagsledamöter<http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – June 1.
- ✓ Svensson, G. (2019), ”Svenska toppolitikers utbildnings- och kunskapsförakt är präglat av narcissistisk nepotism <http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – May 1.
- ✓ Svensson, G. (2019), ”Kalle Anka påhejad av sina vänner i media underminerar trovärdigheten i forskning om individers brottsbenägenhet <http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – April 15.

- ✓ Svensson, G. (2019), ”Toppolitikers narcissistiska och psykopatiska drag bidrar till Sveriges och EUs förfall <http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – April 1.
- ✓ Svensson, G. (2019), “The Role of Spinoffs to Optimize Sustainable Development”, *University of Johannesburg*, Johannesburg, South Africa – March 13.
- ✓ Svensson, G. (2019), “Collection of Secondary Data in Research and Research Process in General”, *University of Johannesburg*, Johannesburg, South Africa – March 13.
- ✓ Svensson, G. (2019), “The Role of Spinoffs and Tradeoffs in Corporate Sustainability Efforts: An Illustration”, *University of Johannesburg*, Johannesburg, South Africa – March 12.
- ✓ Svensson, G. (2019), ”Mainstreammedia borde läsa alternativmedia <http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – March 1.
- ✓ Svensson, G. (2019), ”A Focus on a Business-Driven Organic Life-Cycle - How to Optimize Sustainable Development: A Case Study”, *Gordon Institute of Business Science*, Johannesburg, South Africa – February 26
- ✓ Svensson, G. (2018), ”Journalister ifrågasätter inte andra journalisters 'fake news' journalistik <http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – February 1.
- ✓ Svensson, G. (2019), ”Sustentabilidade Económica, Social y Ambiental: de la Teoría a la Práctica”, *Hospitality and Tourism School of the Polytechnic Institute of Cávado and Ave (IPCA)*, Barcelos, Portugal – January 25.
- ✓ Svensson, G. (2019), ”Sveriges Riksdag borde inte vara en 'polsk riksdag <http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – January 1.

## 2018(25)

- ✓ Svensson, G. (2018), ”Slaveriets och apartheids mörka tidsåldrar lever kvar i dold skepnad <http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – December 1.
- ✓ Svensson, G. (2018), “A Toolkit to Examine Multi-Item Measures”, *Deakin University*, Melbourne, Australia – Nov 19.
- ✓ Svensson, G. (2018), ”Allas lika värde gäller in SD – en samhällsfarlig signalpolitik <http://nordinavia.se/2018/10/sjukloversn-eftervals-beteende-liknar-business-as-usual/>”, *Nordinavia.se* – November 1.

- ✓ Svensson, G. (2018), "Framing a Sustainable Business Cycle", *National Ilan University*, Yi-Lan, Taiwan – Oct 20.
- ✓ Svensson, G. (2018), "Sustainable Development in Agriculture: An Illustration", *National Chung Hsing University*, Taichung, Taiwan – Oct 17.
- ✓ Svensson, G. (2018), "Framing a Sustainable Business Cycle", *National Chung Hsing University*, Taichung, Taiwan – Oct 16.
- ✓ Svensson, G. (2018), "Wapno – An Agricultural Role Model to Others", *National Chung Hsing University*, Taichung, Taiwan – Oct 16.
- ✓ Svensson, G. (2018), "An Organic Life-Cycle – A Framework", *National Chung Hsing University*, Taichung, Taiwan – Oct 15.
- ✓ Svensson, G. (2018), "A Business Driven Organic Life-Cycle in Agriculture", *International Agriculture Innovation Conference*, Beijing, China – Oct 12.
- ✓ Svensson, G. (2018), "Business-as-usual – mobbning, nepotism och odemokratiska principer frodas i riksdagen", *Nordinavia.se* – October 1.
- ✓ Svensson, G. (2018), "Fyra-procentspärren i riksdagsval motsvarar enbart cirka 250.000 röster", *Nordinavia.se* – September 1.
- ✓ Svensson, G. (2018), "Inför straffrättsligt ämbetsmannansvar åtminstone för statsministrar och ministrar", *Nordinavia.se* – August 1.
- ✓ Svensson, G. (2018), "Socialdemokraterna – från samhällsbyggare och statsbärare till faktaresistens, narcissism och relativism", *Nordinavia.se* – July 1.
- ✓ Svensson, G. (2018), "Sverige präglas av politisk nepotism och en framväxande elitistisk maktsfär", *Nordinavia.se* – June 1.
- ✓ Svensson, G. (2018), "Sverige verkar ha anti-intellektuella och teoretiska toppolitiker på riksnivå", *Nordinavia.se* – May 1.
- ✓ Svensson, G. (2018), "Conceptualize and Plan Your Research Project", *Monash University South Africa*, Johannesburg, South Africa – April 17.
- ✓ Svensson, G. (2018), "Analysing Your Results and Finalize Your Publications", *Monash University South Africa*, Johannesburg, South Africa – April 16.
- ✓ Svensson, G. (2018), "International Perspective on Research for Innovation", *SAPHE – Research Colloquium*, Johannesburg, South Africa – April 13.
- ✓ Svensson, G. (2018), "Mainstreammedia har krattat manegen åt alternativmedia", *Nordinavia.se* – April 2.

- ✓ Svensson, G. (2018), "A Toolkit to Examine Multi-Item Measures", *University of Johannesburg*, Johannesburg, South Africa – March 7.
- ✓ Svensson, G. (2018), "From Idea to Contribution – A DUPLO-Perspective on the Research Process", *University of Johannesburg*, Johannesburg, South Africa – March 7.
- ✓ Svensson, G. (2018), "A DUPLO-Exercise on Research Problem and Sustainable Development Goals", *University of Johannesburg*, Johannesburg, South Africa – March 7.
- ✓ Svensson, G. (2018), "'Kändisars pajasliknande' påståenden = vänsterliberal populism, tvivelaktig humanism och falsk feminism", *Nordina.se* – March 1.
- ✓ Svensson, G. (2018), "Faktaresistens à la Reinfeldt och Löfven med stöd av SVT, SR, DN och SvD", *Nordina.se* – February 1.
- ✓ Svensson, G. (2018), "Regeringens feministiska utrikespolitik har präglats av inrikespolitiskt hyckleri och dubbelmoral", *Nordina.se* – January 1.

## 2017(15)

- ✓ Svensson, G. (2017), "#MeToo-uppropan är egocentriska och exkluderande", *Nordina.se* – December 6.
- ✓ Svensson, G. (2017), "Var inte naiv och dum – gilla inte alltid olika", *Nordina.se* – November 15.
- ✓ Svensson, G. and Padin, C. (2017), "Time-Oriented Sustainable Development in Agriculture", *IAIPEC*, Chiang Mai, Thailand, October 18,
- ✓ Svensson, G. (2017), "Det råder tystnad kring segregationen i segregerade områden", *Nordina.se* – October 9.
- ✓ Svensson, G. (2017), "Regeringen Löfven borde ta av sig kulturella och religiösa skyggappar", *Nordina.se* – September 15.
- ✓ Svensson, G. (2017), "Motverka social gettoifiering – inte bara rättigheter, utan också skyldigheter", *Nordina.se* – July 15.
- ✓ Svensson, G. (2017), "Journalister och medieredaktioner bakom stereotypa debatter som debatterar stereotyper", *Nordina.se* – June 15.
- ✓ Svensson, G. (2017), "Sluta kalla dig vänster, feminist eller humanist", *Nordina.se* – May 15.
- ✓ Svensson, G. (2017), "Dags för politisk eftertanke och nytänkande kring det mångkulturella samhällsbygget", *Nordina.se* – April 18.
- ✓ Svensson, G. (2017), "Frivillighet i kombination med tvång mot avarter i det mångkulturella samhällsbygget", *Nordina.se* – March 25.

- ✓ Svensson, G. (2017), "Aktivistdriven forskarkritik och akademiskt revirpinkande präglat av flockbeteende", *Nordina.se* – March 4.
- ✓ Svensson, G. (2017), "Åsiktskorridoren borde vara en varningssignal", *Nordina.se* – March 22.
- ✓ Svensson, G. (2017), "Normalisering av SD: slutet på partiets glansdagar eller bara ett M-ut-spel för gallerierna?", *Nordina.se* – February 14.
- ✓ Svensson, G. (2017), "Sverige normaliserar hedersförtryck – inför nolltolerans", *Det Goda Samhället* – February 3.
- ✓ Svensson, G. (2017), "Samhällsdebatten drivs av särintressen, inte samhällsnytta – varför inte anonymt granskningsförfarande på debattredaktioner?", *Nordina.se* – January 18.
- ✓ Svensson, G. (2017), "Medias rapportering av väljarsympatiundersökning är okritisk samtidigt skyller opinionsinstitutet ifrån sig", *Nordina.se* – January 1.

## 2016 (38)

- ✓ Svensson, G. (2016), "Politikerna måste sluta blunda för gettofieringen av förorten", *Nyheter24 Debatt* – December 21.
- ✓ Svensson, G. (2016), "SD har vitaliserat och återuppväckt människors intresse för svensk politik", *Nordina.se* – December 21.
- ✓ Svensson, G. (2016), "SCBs stora partisympatiundersökningbrister i giltighet och tillförlitlighet", *Det Goda Samhället* – December 13.
- ✓ Svensson, G. (2016), "Oacceptabel mansplaining, men acceptabel politisk och medial splaining", *Nordina.se* – December 6.
- ✓ Svensson, G. (2016), "Politiska mobbare kryper till korset utan trovärdighet", *Det Goda Samhället* – December 3.
- ✓ Svensson, G. (2016), "Svenska politiker har lurat hit migranter med retoriskt hyckleri", *Nordina.se* – December 2.
- ✓ Svensson, G. (2016), "Den växande populismen är det politiska etablissemangets fel", *Nyheter24 Debatt* – November 14.
- ✓ Svensson, G. (2016), "Experterna hade fel, så de borde hålla tyst nu!", *Det Goda Samhället* – November 13.
- ✓ Svensson, G. (2016), "Tiggeri är en återvändsgränd", *Folkbladet* – November 12.
- ✓ Svensson, G. (2016), "Publishing strategies and ethics", *PhD Workshop Halmstad University*, Tylösand – November 9

- ✓ Svensson, G. (2016), "Inte förbud, men stoppa tiggeriet", *Nordinavia.se* – November 1.
- ✓ Svensson, G. (2016), "Processes of substantiations and contributions through theory", *Universidad del Turabo*, Gurabo, Puerto Rico – October 22.
- ✓ Svensson, G. (2016), "Contemporary process to test the theory of a research model through covariance-based structural equation modeling in business research", *Universidad del Turabo*, Gurabo, Puerto Rico – October 21.
- ✓ Svensson, G. (2016), "Proceso de investigación, estructura de artículos y publicaciones en revistas de las investigaciones académicas", *Universidad del Turabo*, Gurabo, Puerto Rico – October 20.
- ✓ Svensson, G. (2016), "Skyll inte allt på nättroll", *Nordinavia.se* – October 1.
- ✓ Svensson, G. (2016), "Fokusera på orsaker istället för symptom på det hitresta tiggeriet", *Nordinavia.se* – September 2.
- ✓ Svensson, G. (2016), "Politikers bild av utmaningarna kring integration fortsätter präglas av kulturell okunskap", *Nordinavia.se* – August 20.
- ✓ Svensson, G. (2016), "Bilbrännarnas föräldrar ska också straffas", *Nyheter24 Debatt* – August 18.
- ✓ Svensson, G. (2016), "Politiker stödjer olaglig diskriminering", *Nyheter24 Debatt* – June 30.
- ✓ Svensson, G. (2016), "Arbete och utbildning leder inte till integration och delaktighet", *Nordinavia.se* – June 9.
- ✓ Svensson, G. (2016), "Journalister är inkompetenta och partiska", *Nyheter24 Debatt* – May 9.
- ✓ Svensson, G. (2016), "Förtroende mätningar mäter inte förtroende", *Nordinavia.se* – May 9.
- ✓ Svensson, G. (2016), "Romson och Fridolin borde också avgå", *Nyheter24 Debatt* – April 21.
- ✓ Svensson, G. (2016), "Löfven ska kunna hållas ansvarig för sin politik", *Nyheter24 Debatt* – April 14.
- ✓ Svensson, G. (2016), "Varför skriver en internationellt verksam professor debattinlägg på Nyheter24", *Nordinavia.se* – April 11.
- ✓ Svensson, G. (2016), "Det finns bara ett parti som har en lösning på invandringen", *Nyheter24 Debatt* – March 18.
- ✓ Svensson, G. (2016), "Article writing – common pitfalls and solutions", *University of Johannesburg*, Johannesburg, South Africa – March 2.

- ✓ Svensson, G. (2016), "Contemporary process to test the theory of a research model", *University of Johannesburg*, Johannesburg, South Africa – March 1.
- ✓ Svensson, G. (2016), "En företagsekonomisk analogibetraktelse på svensk politik", *Nordinavia.se* – March 2.
- ✓ Svensson, G. (2016), "Politiker måste sluta blunda för kvinnoförtrycket från andra kulturer", *Nyheter24 Debatt* – February 25.
- ✓ Svensson, G. (2016), "Svensk journalistik saknar självkritik och självkritiskt tänkande", *Det Goda Samhället* – February 17.
- ✓ Svensson, G. (2016), "Yttrandefriheten under press från demokratifientliga", *Nordinavia.se* – February 5.
- ✓ Svensson, G. (2016), "Är det här samhället du vill ha när du säger att du gillar olika", *Nyheter24 Debatt* – January 29.
- ✓ Svensson, G. (2016), "Bilden av migration and integration präglas av anekdotisk bevisföring", *Det Goda Samhället* – January 25.
- ✓ Svensson, G. (2016), "Politiska beslut borde fattas på evidensbaserad kunskap, inte populism eller ideologiskt motiverat tyckande", *Nordinavia.se* – January 15.
- ✓ Svensson, G. (2016), "Lita inte på journalister och deras nyheter", *Nyheter24 Debatt* – January 3.
- ✓ Svensson, G. (2016), "Debattera sakfrågan och innehållet i sak", *Nordinavia.se* – January 1.

## 2015 (39)

- ✓ Svensson, G. (2015), "Dockan i Tomtens verkstad är vårt minsta problem", *Nyheter24 Debatt* – December 22.
- ✓ Svensson, G. (2015), "Diskrimineringsombudsmannen (DO) bidrar till diskriminering och särbehandling", *Nordinavia.se* – December 15.
- ✓ Svensson, G. (2015), "Ni ljuger när ni säger att de som kommer hit är välutbildade", *Nyheter24 Debatt* – December 14.
- ✓ Svensson, G. (2015), "Om du vill släppa in alla öppnaditt eget hem först", *Nyheter24 Debatt* – December 7.
- ✓ Svensson, G. (2015), "Snuttifiera inte rasism med hjärnspöken och rasifierade ögon", *Det Goda Samhället* – November 29.
- ✓ Svensson, G. (2015), "Beslutsfattare måste följa lagen", *Dagens Samhälle Debatt* – November 23.

- ✓ Svensson, G. (2015), ”Journalisters deltagande i samhällsdebatten är motsägelsefullt”, *Nordina.se* – November 15.
- ✓ Svensson, G. (2015), ”Politisk korrekthet suger”, *Nyheter24 Debatt* – November 16.
- ✓ Svensson, G. (2015), ”Sverige behöver proaktiv flyktnings- och integrationspolitik, inte reaktiv!”, *Det Goda Samhället* – November 13.
- ✓ Svensson, G. (2015), ”Därför har svensk journalistik låg trovärdighet”, *Nordina.se* – November 10.
- ✓ Svensson, G. (2015), ”Media plockar russen ur kakan”, *Nordina.se* – November 9.
- ✓ Svensson, G. (2015), ”Bagatellisera inte utmaningarna med integration”, *DN Debatt* – November 3.
- ✓ Svensson, G. (2015), ”Integrationspolitiken bidrar till ’vi-och-dom’”, *GP Debatt* – November 2.
- ✓ Svensson, G. (2015), ”Tio fel i svensk integrationspolitik”, *Nordina.se* – November 1.
- ✓ Svensson, G. (2015), ”Pest och kolera i flyktingpolitiken – en pedagogisk utmaning”, *Nordina.se* – November 1.
- ✓ Svensson, G. (2015), ”Officiella Sverige om jämlikhet – en skenbild av verkligheten”, *Nordina.se* – October 28.
- ✓ Svensson, G. (2015), ”Vi måste prata om kvinnoförtrycket i förorterna”, *Nyheter24 Debatt* – October 27.
- ✓ Svensson, G. (2015), ”Därför fungerar inte integrationspolitiken”, *GP Debatt* – October 18.
- ✓ Svensson, G. (2015), ”Suboptimerad och narcissistisk flyktingpolitik”, *Dagens Samhälle Debatt* – October 9.
- ✓ Svensson, G. (2015), ”Se människorna i verkligheten – inte siffrorna i statistiken”, *Nordina.se* – September 27.
- ✓ Svensson, G. (2015), ”Ethical Performance Evaluation (EPE) and a Model of Business Ethics”, *Jönköping International Business School* – September 23.
- ✓ Svensson, G. (2015), ”Barns integration kräver ömsesidigt ansvar”, *GP Debatt* – September 6.
- ✓ Svensson, G. (2015), ”Statsministerämbetet i förfall”, *Det Goda Samhället* – September 5.
- ✓ Svensson, G. (2015), ”Högerpolitik i ny skepnad”, *Det Goda Samhället* – August 31.



- ✓ Svensson, G. (2015), “Så urholkas förtroendet för politiken”, *Hallandsposten Debatt* – May 16.
- ✓ Svensson, G. (2015), “The Development of a Comprehensive Framework of Business Sustainability – Findings and Models”, *Universidad del Turabo*, Gurabo, Puerto Rico – May 9.
- ✓ Svensson, G. (2015), “Publicar en Revistas Cientificas Internacionales – por que no?”, *IX Congreso de Investigacion y Creación Académica*, Universidad de Puerto Rico, San Juan, Puerto Rico – May 8.
- ✓ Svensson, G. (2015), “Un Modelo para Analizar Sostenibilidad en Organizaciones, redes, mercado y sociedad”, *IX Congreso de Investigacion y Creación Académica*, Universidad de Puerto Rico, San Juan, Puerto Rico – May 8.
- ✓ Svensson, G. (2015), “Un Modelo para Analizar Sostenibilidad en Organizaciones, redes, mercado y sociedad”, *IX Congreso de Investigacion y Creación Académica*, Universidad de Puerto Rico, San Juan, Puerto Rico – May 8.
- ✓ Svensson, G. (2015), “Fokusera på orsakerna istället för symptomen”, *DN Debatt* – May 8.
- ✓ Svensson, G. (2015), “SVT:s svar på kritik sänker förtroendet”, *SvD Brännpunkt* – April 1.
- ✓ Svensson, G. (2015), “Etiskt haveri att boka Åkesson till Skavlan”, *Metro Debatt* – March 30.
- ✓ Svensson, G. (2015), “Börja tala om föräldrarnas ansvar”, *GP Debatt* – March 28.
- ✓ Svensson, G. and Eriksson, D. (2015), “Affärsidé: Att inte ta ansvar ansvar”, *Affärsvärlden - Analysbrev* – March 25.
- ✓ Svensson, G. (2015), “Svensk journalistik lider av systemfel”, *SvD Brännpunkt* – March 22. (Även publicerad på Newsvoice.se – March 24)
- ✓ Svensson, G. (2015), “Regeringen präglas av utrikespolitiskt storhetsvansinne”, *SVT Opinion* – March 13.
- ✓ Svensson, G. (2015), “Glöm inte situationen för kvinnor med invandrarbakgrund”, *DN Debatt* – March 11.
- ✓ Svensson, G. (2015), “Operationalization Process – Item Development and Questionnaire Design”, *University of Johannesburg*, Johannesburg, South Africa – March 3.
- ✓ Svensson, G. (2015), “Getting Published in High Impact Journals”, *University of Johannesburg*, Johannesburg, South Africa – March 3.

2014 (9)

- ✓ Svensson, G. (2014), “Self-plagiarism in Academic Publishing – Reasons Consequences and Solutions”, *North-West University*, Potchefstroom, South Africa – September 22.
- ✓ Svensson, G. (2014), “Case Study Research – Process, Structure and Presentation”, *North-West University*, Potchefstroom, South Africa – September 18.
- ✓ Svensson, G. (2014), “Sustainable Business Practices beyond Zero Emissions”, *International Conference on Business and Management*, Taipei, Taiwan – June 18.
- ✓ Svensson, G. (2014), “Evolution of Sustainable Business Practices: Empirical Findings”, *National Chung Hsing University*, Taichung, Taiwan – June 17.
- ✓ Svensson, G. (2014), “Consumer Behaviour – A Comparison between Swedish and Colombian Culture”, *University of Johannesburg*, Johannesburg, South Africa – March 5.
- ✓ Svensson, G. (2014), “Operationalization Process – Item Development and Questionnaire Design”, *University of Johannesburg*, Johannesburg, South Africa – March 4.
- ✓ Svensson, G. (2014), “The development of a Comprehensive Business Sustainability Index (BSI) – Models and Initial Findings”, *North-West University*, Potchefstroom, South Africa – January 22.
- ✓ Svensson, G. (2014), “Structural Equation Modeling – An Introduction (logic, parameters, rules of thumb, graphic interface and origin)”, *North-West University*, Potchefstroom, South Africa – January 22.
- ✓ Svensson, G. (2014), “Research Process, Report Structure and Journal Outlet”, *North-West University*, Potchefstroom, South Africa – January 20,

### 2013 (5)

- ✓ Svensson, G. (2013), “International Publishing and Research – A Model”, *Linneuniversitet*, Växjö, Sweden – September 13.
- ✓ Svensson, G. (2013), “El Auto-Plagio en las Publicaciones Científicas”, *University of Vigo*, Vigo, Spain – May 27.
- ✓ Svensson, G. (2013), “Structural Equation Modeling...?”, *University of Johannesburg*, Johannesburg, South Africa – March 5.
- ✓ Svensson, G. (2013), “Consumer Behaviour – A Comparison between Swedish and Colombian Culture”, *University of Johannesburg*, Johannesburg, South Africa – March 5.
- ✓ Svensson, G. (2013), “Research Process, Report Structure and Journal Outlet”, *North-West University*, Potchefstroom, South Africa – March 4.

### 2012 (14)

- ✓ Svensson, G. (2012), “Self-Plagiarism...?”, *Monash University*, Johannesburg, South Africa – November 22.

- ✓ Svensson, G. (2012), “Proceso de investigación, Estructura de Reportar y Revista de Investigación”, *University of Vigo*, Vigo, Spain – November 5.
- ✓ Svensson, G. (2012), “Sustainable Business Practices in Scandinavia”, *National Taiwan Ocean University*, Keelung, Taiwan – September 21.
- ✓ Svensson, G. (2012), “Exploring Practices of Business Sustainability”, *National Chiao Tung University*, Taipei, Taiwan – September 21.
- ✓ Svensson, G. (2012), “Business Sustainability: Illustrations”, *National Chung Hsing University*, Taichung, Taiwan – September 20.
- ✓ Svensson, G. (2012), “Sustainable Business Practices: A Swedish Case”, *National Chung Hsing University*, Taichung, Taiwan – September 20.
- ✓ Svensson, G. (2012), “Business Sustainability: An Illustration”, *National Kaohsiung First University of Science and Technology*, Kaohsiung, Taiwan – September 19.
- ✓ Svensson, G. (2012), “Sustainable Business Practices: Cases and Models”, *National Kaohsiung First University of Science and Technology*, Kaohsiung, Taiwan – September 18.
- ✓ Svensson, G. (2012), “Meet the Editor Session”, *World Marketing Congress*, Atlanta, USA – August 29.
- ✓ Svensson, G. (2012), “Proceso de investigación proactiva para lograr publicación internacional”, *University of Vigo*, Vigo, Spain – March 14.
- ✓ Svensson, G. (2012), “Consumer Behaviour – A Comparison between Swedish and Colombian Culture”, *University of Johannesburg*, Johannesburg, South Africa – February 29.
- ✓ Svensson, G. (2012), “A Model of Business Sustainability – A Swedish Case”, *University of Johannesburg*, Johannesburg, South Africa – February 29.
- ✓ Svensson, G. (2012), “A Sustainable Business Model for Services”, *University of Johannesburg*, Johannesburg, South Africa – February 28.
- ✓ Svensson, G. (2012), “Self-Plagiarism”, *University of Johannesburg*, Johannesburg, South Africa – February 28.

## 2011 (20)

- ✓ Svensson, G. (2011), ”Research Process, Report Structure and Journal Outlets in Scholarly Studies”, *Hanken School of Economics*, Helsinki, Finland, December 1.
- ✓ Svensson, G. (2011), ”Case Study Research: Process, Structure and Format”, *Hanken School of Economics*, Helsinki, Finland, December 1.

- ✓ Svensson, G. (2011), "Business Sustainability: A Network Innovation Perspective – Empirical Illustrations", *Hanken School of Economics*, Helsinki, Finland, November 30.
- ✓ Svensson, G. (2011), "Proactive Research Process for International Journals", *Monash University*, Johannesburg, South Africa, November 18.
- ✓ Svensson, G. (2011), "Case Study Research: Process, Structure and Format", *Monash University*, Johannesburg, South Africa, November 17.
- ✓ Svensson, G. (2011), "Research Process, Report Structure and Journal Outlets", *Universidad del Turabo*, Gurabo, Puerto Rico, October 24.
- ✓ Svensson, G. (2011), "Desarrollo de Estudios de Casos: Procesos, Estructura y Formato", *Universidad del Turabo*, Gurabo, Puerto Rico, October 24.
- ✓ Svensson, G. (2011), "La Sustentabilidad de Negocios: Factores Decisivos, Inputs and Outputs", *VII Foro Nacional/III Internacional sobre Turismo en Colima*, September 29, Colima, Mexico.
- ✓ Svensson, G. (2011), "Sustentabilidad Empresarial", *Seminario de Investigación Científica*, Universidad de Colima, September 28, Colima, Mexico.
- ✓ Svensson, G. (2011), "Meet the Editor Session", *IMP Conference*, September 1, Glasgow, Scotland.
- ✓ Svensson, G. (2011), "Case Study Development – Developing Case Studies than can be Used to Connect with Industry Practice and for Teaching", *International Research Symposium in Service Management*, July 26, Yogyakarta, Indonesia.
- ✓ Svensson, G. (2011), "Meet the Editor Session", *World Marketing Congress*, July 20, Reims, France.
- ✓ Svensson, G. (2011), "Breaking the Fear of Publishing – Motives for Those Who Have Never Published Before", *University of Johannesburg*, Johannesburg, South Africa – March 7.
- ✓ Svensson, G. (2011), "Case Study Research: Process, Structure and Format", *University of Johannesburg*, Johannesburg, South Africa – March 3.
- ✓ Svensson, G. (2011), "Proactive Research Process for International Journals", *University of Johannesburg*, Johannesburg, South Africa – March 3.
- ✓ Svensson, G. (2011), "Consumer Behaviour – A Comparison between Swedish and Colombian Culture", *University of Johannesburg*, Johannesburg, South Africa – March 2.
- ✓ Svensson, G. (2011), "A Sustainable Business Model for Services", *University of Johannesburg*, Johannesburg, South Africa – March 1.
- ✓ Svensson, G. (2011), "Business Sustainability – Framework and Illustration", *University of Johannesburg*, Johannesburg, South Africa – March 1.

- ✓ Svensson, G. (2011), “The Research Process and Report Structure in Scholarly Journals”, *University of Johannesburg*, Johannesburg, South Africa – March 1.
- ✓ Svensson, G. (2011), ”Proaktiv forskningsprocess för internationell publicering”, *CIEL – Halmstad University*, January 20.

## 2010 (15)

- ✓ Svensson, G. (2010), “Two Case Studies of Sustainable Business”, *China Maritime Institute*, Taipei, Taiwan, November 7.
- ✓ Svensson, G. (2010), “Research Process and Report Structure”, *China Maritime Institute*, Taipei, Taiwan, November 7.
- ✓ Svensson, G. (2010), “Sustainable Business: Model and Cycle” *National Taiwan Ocean University*, Keelung, Taiwan, November 5.
- ✓ Svensson, G. (2010), ”Sustainable Business: Important?”, *National Taiwan University*, Taipei, Taiwan, November 4.
- ✓ Svensson, G. (2010), “A Sustainable Business Model: A Case Illustration”, *National Penghu University*, Magong, Taiwan, November 2.
- ✓ Svensson, G. (2010), “Sustainable Business: Illustrations”, *National Chung Hsing University*, Taichung, Taiwan, November 2.
- ✓ Svensson, G. (2010), “Two Case Studies of Sustainable Business Models”, *National Chung Hsing University*, Taichung, Taiwan, November 1.
- ✓ Svensson, G. (2010), “Sustainable Business Practices in Sweden”, *National Chung Hsing University*, Taichung, Taiwan, November 1.
- ✓ Svensson, G. and Kandampully, J. (2010), “How to Publish in Academic Journals”, *International Research Symposium in Service Management*, Le Meridien, Mauritius, August 27.
- ✓ Svensson, G. (2010), “A Sustainable Business Model: An Empirical Example”, *International Conference on Corporate Social Responsibility*, Taichung, Taiwan, March 26.
- ✓ Svensson, G. (2010), “A Process to Achieve Sustainable Business Operations”, *University of Johannesburg*, Johannesburg, South Africa – March 5.
- ✓ Svensson, G. (2010), “Business Ethics across Contexts and Over Time”, *University of Johannesburg*, Johannesburg, South Africa – March 5.
- ✓ Svensson, G. (2010), “International Research Endeavors – Reflections and Challenges”, *University of Johannesburg*, Johannesburg, South Africa – March 3.

- ✓ Svensson, G. (2010), “A Sustainable Business Cycle”, *University of Johannesburg*, Johannesburg, South Africa – February 23.
- ✓ Svensson, G. (2010), “Cross-Contexts of Business Ethics”, *University of Johannesburg*, Johannesburg, South Africa – February 23.

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- ✓ Svensson, G. (2009), ”Anti-Climate Change Management and Sustainable Business Cycles – Critical Issues in Business...?”, *1<sup>st</sup> International Conference on Critical Issues in Business and Economics*, Gümüşhane, Turkey, Nov 5.
- ✓ Svensson, G. (2009), “Seminario de Metodologia y Propuestas de Investigacion Conjunta International”, *IV Foro Internacional Mercadotecnia y Negocios Internacionales*, Universidad de Colima, Colima, Mexico, September 10.
- ✓ Svensson, G. (2009), “Procedimiento para la Investigacion”, *IV Foro Internacional Mercadotecnia y Negocios Internacionales*, Universidad de Colima, Colima, Mexico, September 8.
- ✓ Svensson, G. (2009), “Business Ethics – Is It Simple or Complex?”, *National Taiwan Ocean University*, Keelung, Taiwan, March 27.
- ✓ Svensson, G. (2009), “Simplicity and Complexity in Business Ethics”, *International Conference on Business Expertise and Ethics*, Taichung, Taiwan, March 26.
- ✓ Svensson, G. (2009), “The Research Process”, *National Chiayi University*, Chiayi, Taiwan, March 24.
- ✓ Svensson, G. (2009), “Business Ethics in Times of Crisis”, *National Chiayi University*, Chiayi, Taiwan, March 24.
- ✓ Svensson, G. (2009), “Life and Education in Sweden”, *Wufun Agricultural and Industrial Vocational High School*, Taichung, Taiwan, March 23.
- ✓ Svensson, G. (2009), “Frameworks of Marketing Management in Channels, Ethics, Transparency and Sustainability”, *National Chung Hsing University*, Taichung, Taiwan, March 23.
- ✓ Svensson, G. (2009), “Framing Business Ethics in the Marketplace and across Societies”, *National Chung Hsing University*, Taichung, Taiwan, March 23.
- ✓ Svensson, G. (2009), “A Framework of Business Ethics”, *National Chung Hsing University*, Taichung, Taiwan, March 23.
- ✓ Svensson, G. (2009), “The Research Process: a Counter-Intuitive View?”, *Ph D Research Day Workshop – University of Strathclyde*, Glasgow, Scotland, March 4.
- ✓ Svensson, G. (2009), “International Publishing”, *University of Johannesburg*, Johannesburg, South Africa, February 25.

- ✓ Svensson, G. (2009), “Research Incentives – The Case of OSM”, *University of Johannesburg*, Johannesburg, South Africa, February 24.
- ✓ Svensson, G. (2009), “Service Encounters and Service Quality: A Research Agenda”, *University of Johannesburg*, Johannesburg, South Africa, February 24.
- ✓ Svensson, G. (2009), ”Codes of Ethics in Australia, Canada, Sweden, Taiwan, Turkey and USA”, *CIEL – Halmstad University*, January 26.
- ✓ Svensson, G. (2009), ” Ethical Performance Evaluation and a Model of Business Ethics”, *CIEL – Halmstad University*, January 26.
- ✓ Svensson, G. (2009), ”Academic Publishing, Research Process and Academic Journals”, *Encuentro Docente, Universidad del Turabo*, Gurabo, Puerto Rico, January 14.

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- ✓ Svensson, G. (2008), “Publishing in Journals: An Insider’s Guide”, *ANZAM*, Auckland, New Zealand, December 4.
- ✓ Svensson, G., Crittenden, V. L. and Ferrell, L. (2008),”Visit the ‘Land of Trolls’”, *AMS Quarterly*, October.
- ✓ Svensson, G. (2008), “Ethics and International Research”, *University of Windsor*, Windsor, Canada, October 21.
- ✓ Svensson, G. (2008), “Sustainability and Ethics in Business Channels: Concerns and Illustrations”, *The Third Business and Economy International Workshop*, Giresün, Turkey, June 26.
- ✓ Svensson, G. (2008), “Corporate Codes of Ethics Across Continents”, *Kongress für Corporate Governance*, Witten/Herdecke, Germany, June 21.
- ✓ Svensson, G. (2008), “Research Process and Academic Publishing”, *University of Windsor*, Windsor, Canada, June 2.
- ✓ Svensson, G. (2008), “Hva skaper gode relasjoner mellom bedrifter? Relasjonskvalitet i afførsrelasjoner”, *Markedshøyskolen – Campus Christiania*, Oslo, Norway, May 21.
- ✓ Svensson, G. (2008), “SCM: Ethical and Sustainable Concerns”, *National Penghu University*, Magong, Taiwan, March 7.
- ✓ Svensson, G. (2008), “Supply Chain Management: Ethics, Transparency and Sustainability”, *National Kaohsiung First University of Science and Technology*, Kaohsiung, Taiwan, March 5.
- ✓ Svensson, G. (2008), “Academic Publishing and Research Process: Thoughts and Reflections”, *National Kaohsiung First University of Science and Technology*, Kaohsiung, Taiwan, March 5.

- ✓ Svensson, G. (2008), "Marketing Ethics: Frameworks and Examples", *National Chung Hsing University*, Taichung, Taiwan, March 3.
- ✓ Svensson, G. (2008), "Marketing Management in Supply Chains, Ethics and Sustainability", *National Chung Hsing University*, Taichung, Taiwan, March 3.
- ✓ Svensson, G. (2008), "Supply Chain Management, Ethics and Sustainability", *National Taiwan Ocean University*, Kellong, Taiwan, March 1.
- ✓ Svensson, G. (2008), "Ethical Performance Evaluation and a Model of Business Ethics", *Ethics Society and School of Business at University of Miami*, January 22, Miami, USA.
- ✓ Svensson, G. (2008), "Appointments and Promotions in Higher Education Institutions: the Case of Sweden", *AMS Cultural Perspectives in Marketing Conference*, January 16-19, New Orleans, USA (Member of Panel Special Session - Seeking Global Teaching Assignments: Protocols and Tips), January 17.

#### 2007 (16)

- ✓ Svensson, G. (2007), "Top Tier' or 'Tenure-Track' Journals?", *AMS Quarterly*, October.
- ✓ Svensson, G. (2007), "Business Ethics – Expectations, Perceptions and Evaluations", *Monash University*, Melbourne, Australia, November 27.
- ✓ Svensson, G. (2007), "Business Ethics – A Continuous and Iterative Process", *Singapore Management University*, Singapore, November 26.
- ✓ Svensson, G. (2007), "Framgång kontra misslyckande – (o)skicklighet eller (o)tur?", *Hallands Affärer* genom Hallandsposten, September 12.
- ✓ Svensson, G. (2007), "Meet the Editor of European Business Review", *Emerald* <http://www.emeraldinsight.com/info/authors/interviews/index.jsp>, (Interview UK), Retrieved August 15.
- ✓ Svensson, G. (2007), "Medfølelse eller hyckleri", *Kapital* (Interview Norway), June 15.
- ✓ Svensson, G. (2007), "Genuint engagemang eller äkta hyckleri", *Hallands Affärer* genom Hallandsposten, May 16.
- ✓ Svensson, G. (2007), "Models and Framework in Business Ethics", *Hsiuping Institute of Technology*, Chunghua, Taiwan, May 4.
- ✓ Svensson, G. (2007), "Academic Publishing", *National Taiwan University*, Taipei, Taiwan, May 3.
- ✓ Svensson, G. (2007), "Academic Journals", *National Taiwan Ocean University*, Kellong, Taiwan, May 2.



- ✓ Svensson, G. (2007), "SCM Ethics", *National Chiao Tung University*, Hsinchu, Taiwan, May 2.
- ✓ Svensson, G. (2007), "Aspects of SSCM" and "ACCM", *National Chung Hsing University*, Taichung, Taiwan, May 1.
- ✓ Svensson, G. (2007), "Sustainable SCM" och "Anti-Climate Change Management", *National Chung Hsing University*, Taichung, Taiwan, May 1.
- ✓ Svensson, G. (2007), "Supply Chain Management Introduced", *National Chung Hsing University*, Taichung, Taiwan, April 30.
- ✓ Svensson, G. (2007), "Supply Chain Management Ethics", *National Chung Hsing University*, Taichung, Taiwan, April 30.
- ✓ Svensson, G. (2007), "Supply Chain Management Ethics", *National Taiwan University*, Taipei, Taiwan, April 28.

#### 2006 (1)

- ✓ Svensson, G. (2006), "Business Ethics: A Few Reflections", Trade Center, *Faculty Club*, September 26.

#### 2005 (3)

- ✓ Svensson, G. (2005), "Forskningskommunikation", Ekonomihögskolan, *Växjö universitet*, Oktober 5.
- ✓ Svensson, G. and Wood, G. (2005), "An International Research Relationship and Academic Publishing: Why? How? Discussion and Reflections", *Karlstads universitet*, September 8.
- ✓ Svensson, G. (2005), "Etiskt företagande – en självklarhet?", *Halmstad-Gamletull Rotaryklubb*, First Hotel Mårtensson, June 23.

#### 2004 (5)

- ✓ Svensson, G. (2004), "Företags-, affärs- och näringslivsetik?", *Hjärntrusten 36:3*, Elmo Leather AB, November 24.
- ✓ Svensson, G. (2004), "Företags- och affärsetik – vad, vem, hur och varför?", *Hjärntrusten 34:5*, Ängelholms Energi, November 23.
- ✓ Svensson, G. (2004), "Etik i näringslivet, igår – idag – imorgon", *Halmstad-Tylösands rotaryklubb*, Hotell Tylösand, May 3.
- ✓ Svensson, G. (2004), "Är studenter kunder? Knappast!", *Forskning i fokus – populärvetenskap för alla*, Högskolan i Halmstad, April 20.
- ✓ Svensson, G. (2004), "Etiskt idag – oetiskt imorgon", *Forskning i fokus – populärvetenskap för alla*, Högskolan i Halmstad, April 20.

2003 (1)

- ✓ Svensson, G. (2003), "Supply Chain Management (SCM) – en ny term eller ett nytt begrepp", *Teknik och Kompetenscentrum*, Trade Center, Faculty Club, October 21.

In addition, a large number of internal discourses and research seminars have been performed at different universities.

### B) Research Reports:

- ✓ Callaghan, M., Carasco, E., Singh, J., Svensson and G., Wood, G. (2003), *Code of Ethics - The Top Companies Operating in the Private Sector: Australia, Canada and Sweden*.
- ✓ Wood, G., Svensson, G. and Callaghan, M. (2002), *Code of Ethics in the Private Sector: Australia and Sweden*.
- ✓ Svensson, G. (2000), "Integrationens betydelse för ett utbildningsprogramms måluppfyllelse", *Pedagogisk skriftserie*, Växjö universitet.
- ✓ Svensson, G. (1997), "Interorganisatoriskt samarbete – Drivkrafter, möjligheter och hinder inom svensk dagligvaruhandel", *FE-rapport 1997-356*, Företagsekonomiska institutionen, Handelshögskolan, Göteborgs universitet.
- ✓ Svensson, G. (1997), "Partnersamverkan – En studie om partnerskap inom svensk dagligvaruhandel", *FE-rapport 1997-357*, Företagsekonomiska institutionen, Handelshögskolan, Göteborgs universitet.
- ✓ Svensson, G. (1997), *Från von Anka till El Sayed – En studie som börjar substantiellt, fokuserar på i håligt och slutar i intet, vars underliggande tema handlar om att ge och ta äta eller ätas!*, Ekonomihögskolan, Växjö universitet.

### C) Other Journals

- ✓ Svensson, G. (2001), "Le JAT – Une nouvelle réinvention de la roue", *Revue Francaise de Gestion Industrielle*, Vol. 20, No. 4, pp. 5-14.
- ✓ Svensson, G. (2000), "The Importance of the Ultimate Consumer in a Holistic Supply Chain Context", *Logistics Solutions*, No. 1, pp. 16-17/No. 2, pp. 7-9.

### D) Selection of Other Publications

- ✓ Svensson, G. (1998), *Handledning för datorstödd databearbetning och statistisk dataanalys med SPSS*, Fjärde versionen, Adekvat Design.
- ✓ Svensson, G. (1998), *Handledning för manuell databearbetning och härledd statistisk dataanalys*, Andra versionen, Adekvat Design.
- ✓ Svensson, G. (1997), *Efficient Consumer Response: Partnersamverkan - En studie om ett partnerskapskoncept inom svensk dagligvaruhandel*, Adekvat Design.

- ✓ Svensson, G. (1997), *ECR: Interorganisatoriskt samarbete – En studie om ett koncept och dess drivkrafter, möjligheter, problem samt hinder inom svensk dagligvaruhandel*, Adekvat Design.
- ✓ Svensson, G. (1996), *Statistik för nybörjare: Några illustrerande exempel...*, Första versionen, Adekvat Design.
- ✓ Svensson, G. (1996), *En fördjupad handledning för datorstödd databearbetning och statistisk dataanalys med SPSS*, Första versionen, Adekvat Design.
- ✓