

Key Note Speakers for the ISD'2005 Conference Karlstad University, 15-17 August 2005

Monday, August 15, 9.00-10.00:

Professor Göran Goldkuhl

Change Analysis – Innovation and Evolution

by Göran Goldkuhl and Annie Röstlinger

Research network VITS, Linköping University, Sweden (www.vits.org)

Abstract:

Is an information systems development (ISD) project an organisationally legitimate and appropriate change measure? This is one question that a change analysis (CA) tries to answer. Before one starts to develop or procure an information system, one needs to be sure that this kind of measure will solve problems and realise goals. Change analysis is an investigation with the purpose to perform a diagnosis of a current organisational situation and a determination of appropriate change measures. A basic idea of CA is not to take ISD or any other type of change for granted. Determined change measures should be well-founded through an unbiased analysis. Change analysis was originally developed around 1975 and was at that time an innovation in the area of information systems development and organisational change. CA has since then - during 30 years – evolved as a perspective and a method. Some highlights of this evolution will be showed: The method philosophy with a flexible structure of method components; examples of different method components like workpractice definition, problem analysis, goal analysis, strength analysis, action analysis, and process analysis. The latest development has comprised an articulation of the socio-pragmatic foundations of CA.

Bio:

Göran Goldkuhl, Professor of Information Systems Development at Linköping University and Professor of Informatics at Jönköping International Business School. Ph D at Stockholm University 1980. He is the director of the Swedish research network VITS, consisting of more than 40 researchers at seven Swedish universities. He is currently developing a family of theories, which all are founded on socio-instrumental pragmatism: Workpractice Theory, Business Action Theory, Information Systems Actability Theory. He has a great interest in interpretive and qualitative research methods and he has contributed to the development of Multi-Grounded Theory, (a modified version of Grounded Theory). He is active in international research communities as Language Action Perspective (LAP), Organisational Semiotics, and Action in Language, Organisations and Information Systems (ALOIS).

Tuesday, August 16, 9.00-10.00:

CEO Hans Karlander

The Businessman's Window to his Enterprises

by Hans Karlander

Procuritas Partners KB, Stockholm, Sweden (www.procuritas.com)

Abstract:

Hans Karlander is invited as key note speaker to represent the view of a businessman on IT strategy. The speech highlights from the perspective of the industrial user how IT is employed as a tool in the portfolio companies. Mr. Karlander walks through the past and the present uses of information technology (IT) in Procuritas' companies, how IT has been used to increase productivity and what the demands have been, and are, from the industry. Special attention is paid to heat pump manufacturer Thermia and pulp and paper producer Wermland Paper, both based in Värmland. Looking forward, focus lies on IT as a value creator itself rather than a facilitator, and the speech concludes by envisioning what is expected and wanted from information technology in the future.

Bio:

Hans Karlander is co-owner and managing partner of Procuritas and joined the partnership in 1995. Mr. Karlander started his career at Electrolux in 1977 and has since then among other been Executive Vice President at IndustriFinans, Executive Vice President at Swedbank and Under-Secretary of State at the Swedish Ministry of Industry and Commerce before joining Procuritas. Raised in Värmland, Mr. Karlander has a continued strong interest in the region through the ownership of Wermland Paper and Thermia.

Company:

Procuritas Partners KB is a Scandinavian private equity house with offices in Stockholm and Copenhagen that invests in companies within a large range of industries. Founded in 1986, the company was the pioneer in introducing the concept of management buyouts in the Nordic region. Procuritas owns nine company groups with a total turnover of some EUR 1.5 billion and 15 000 employees. The group of companies, including among other installation company Bravida, mail-order business Brio Lek & Lär, heat pump manufacturer Thermia and pulp and paper manufacturer Wermland Paper, covers most industries, ranging from services and wholesale to manufacturing and logistics. As a majority owner in company groups that have different businesses, life cycles and international exposure, Procuritas continually faces both tactical and strategic information technology related challenges in an industrial setting.

Wednesday, August 17, 9.00-10.00:

Professor Bo Edvardsson

Challenges in New Service Development and Value Creation through Service

by Bo Edvardsson, Anders Gustafsson and Bo Enquist

Service Research Center/CTF, Karlstad University, Sweden (www.ctf.kau.se)

Abstract:

Individuals seem to have less available time to do things for themselves. The result is more meals out, more in-home services, and less time spent on physically shopping. People trade time for money and therefore buy services and experiences directly. Paying bills, investing, and shopping online from home are increasingly common ways to cope with the growing complexity of our lives. Services are becoming more technological in nature, which sometimes is paraphrased as technology infusion in services. Self-service technology enables customers to produce and perform a service independently. Technology-enabled services such as telecom services, ATM, self service technology, and the service infrastructure through Internet have created completely new consumer behaviors, new marketplaces (spaces), and competition patterns. New technology can be used for direct access to a service provider. Instead of having to rely on a travel agent to book a trip or make a reservation, the customer can contact a specific service provider directly. This puts more power into the hands of the customer; it is easier for the customers to choose among the best deals available from any service provider. A service provider can in turn have easy access directly to a customer and thus is able to cut out the middle player. The point of departure for this paper is that companies are at a crossroad where many try to stay competitive and create value through service development resulting in prerequisites for favorable customer experiences. We discuss success factors in new service development and suggest areas for future research. Our focus is firstly on challenges in the new business landscape, where service competition, IT and value creation through service put pressure on companies and markets to develop service offerings preferred by the customers. Secondly we focus on service value creation through favorable customer experiences.

Bio:

Bo Edvardsson is professor of Business Administration. He is Director of the Service Research Center (CTF) at the Karlstad University, Sweden. He is on the editorial board for five scholarly journals and a co-chair of QUIS (Quality in Services Symposium). He is the editor of International Journal of Service Industry Management from 2005 and a fellow at Center for Service leadership at Arizona State University. He received the American Marketing Association "2004 Career Contributions to the Services Discipline Award". Bo is author or co-author of 16 books, for instance Service Quality, Multidisciplinary and Multinational Perspectives, Lexington Books, 1991 and Quality of Service, Making it really work. McGraw Hill, London, 1994, Nordic School of Quality Management, Studentlitteratur, Lund, 1999, New Service Development and Innovation in the New Economy, Studentlitteratur, Lund, 2002. His most recent book is about Service Guarantees published 2004. Professor Edvardsson has published 60 articles in scientific journals such as the International Journal of Service Industry Management, Journal of

Service research, *Managing Service Quality*, *Journal of Relationship Marketing*, *R & D Management* and the *Service Industries Journal*. He gives executive seminars in Malaysia, Singapore and Europe in areas such as Services Marketing, Service Excellence and Complaints Management and Service Recovery.