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**Göran Svensson (Ph. D.)**  
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*Regional Editor* – Management Decision/Emerald  
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**Biography**

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Göran Svensson is Professor at Oslo School of Management, Norway. He is also Professor at Halmstad University, Sweden. In addition, he is Honorary Professor at Deakin University, Australia. Furthermore, he is regular Guest Professor at National Chung Hsing University in Tai Chung, Taiwan. He holds a Ph. D. at the School of Economics and Commercial Law, Göteborg University, Sweden.

He is the editor of European Business Review (Emerald) and the regional editor for Europe of Management Decision/SSCI (Emerald). 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 (140+) and international conference contributions (160+). He is also engaged as a book author.

He also works 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 also organizes 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).

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

- ✓ Business Ethics,
- ✓ Business Philosophies
- ✓ Business Logistics (Management),
- ✓ Cause Related Marketing,
- ✓ Consumer Marketing,
- ✓ Higher Education Management,
- ✓ History of Management/Marketing,
- ✓ Human Resource Management,
- ✓ Industrial Marketing,
- ✓ Leadership,
- ✓ Management Development,
- ✓ Public Sector Management,
- ✓ Quality Management,
- ✓ Relationship Quality,
- ✓ Services Marketing,
- ✓ Supply Chain Management,
- ✓ Sustainability/Climate Change
- ✓ Academic Publishing/Journals, and
- ✓ General Marketing/Management.

His research has appeared (or will appear soon) in journals such as (in alphabetic order):

- ✓ Australasian Marketing Journal,
- ✓ Baltic Journal of Management,
- ✓ Business Ethics: A European Review,
- ✓ Corporate Governance: The International Journal of Business in Society,
- ✓ Employee Relations Journal,
- ✓ ESIC Market (Spain),
- ✓ European Business Review,
- ✓ European Journal of Marketing,
- ✓ International Journal of Business Governance and Ethics,
- ✓ International Journal of Educational Management,
- ✓ International Journal of Electronic Customer Relationship Management,
- ✓ International Journal of Entrepreneurship and Small Business,
- ✓ 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 Physical Distribution & Logistics Management,
- ✓ International Journal of Public Sector Management,
- ✓ International Journal of Service Industry Management,
- ✓ International Marketing Review,
- ✓ Issues in Social and Environmental Accounting,
- ✓ Journal of Business and Industrial Marketing,
- ✓ Journal of Business Ethics,
- ✓ Journal of Business Research,
- ✓ Journal of Consumer Marketing,
- ✓ Journal of KAMS (South Korea),
- ✓ Journal of Management Development,
- ✓ Journal of Management History,
- ✓ Journal of Marketing Management,
- ✓ Journal of Services Marketing,
- ✓ Journal of Small Business and Enterprise Development
- ✓ Journal of World Business,
- ✓ Leadership & Organisation Development Journal,
- ✓ Management Decision,
- ✓ Managing Service Quality,
- ✓ Marketing Intelligence & Planning,
- ✓ Personnel Review,
- ✓ Revista de Negócios (Brazil),
- ✓ Revue Francaise de Gestion Industrielle (France)
- ✓ Supply Chain Management: An International Journal,
- ✓ Sustainability
- ✓ The Magnus Journal of Management (India), and
- ✓ The TQM Magazine/The TQM Journal.

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**Having the following headlines in mind may facilitate your navigation on my homepage**

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- 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)

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

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## 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 (**I**nternational and **C**ross-disciplinary **E**conomics/**E**thics 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* (Emerald)
- ✓ *Regional Editor of Europe for Management Decision* (Emerald)
- ✓ *Associate Editor of International Indigenous Journal of Entrepreneurship, Advancement, Strategy and Education* (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)

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 Governance and Ethics
- ✓ International Journal of Electronic Customer Relationship 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 Business Ethics
- ✓ Journal of Business Research

- ✓ 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
- ✓ 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)

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

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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

- ✓ 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.
- ✓ 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.
- ✓ 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
- ✓ 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.
- ✓ 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.
- ✓ 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.

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### **3) Books and Book Chapters**

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- ✓ Svensson, G. and Wood, G. (2010), *The Real Sun Tzu Uncut – The Art of War Revisited* (Forthcoming).
- ✓ 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 Marketing – 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. and Wood, G. (2006), “Cause Related Marketing: Reflections on the First Twenty Years”, in Gosh, S. and Posa, V. N. (2006), ICAFI University Press, India, pp. 19-31.
- ✓ 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.

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

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

- A) Service Quality in Service Encounters
- B) Business Relationships
- C) 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
- J) Leadership and Management Development
- K) Academic Publishing and Academic Journals
- L) Cause Related Marketing
- M) Higher Education Management
- N) Sustainability and Climate Change

##### *A) Service Quality in 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. A number of articles have so far been produced as follows:

- ✓ Slåtten, T., Svensson, G. and Sværi, S. (2011), "Service Quality and Turnover Intentions as Perceived by Employees: Antecedents and Consequences", *Personnel Review* (Forthcoming Issue).
  - ✓ Sværi, S., Slåtten, T., Svensson, G. and Edvardsson, B. (2010), "An SOS-Construct of Negative Emotions in Customers' Service Experience (CSE) and Service Recovery by Firms (SRF)", *Journal of Services Marketing* (Forthcoming Issue).
  - ✓ 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* (Forthcoming Issue).
  - ✓ A DIP-Construct of Perceived Justice in Negative Service Encounters and Complaint Handling in the Norwegian Tourism Industry
  - ✓ 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.
  - ✓ A DIP-Construct of Perceived Justice in Negative Service Encounters and Complaint Handling in the Norwegian Tourism Industry
  - ✓ 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.
- This article have been translated into Russian and be published in the journal Management Digest by The Publishing House of Grebennikov, Russia with permission from Emerald.*
- ✓ 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. A number of articles have so far been produced as follows:

- ✓ Mysen, T., Svensson, G. and Payan, J. (2010), "Causes and Outcomes of Satisfaction in Business Relationships", *Marketing Intelligence & Planning* (Forthcoming Issue).
- ✓ 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* (Forthcoming Issue).
- ✓ Mysen, T. and Svensson, G. (2010), "RELQUAL's Impact on Satisfaction in Norwegian Business Relationships", *Journal of Business and Industrial Marketing* (Forthcoming Issue).
- ✓ Lee, T-R, Svensson, G. and Mysen, T. (2009), "RELQUAL in Taiwanese Business Relationships", *International Journal of Business Excellence* (Forthcoming Issue).
- ✓ 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) 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. A number of articles have so far been produced as follows:

- ✓ Lee, T-R, Svensson, G. and Mysen, T. (2009), "RELQUAL in Taiwanese Business Relationships", *International Journal of Business Excellence* (Forthcoming Issue).
- ✓ Svensson, G. (2010), "Teleological Approaches in Supply Chain Management: Illustrations", *Supply Chain Management: An International Journal* (Forthcoming Issue).
- ✓ 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* (Forthcoming Issue).
- ✓ Mysen, T. and Svensson, G. (2010), "RELQUAL's Impact on Satisfaction in Norwegian Business Relationships", *Journal of Business and Industrial Marketing* (Forthcoming Issue).
- ✓ 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. A number of articles have so far been produced as follows:

- ✓ 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. A number of 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* (Forthcoming Issue).

- ✓ Wagner, B. and Svensson, G. (2010), "Sustainable Supply Chain Practices: Research Propositions for the Future", *International Journal of Logistics Economics and Globalisation* (Forthcoming Issue).
- ✓ Svensson, G. (2010), "Teleological Approaches in Supply Chain Management: Illustrations", *Supply Chain Management: An International Journal* (Forthcoming Issue).
- ✓ 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. (2007), "Cause Related Marketing: Commercialism or Altruism: Finding the Balance?", *International Journal of Electronic Customer Relationship Management* (Forthcoming Issue).
- ✓ 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 Globals", *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. A number of 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. A number of 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* (Forthcoming Issue).
- ✓ 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. A number of articles have so far been produced as follows:

##### Ethics

- ✓ Svensson, G., Wood, G. and Callghan, M. (2010), "A Corporate Model of Sustainable Business Practices: An Ethical Perspective", *Journal of World Business* (Forthcoming Issue).
- ✓ 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* (Forthcoming Issue).
- ✓ 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* (Forthcoming Issue).
- ✓ 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

- ✓ 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* (Forthcoming Issue).
- ✓ 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.
- ✓ Svensson, G. and Wood, G. (2007), "Strategic Approaches of Corporate Codes of Ethics in Australia: A Framework for Classification and Empirical Illustration", *Corporate Governance*, Vol. 7, No. 1, pp. 93-101.
- ✓ 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

This research area focuses on quality management in management and business practices. A number of articles have so far been produced as follows:

- ✓ 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* (Forthcoming Issue).
- ✓ Mysen, T. and Svensson, G. (2010), “A Construct of META-RELQUAL: Measurement Model and Theory Testing”, *Baltic Journal of Management* (Forthcoming Issue).
- ✓ 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* (Forthcoming Issue).
- ✓ Mysen, T. and Svensson, G. (2010), “RELQUAL’s Impact on Satisfaction in Norwegian Business Relationships”, *Journal of Business and Industrial Marketing* (Forthcoming Issue).
- ✓ Lee, T-R, Svensson, G. and Mysen, T. (2009), “RELQUAL in Taiwanese Business Relationships”, *International Journal of Business Excellence* (Forthcoming Issue).
- ✓ 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) Leadership and Management Development

This research area focuses on leadership effectiveness, leadership performance, and leadership definitions. It is closely related to management. A number of articles have so far been produced as follows:

- ✓ 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.

#### K) Academic Publishing and Academic Journals

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

- ✓ Svensson, G. (2010), “SSCI and Its Impact Factors”, *European Journal of Marketing* (Forthcoming Issue).
- ✓ 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.

#### L) Cause Related Marketing

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

- ✓ 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.

#### M) Higher Education Management

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

- ✓ 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.

#### N) Sustainability and Climate Change

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

- ✓ Svensson, G. And Wagner, B. (2010), "Implementation of a Sustainable Business Cycle: The Case of a Swedish Dairy Producer", *Supply Chain Management: An International Journal* (Forthcoming Issue).
- ✓ Wagner, B. and Svensson, G. (2010), "Sustainable Supply Chain Practices: Research Propositions for the Future", *International Journal of Logistics Economics and Globalisation* (Forthcoming Issue).
- ✓ Hasan Fauzi, H., Svensson, G. And Rahman, A. A. (2010), "'Triple Bottom Line' as 'Sustainable Corporate Performance': A Proposition for the Future", *Sustainability* (Forthcoming Issue).
- ✓ 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.

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## 5) Overview – International Journal Articles

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More than 140 articles have so far been published in international journals, or are to be so, as follows:

### 2010-2011 ( )

- ✓ Slåtten, T., Svensson, G. and Sværi, S. (2011), "Service Quality and Turnover Intentions as Perceived by Employees: Antecedents and Consequences", *Personnel Review* (Forthcoming Issue). (142)

- ✓ Mysen, T., Svensson, G. and Payan, J. (2010), "Causes and Outcomes of Satisfaction in Business Relationships", *Marketing Intelligence & Planning* (Forthcoming Issue). (141)
- ✓ Mysen, T. and Svensson, G. (2010), "RELQUAL's Impact on Satisfaction in Norwegian Business Relationships", *Journal of Business and Industrial Marketing* (Forthcoming Issue). (140)
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- ✓ 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. (13)

### 2001 (10)

- ✓ 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. (12)
- ✓ 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. (11)
- ✓ 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. (10)

- ✓ 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. (9)
- ✓ Svensson, G. (2001), "The Direction of Change in Multi-Item Measures of Service Quality", *Managing Service Quality*, Vol. 11, No. 4, pp. 262-271. (8)
- ✓ 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. (7)
- ✓ Svensson, G. (2001), "Re-evaluating the Marketing Concept", *European Business Review*, Vol. 13, No. 2, pp. 95-100. (6)
- ✓ Svensson, G. (2001), "Glocalization of Business Activities: A Glocal Strategy Approach", *Management Decision*, Vol. 39, No 1, pp. 6-18. (5)

**This article has received the award "Most Downloaded Articles – Top 200" Emerald publishing in 2005. The following text collected at Emerald summarizes the award: "Having compiled a list of the top 200 most downloaded Emerald articles ever, we are pleased to inform you that you are one of the authors of these successful articles. As part of Emerald your article appears alongside 50,000 articles from authors across the globe."**

- ✓ 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. (4)
- ✓ Svensson, G. (2001), "Just-In-Time - the Reincarnation of Past Theory and Practice", *Journal of Management History*, Vol. 39, No. 10, pp. 866-879. (3a)

**The above article has received the *Literati Awards for Excellence 2002* (Highly Commended Award/MCB Press/Emerald Literati Club. This article has also been translated into French for a French journal as follows:**

- ✓ Svensson, G. (2001), "Le JAT – Une nouvelle réinvention de la roue", *Revue Francaise de Gestion Industrielle*, Vol. 20, No. 4, pp. 5-14. (3b)

2000 (2)

- ✓ 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. (2)
- ✓ 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. (1)

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**6) Overview – International Conference Contributions**

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Approximately 160 conference papers have so far been produced from the various research areas during 1998-2010, 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 2010, 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:**

2010

- ✓ Additional papers will be posted soon...
- ✓ Wagner, B. and Svensson, G. (2010), "An Illustration of a Sustainable Business Cycle", AMS Cultural Perspectives in Marketing Conference, July 21-24, Lille, France. (165)
- ✓ Hogevoid, 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. (164)
- ✓ 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. (163)
- ✓ 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. (162)
- ✓ 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. (161)
- ✓ Billström, A., Svensson, G. and Mysen, T. (2010), "Satisfaction as a Mediator of Swedish Business Relationships", *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 2-5, Istanbul, Turkey. (160)
- ✓ Billström, A., Svensson, G. and Mysen, T. (2010), "Context, Structure and Norms in Swedish Business Relationships", *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science*, July 2-5, Istanbul, Turkey. (159)
- ✓ Svensson, G. and Wood, M. (2010), "Corporate and Business Ethics in Supply Chains", *Annual Conference of the Academy of Marketing Science*, May 26-29, Portland, USA. (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?”, *15<sup>th</sup> 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”, *15<sup>th</sup> 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”, *15<sup>th</sup> 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”, *15<sup>th</sup> 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”, *15<sup>th</sup> 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. (113)
- ✓ 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. (112)

## 2007

**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. (111)
- ✓ 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. (110)
- ✓ 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. (109)
- ✓ 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. (108)
- ✓ Svensson, G. (2007), "Climate Change – A Change Management Issue", *Australian and New Zealand Academy of Management*, December 4-7, Sidney, Australia. (107)
- ✓ 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. (106)
- ✓ 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. (105)
- ✓ 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. (104)
- ✓ 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. (103)
- ✓ 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. (102)
- ✓ 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. (101)
- ✓ 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. (100)

- ✓ 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. (99)
- ✓ 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. (98)
- ✓ 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. (97)
- ✓ 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. (96)
- ✓ 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. (95)
- ✓ Svensson, G. (2007), "The Concept of Born Glocals" *Quality, Innovation and Knowledge Conference*, February 11-14, New Delhi, India. (94)
- ✓ Svensson, G. (2007), "Quality Assurance in Swedish Higher Education Institutions: Promotion and Appointment", *Quality, Innovation and Knowledge Conference*, February 11-14, New Delhi, India. (93)

### 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. (92)
- ✓ 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. (91)
- ✓ Svensson, G. (2006), "Legal requirements for transparency in higher education institutions", *Australian and New Zealand Academy of Management*, December 6-9, Rockhampton, Australia. (90)
- ✓ Svensson, G. (2006), "Beyond the Bullwhip Effect", *Australia and New Zealand Marketing Academy*, December 4-6, Brisbane, Australia. (89)
- ✓ 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. (88)

- ✓ 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. (87)
- ✓ 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. (86)
- ✓ 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. (85)
- ✓ 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. (84)
- ✓ Svensson, G. and Wood, G. (2006), "Research Designs in Academic Marketing Journals", *AMS/KAMS Cultural Perspectives in Marketing Conference*, July 12-15, Seoul, Korea. (83)
- ✓ Svensson, G. and Wood, G. (2006), "Ethnocentricity in Academic Publishing?", *AMS/KAMS Cultural Perspectives in Marketing Conference*, July 12-15, Seoul, Korea. (82)
- ✓ 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. (81)
- ✓ 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. (80)
- ✓ 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. (79)
- ✓ 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. (78)
- ✓ 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. (77)
- ✓ 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. (76)

- ✓ Svensson, G. (2006), "Leadership Performance in TQM", *11<sup>th</sup> International Conference on ISO 9000 & TQM*, April 10-12, Hong Kong, China. (75)

## 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)

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

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### A) Workshops

- ✓ 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 (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.

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

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

- ✓ Svensson, G. (2010), "A Sustainable Business Model: An Empirical Example", *International Conference on Corporate Social Responsibility*, Taichung, Taiwan, March 26.
- ✓ Svensson, G. (2009), "Etiskt eller inte - betydelsen av tid och context i affärspraxis!", *Hallands Affärer* genom Hallandsposten, (Forthcoming).
- ✓ 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.
- ✓ 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.
- ✓ 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.
- ✓ Svensson, G. (2006), "Business Ethics: A Few Reflections", Trade Center, *Faculty Club*, September 26.
- ✓ Svensson, G. (2005), "Forskningskommunikation", Ekonomihögskolan, *Växjö universitet*, Ocktober 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.
- ✓ 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.
- ✓ 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 målpuppfyllelse", *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.