
Dr. Gustafsson is working on issues like; customer satisfaction and loyalty, new service development and innovation, service infusion in manufacturing, and management of customer relationships. Lately he has also started to study decision making and influence strategies in retail settings mostly using field experiments.

Dr. Gustafsson is an experienced lecturer teaches a variety of courses at different universities in Sweden and in different executive education programs nationally and internationally (Europe and Asia). He has also carried out a variety of national and international consulting projects for companies such as Ikea, Ericsson, Volvo, and Telia Sonera.