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Bo Edvardsson is Professor and Founder, CTF-Service Research Centre and former Vice Rector, Karlstad University. Former editor of Journal of Service Management and on the review board for 9 scientific journals and published 200 scientific articles in journals such as Journal of the Academy of marketing Science, JBR and JSR. Google scholar citations: 28.050 March 11th 2024.

According to Research.com, a leading academic platform for researchers, Bo Edvardsson is in the 2023 edition of top 1000 Scientists in the field of Business and Management ranked #191 in the world ranking and #2 in Sweden. He has also been recognized with the Research.com Business and Management in Sweden Leader Award for 2023. Bo is member of Royal Swedish Academy of Engineering Sciences and several scientific advisory boards. He has received many scientific awards, including 2004 Career Contributions to the Services Discipline Award by the American Marketing Association.