



HUGO GUYADER

From Sweden to France



Project: **User experience of a specific circular economy value chain**

Research topic: **Humanities**

Swedish Institution: **Linköping University**

French Institution: **Kedge Business School**

Dates of mobility: **18/09/2020 to 11/10/2020**

Program: **SFVE-A (ex FRÖ)**



PRESENTATION

[Hugo Guyader](#) is an Assistant Professor in Business Administration (Marketing) at [the Department of Management and Engineering, Linköping University](#). He is also a member of the scientific committee of the [International Workshop on the Sharing Economy series](#), organizing annual conferences in Europe since 2015, and a board member of the [American Marketing Association \(AMA\)](#)'s [Special Interest Group for Service research \(SERVSIG\)](#), which aims to foster a dialogue and expand knowledge on services issues among academics, managers, consumers, and government representatives. He is interested in sustainable consumption and consumer marketing, with a focus on service research, particularly the rental/access paradigm in consumption practices and business models (i.e. renting and leasing products instead of buying and owning them). He also aims to understand the peer-to-peer (P2P) exchanges facilitated by online platforms.

ACTIVITIES IN FRANCE

During his stay in France, Hugo Guyader collaborated with Drs. [Ponsignon](#) and [Salignac](#) at [Kedge Business School](#) (Bordeaux). Together, they worked on the deployment of the first urban network of ecological toilets in collaboration with [La Fumainerie](#) by investigating the user experience. Dr. Guyader was responsible for the survey design and statistical analysis of the collected data, while Drs. Ponsignon and Salignac were responsible for conducting interviews with the experimental project participants in Bordeaux.

Additionally, a presentation of the research project was scheduled for a seminar at the Centre of Excellence (CSR). One key outcome of the visit was also to exchange expertise on traditional data collection tools. From a long-term perspective, this research collaboration led to a series of academic papers for publications in sustainability and service research journals, as well as presentations in conferences.