My research focuses on the evolving field of customer experience in the areas of management, consumer behavior, retailing and urban studies. My studies are based on both quantitative and qualitative methods of data collection, including surveys, interviews and narratives. Specific areas of interest include the mall experience from the customer's perspective; the image of the city as experienced by residents and tourists; experiences of crowdfunding supporters; the small business customer experience.

Two central projects:
A. The mall experiences
B. The dimensions of city image

Keywords
Customer experience; Mall experience; Retailing strategies; Small business; Place image; Residents; Tourists; Crowdfunding supporters.

The dimensions of city image

City Image

Municipal services
Services
Leisure

The multiple facets of mall experiences

Mall Experience

Seductive
Functional
Social
Recreation
