

Biographical Note



Åsa Rönnbäck



Dr. Åsa Rönnbäck

Åsa holds a PhD in Quality Management from Chalmers University of Technology in Gothenburg, Sweden. She has experience of working with Quality Management in the Swedish Air Force and public transport industry. In 2012-2018 Åsa was Director of Research and Development at SIQ – Swedish Institute for Quality and has been working with interactive research, contributing to both theoretical and practical benefits in the area of Quality Management. During this time she established the national research platform SQMA – Swedish Quality Management Academy that consists of nine universities in Sweden conducting research and education in Quality Management.

The research Åsa has performed can be categorised into the two fields: Quality Management and Organizational Excellence. Some of her contributions to the two research streams have so far focused on the effects of different Quality Management initiatives, such as business excellence models, co-creation of value in outsourced service provision, quality in public procurement, value-based quality management programs and quality culture. The last ten years Åsa has focused much of her research on Organizational Excellence, developing the national excellence model "SIQ Management model" to become research-based and conducting research to contribute to this aim.

Currently she is owner, researcher and consultant at Förbättringsakademin (Eng. Improvement Academy).