

Getinge and University of Gothenburg initiates strategic research partnership

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In a strategic partnership, Getinge will partner up with researchers from the School of Business, Economics and Law at University of Gothenburg, Sweden, on activities related to customer centric innovation and sustainability. Through the partnership, Getinge will gain access to the researchers' socially relevant and applicable knowledge.

"This partnership is an example of the extended scope of our sustainability, innovation and customer centricity and our dedication for driving Getinge to the forefront within these research areas. Ultimately, the knowledge and experience we gain can help us save more lives together with our customers," says Magnus Lundbäck, Executive Vice President Human Resources & Sustainability.

During the ongoing pandemic it has become even clearer that quality and efficiency in health care are of utmost importance to society, and that research, innovation and technological progress help meet the challenges of the future. At the same time, the sustainability effects of new technologies and business models must be taken into account.

"I am very excited about the program and the structured collaboration that the School of Business, Economics and Law has developed together with Getinge. It has a high ambition and intends to contribute to an in-depth understanding of sustainable business development. The program is an innovative way of organizing research collaboration with organizations outside the academy, which ensures both high societal relevance and basic academic values. Thus, it also constitutes a model for the future," says Per Cramér, Dean of the School of Business, Economics and Law.

A large and important part of the collaboration is two doctoral student positions where one will study the organization of innovation and the other strategic sustainability.

The project organization of innovation will focus on how Getinge can improve processes and organization of activities, where people with different expertise participate, in order to enable innovation of new products and solutions. This includes mobilizing knowledge and coordinating activities and responsibilities within the company as well as with other partners and customers (eg doctors, nurses, hospital technicians).

The strategic sustainability project will focus on the companies' attempts to move sustainability activities into the core business. Getinge has recently communicated an ambition to be CO²-neutral in 2025 as a strategic step in being at the forefront of its industry in terms of sustainability work. Important aspects for the doctoral project include how to integrate sustainability into product development and offers to customers.

The last day to apply for the doctoral positions is March 1, 2021. [Read more about the positions >>](#)

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About Getinge

With a firm belief that every person and community should have access to the best possible care, Getinge provides hospitals and life science institutions with products and solutions aiming to improve clinical results and optimize workflows. The offering includes products and solutions for intensive care, cardiovascular procedures, operating rooms, sterile reprocessing and life science. Getinge employs over 10,000 people worldwide and the products are sold in more than 135 countries.