

FORUM MACRO Program (as per 31 May 2017)



Tuesday 6 June (Doctorial Workshop)		Wednesday 7 June (Day 1)		Thursday 8 June (Day 2)		Friday 9 June (Day 3)	
		8.45	<b>Cristina Mele &amp; Francesco Polese</b> Opening Ceremony	8.45	<b>Alexandra Medina Borja</b> Service Research in the perspective of the US National Science Foundation - The human-technology frontier and its impact on Service Science	8.50	<b>Roderick J. Brodie, Jodi Conduit, Helge Löebler, Cristina Mele &amp; Jaquie Pels</b> Philosophical Foundations for Research and their Implications on Service Research Commentary by <b>Steve Vargo</b> S-D Logic 2025: Exploring the Critical Role of Midrange Theory
		9.15	<b>Steve Vargo</b> Service-Dominant Logic: An update and Future Directions	9.15	<b>Francesco Polese, Sergio Barile &amp; Raul Espejo</b> Finality alignment among value co-creation actors		
		10.00	coffee break	10.00	coffee break	10.00	coffee break
		10.30	Parallel sessions	10.30	Parallel sessions	10.30	Parallel Sessions
		11.50	Parallel sessions	11.50	<b>Irene Ng</b> The Hub of All Things (HAT) - digitisation and datafication of the person	11.50	Parallel Sessions
				12.15	<b>Silvia Gherardi</b> Service in practice and practicing service		
		13.10	lunch break	13.00	lunch break - Poster Session	13.10	lunch break
14.00	Ph.D students presentations  Panel: <b>Rod Brodie, Cristina Mele, Jaqueline Pels, Francesco Polese, Marianna Sigala &amp; Steve Vargo</b>	14.10	<b>Michael Baker</b> Research Myopia Revisited	14.00	Meet the editor	14.00	<b>Ralph Badinelli, Bo Edvardsson, Cristina Mele, Francesco Polese, Kaj Storbaka &amp; Steve Vargo</b> Closing panel
		14.40	<b>Hugh Wilson &amp; Emma Macdonald</b> Business solutions, resource integration and value in use	14.20	Parallel sessions		
		15.20	coffee break	15.20	coffee break		
		15.40	Parallel sessions	15.40	Parallel sessions		
18.00	welcome aperitif and registration			18.00	Sorrento Guided Tour		
		19.30	Dinner (Massa Lubrense villa)	19.30	Gala Dinner & Awards (Sorrento Hotel Continental)		