

# FORUM Program



## Tuesday 6<sup>th</sup> June 2017

<b>Doctorial Workshop – Sorrento Room</b>	
14.00 17.00	<p>Ph.D students presentations</p> <p>Panel: <i>Rod Brodie, Cristina Mele, Jaqueline Pels, Francesco Polese, Marianna Sigala &amp; Steve Vargo</i></p> <p><i>Anna Kathrin Sebald, Frank Jacob</i> - "Help welcome or not: Understanding consumer shopping motivation in curated retailing"</p> <p><i>Braz Becker Larissa Carine</i> - "Consumer experience emerging throughout transformational consumer journey: a phenomenological study"</p> <p><i>Darmayanti Dahlia</i> - "Service - brand value co-creation in health care"</p> <p><i>Hartwig Kea</i> - "Assessing value for mobile services: Customer perceptions and influence of value in use"</p> <p><i>Polat Sesliokuyucu Inci, Atalik Özlem</i> - "Impact on Service Innovation and Performance of Service Dominant Orientation in Airline Ecosystem"</p> <p><i>Waseem Donia</i> - "Role of actors in value generation"</p>
18.00	Welcome aperitif and Registration – Grand Hotel Cocumella

## Wednesday 7<sup>th</sup> June, 2017

8.00	Registration – Grand Hotel Cocumella			
<b>Plenary Session A – Chioistro</b>				
8.45	Opening Ceremony			
9.15	<i>Cristina Mele</i> (University of Naples "Federico II") & <i>Francesco Polese</i> (University of Salerno)			
9.15	<i>Steve Vargo</i> (University of Hawaii)			
10.00	Service-Dominant Logic: An update and Future Directions			
10.00 10.30	Coffee Break			
<b>Parallel Sessions</b>				
	Chioistro	Amalfi Room	Positano Room	Sorrento Room
10.30 11.50	Session n.1 <b>Resource integration</b> <i>Chair: Helkkula</i>	Session n.2 <b>Servitization</b> <i>Chair: Peters</i>	Session n.3 <b>Dark side and service experience</b> <i>Chair: Koskela-Huotari</i>	Session n.4 <b>The Hub of All Things (HAT) – Digitisation and Datafication of Services</b> <i>Chair: Ng</i>
	<i>Spring, Edvardsson, Verma</i> – Using technology to foster actors' resource integration and value co-creation efforts: Empirical studies of management practices in the context of luxury hotels	<i>Tempelmayr, Stadlmann, Mang, Überwimmer, Ehrlinger</i> – A framework of capabilities and business dimensions influencing servitization based upon service dominant logic, service science and network and system theory	<i>Sigala</i> – Religion and Online Deviant Behavior: a conceptual framework explaining the actors' intentions to co-destruct value online	<i>Wakenshaw, Ng</i> – Engineering a personal data market: the Hub of all things (HAT)
	<i>Kleinaltenkamp, Karpen, Frow, Payne, Chen, Pires, Grönroos</i> – Value Co-Creation through Resource Integration: A Conceptual Framework	<i>Gidhagen, Heinonen</i> – Lessons learned from missed servitization opportunities	<i>Azer, Alexander</i> – Negatively-valenced customer engagement behavior: forms and drivers	<i>Green</i> – An Outside-In approach to business model innovation – Customer context and digitalisation
	<i>Dehling, Edvardsson, Tronvoll</i> – Expanding understanding of resource integration in service ecosystems: a signaling approach	<i>Toth, Dul</i> – What is the role of services in achieving high new product performance? The analysis of must-have and good-to-have service conditions applying Necessary Condition Analysis (NCA)	<i>Schimdt, Moehring, Keller, Zimmermann</i> – Distortions of value co-creation in multi-party service systems	<i>Kharlamov, Parry, Pogrebna</i> – Personal data and the perception of individual vulnerability: an experiment
	<i>Gidhagen, Helkkula, Loebler, Jonas, Sörhammar, Tronvoll</i> – Human-to-nonhuman value co-creation and resource	<i>Cuthbertson, Furseth Peder</i> – Service dominant markets or service provider dominant markets?	<i>Charusalaipong</i> – Service Experience Co-creation in Dark Tourism	<i>Smith</i> – Clicking away privacy: do users know (or care) about their personal data?

	integration: parasocial actors in a service ecosystem			
<b>Parallel Sessions</b>				
	Chioistro	Amalfi Room	Positano Room	
11.50 13.10	Session n.5 <b>Customer Experience</b> <i>Chair: Kleinaltenkamp</i>	Session n.6 <b>Healthcare and Market</b> <i>Chair: Pels</i>	Session n.7 <b>Engagement</b> <i>Chair: Bruni</i>	
	<i>Ohyabu, Taguchi, Zhang</i> – Exploring customer experience in daily life	<i>Kelleher</i> – When the Market becomes Part of the Family – Family Caregiving and Aging in Place	<i>Karpen, Conduit, Tierney, Wright</i> – Spiritual Engagement: A Missing Link in Service Research	<i>Wakenshaw, Dixon, Ng, Maple</i> – Consumer Perceived Vulnerability, privacy calculus and information disclosure: an empirical investigation in retailer loyalty program
	<i>Braz Becker, Jaakkola</i> – Drawing a theory map for customer experience – a systematic metatheoretical analysis	<i>Litovuo, Aarikka-Stenroos, Kaipio, Karisalmi</i> – Examining service experiences: comparing methods to capture children’s experiences	<i>Pick</i> – Value creation, interactions and user engagement in sharing economy networks	
	<i>Coppola, Mele, Russo Spena</i> – Boosting Customer Experience through the Internet of Everything	<i>Särkikangas, Autio</i> – Families with special needs children consuming social and health care services – visible and invisible activities of daily life	<i>Lemmink, Hensens, Lucas, Heinonen</i> – Measuring engagement with charitable events in social media brand and user posts	<i>Wood, Parry, Walker</i> – A computational method to examine service business models
	<i>Holmqvist, Grönroos, Visconti, Guais, Kessous</i> – Understanding value-in-use in the customer experience	<i>Spurrell, Araujo, Proudove</i> – An exploration of valuation practices in complex case reviews in healthcare	<i>Lappalainen, Airola, Nuutinen</i> – Emphatic understanding as a source of value co-creation and differentiation	
13.10 14.10	Lunch break			
<b>Plenary Session B – Chioistro</b>				
14.10 14.40	<i>Michael Baker</i> (University of Strathclyde) Research Myopia Revisited			
14.40 15.20	<i>Hugh Wilson</i> (Cranfield School of Management) & <i>Emma Macdonald</i> (Cranfield School of Management) Business solutions, resource integration and value in use			
15.20 15.40	Coffee break			
<b>Parallel Sessions</b>				
	Chioistro	Sorrento Room	Positano Room	Amalfi Room
15.40 17.20	Session n.8 <b>Value proposition</b> <i>Chair: Kelleher</i>	Session n.9 <b>Actors and resource integration</b> <i>Chair: Holmqvist</i>	Session n.10 <b>Value co-creation</b> <i>Chair: Corsaro</i>	Session n.11 <b>Service and IT Platforms</b> <i>Chair: Kowalkowski</i>
	<i>Bruni, Moretta Tartaglione, Warnaby</i> – Using service for defining place value propositions	<i>Liewendahl</i> – Employee motivation for value proposition alignment	<i>Oertzen, Mager, Odekerken-Schröder</i> – A measurement tool for value co-creation	<i>Hänninen, Mitronen</i> – Integrated service portfolio in multi-sided digital retail platforms
	<i>Payne, Eggert, Frow</i> – Exploring a resource-based view of the value proposition concept	<i>Medlin, Chaoluck, Conduit</i> – Service encounters through the lens of employee role behaviours: Implications for actor-actor-actor interaction	<i>Tregua, D'Auria, Coppola, Bifulco</i> – Value propositions in context	<i>Goebel, Cronholm</i> – Guidelines for Service-Dominant Logic: empirical experiences from IT Service Management
	<i>Schäfer, Winder, Georgi</i> – Development of value propositions: a managerial framework	<i>Huber, Kleinaltenkamp</i> – Types of business usage center members	<i>Darmayanti, Simatupang, Rudito</i> – A pilot study on value co-creation activities in health care: a study on continuous ambulatory peritoneal dialysis	<i>Greco</i> – Davide vs Golia. A case of an innovative food delivery service
	<i>Rintamäki, Saarijärvi</i> – Proposing and co-creating shared value: an integrative framework and research agenda	<i>Peters, Lee, Toth, White</i> – Linking perception and action in the management of sales personnel	<i>Kuuru</i> – Embodied customer experience in group fitness context - identification of different customer types	<i>Gidhagen, Gebert Persson</i> – Do relationships matter in using online insurance services?
	<i>Kaartemo, Nenonen, Windahl</i> – Market-shaping mechanisms of public actors	<i>Sahhar</i> – Practising the Service Dominant Logic	<i>Hogg</i> – Measuring value-in-context with mobile app services	<i>Baglieri, Marino</i> – The Engineering of the Learning Experience: The case of The Shenker Method
19.30	Dinner at Massalubrense Villa – Via IV Novembre 36 c/o Punta Lagno Massalubrense			

## Thursday 8<sup>th</sup> June 2017

### Plenary Session C – Chioistro

8.45 9.15	<i>Alexandra Medina Borja</i> (US National Science Foundation) Service Research in the perspective of the US National Science Foundation – The human technology frontier and its impact on Service Science
9.15 10.00	<i>Francesco Polese</i> (University of Salerno), <i>Sergio Barile</i> (“La Sapienza” University of Rome) & <i>Raul Espejo</i> (Director-General of the World Organization of Systems and Cybernetics) Finality alignment among value co-creation actors

### Coffee break

10.00 10.30	
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### Parallel Sessions

	Chioistro	Sorrento Room	Positano Room	Amalfi Room
10.30 11.50	Session n.12 <b>Theoretical approaches and Service Research</b> <i>Chair: Brodie</i>	Session n.13 <b>Internet of Things and Internet of Everything</b> <i>Chair: Ciasullo</i>	Session n.14 <b>The development of Service-Dominant logic</b> <i>Chair: Sigala</i>	Session n.15 <b>Experience, value-in-use and value-in-context</b> <i>Chair: Jaakkola</i>
	<i>Löbler, Wloka</i> – Approaching ‘value’ from a second order cybernetics perspective	<i>Badinelli, Sarno</i> – Integrating the internet of things and big data analytics into decision support models for healthcare management	<i>Edvardsson, Carrillo, Reynoso, Maravillo</i> – Bringing Knowledge Management into Service-dominant logic	<i>Loohuis, Sahhar</i> – How is the Customer Contributor and Interpreter of Value? Opening the black box of the linkages between value experience and value creation
	<i>Waseem, Biggemann, Garry</i> – Psychological microfoundations of value generation	<i>Corsaro, Sebastiani Mele</i> – Boundary objects in digitalized service contexts	<i>Gruen</i> – Teaching Service Dominant Logic in the MBA Core Marketing Course	<i>Still</i> – How actors of a dyad perceive the influence of service ecosystems on service experience co-creation?
	<i>Holmlid, Wetter Edman, Vink</i> – Research through design: Systematic approaches to service research	<i>Coppola, Mele, Russo Spena, Improta</i> – New actors in healthcare ecosystem: The role of e-health-mediaries	<i>Harengel, Clauss, Laudien</i> – Directions of service-dominant logic research: results of a bibliometric analysis	<i>Macdonald, Arkadan, Wilson</i> – The role of organizational values in customer experience management
	<i>Polese, Loia, Fenza, Maione, Troisi</i> – SSMD and its multidisciplinary nature: an automatic literature review	<i>Sörhammar, Kowalkowski, Tronvoll, Sklyar</i> – A service ecosystem perspective on the digital service journey	<i>Shoji, Inoue, Taguchi</i> – The investigation of regional marketing from S-D logic perspective	<i>Pera, Viglia, Dalli</i> – Where every service is a bliss: understanding review biases in the sharing economy

### Plenary Session D – Chioistro

11.50 12.15	<i>Irene Ng</i> (University of Warwick) The Hub of All Things (HAT) – digitisation and datafication of the person
12.15 13.00	<i>Silvia Gherardi</i> (University of Trento) Service in practice and practicing service

### Lunch break – POSTER Session

13.00 14.00	
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### Plenary Session E – Chioistro

14.00 14.15	<i>Meet the editor</i>
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### Parallel Sessions

	Chioistro	Sorrento Room	Positano Room	Amalfi Room
14.20 15.40	Session n.16 <b>Service Ecosystem</b> <i>Chair: Löbler</i>	Session n.17 <b>The Viable Systems Approach</b> <i>Chair: Saviano</i>	Session n.18 <b>Service Systems</b> <i>Chair: Badinelli</i>	Session n.19 <b>web 2.0 or web 3.0, the semantic web</b> <i>Chair: Caridà</i>
	<i>Ben Letaifa, Edvardsson, Kotaiba</i> – The arab spring revisited: drivers of service ecosystems transformation	<i>Botti, Grimaldi, Vesce</i> – Integrating VSA and S-D logic for conceptualizing viable value co-creation: an application to entrepreneurial intention and innovation in service ecosystems	<i>Alexander, Blasco-Arcas, Chen, Jonas, Raitel, Sörhammar</i> – Facilitating, enabling and evolving: the role of actor engagement platforms in complex service settings	<i>Ciasullo, Cosimato, Douglas, Troisi</i> – The “infection” of health care service ecosystem: the tools used for assessing patient satisfaction
	<i>Vink, Tronvoll, Edvardsson, Wetter-Edman, Aguirre</i> – Service ecosystem design: doing institutional work through design	<i>Simone, Calabrese</i> – The nesting architecture of T-shaped capacities: Fostering the requisite variety in the service economy	<i>Caputo, Wallezky, Ge, Carrubbo</i> – Combining the pillars of the Naples forum on Service: a multi-dimensional constructive tool	<i>Fernandes, Pinto</i> – Dimensions and outcomes of customer experience: a study on retail banking services
	<i>Badi, Razmdoost, Murtagh</i> – When Service Ecosystems Collapse: Understanding the Demise of the UK Green Deal	<i>Saviano, Barile, Reynoso, Caputo, La Sala</i> – Envisioning future scenarios for service research	<i>Ojuri, Pryke, Badi</i> – Service exchange between service ecosystems and networks: resource integrators as value co-creation	<i>Holmqvist, Cadario</i> – Why and when does the valence of online consumer reviews influence service evaluations?

	<i>Röndell, Sörhammar – Managing Service Ecosystems – an intentional ecosystems approach</i>	<i>Iandolo, Armenia, Carrubbo – A System Dynamics simulation model for sustainable value through the Viable Systems Approach</i>	<i>Ehret, Wirtz – Service enterprise – cocreative ownership and the transformation of uncertainty</i>	<i>Keller, Moehring, Schmidt – Data-driven location-based services for decision making in tourism</i>
15.40 16.00	Coffee break			
	Parallel Sessions			
	Chioistro	Sorrento Room	Positano Room	Amalfi Room
16.00 17.20	Session n.20 <b>Actors and Identity</b> <i>Chair: Wieland</i>	Session n.21 <b>Service Ecosystems</b> <i>Chair: Ben Letaifa</i>	Session n.22 <b>Service Innovation</b> <i>Chair: Russo Spena</i>	Session n.23 <b>Service Science</b> <i>Chair: Troisi</i>
	<i>Koskela-Huotari, Siltaloppi – Dynamic construction of resource integrating actor's identity</i>	<i>Simmonds, Gazley – Ecotones: the complex transitional zones of service (eco) systems</i>	<i>Iwanczuk-Prost – Embedding Innovation in Service</i>	<i>Botti, Grimaldi, Monda, Vesce – Smart service systems in restaurant management: a case study analysis</i>
	<i>Frias, Lusch – Resource Integration: Intellectual property rights from Service-dominant logic lens and the evolving boundaries of innovation</i>	<i>Díaz-Méndez, García-Gallego – On how student satisfaction surveys may affect the natural flow of higher education ecosystem service</i>	<i>Caridà, Colurcio, Russo Spena, Kandampully – Unloking the potential of technology for inclusive service innovation in emerging economies</i>	<i>Cavacece, Moretta Tartaglione – The development of service science in management research: a bibliometric analysis the development of service science</i>
	<i>Bruni, Carrubbo – Decision making and purpose of the actor in service systems</i>	<i>Hoffmann, Lecamp – Socioecological strategy, Field Theory, SD Logic and Turbulence in the Swiss watchmaking field</i>	<i>Shishan, Perks, McCabe – Causation and Effectuation in the context of Service Innovation in small, independent firms</i>	<i>Maione, Pellicano, Heydarian-Forushani, Torre – Service-oriented architectures: energetic settings as service systems</i>
	<i>Findsrud, Tronvoll – Resource integration in value co-creation: Integrative framework from S-D logic and Motivation Theory</i>	<i>Kao, Dacko – Service Sweethearting and Value Co-creation: A Service-Dominant Logic Perspective</i>	<i>Quero, Ventura – Balanced centricity: innovation through institutionalization in complex service systems</i>	<i>Botti, Grimaldi, Monda, Vesce – Co- production and co-creation: identifying customer activities before, during and after service delivery</i>
18.00	Sorrento Guided Tour			
19:30	Gala Dinner & Awards– Hotel Continental			

## Friday 9<sup>th</sup> June, 2017

### Plenary Session F – Chioistro

8.50  
10.00 *Roderick J. Brodie* (University of Auckland), *Jodie Conduit* (University of Adelaide), *Helge Löebler* (University of Leipzig), *Cristina Mele* (University of Naples “Federico II”) & *Jaqueline Pels* (University of Torcuato di Tella).  
Philosophical Foundations for Research and their Implications on Service Research  
Commentary by *Steve Vargo*  
S-D logic 2025: exploring the critical role of midrange theory.

10.00  
10.30 **Coffee break**

### Parallel Sessions

	Chioistro	Sorrento Room	Positano Room
10.30 11.50	Session n.24 <b>Markets</b> <i>Chair: Edvardsson</i>	Session n.25 <b>Engagement</b> <i>Chair: Tronvoll</i>	Session n.26 <b>Value co-creation and the changing role of suppliers and customers</b> <i>Chair: Díaz-Méndez</i>
	<i>Baker, Brodie, Smith</i> – Market shaping through service innovation: Institutional work from a service-dominant logic perspective	<i>Brady, Claffey</i> – The need to view social media as a consumer engagement platform: Challenges and technologies	<i>Leckie, Nyadzayo, Johnson</i> – Value creation: the role of customer participation and perceived innovative aspects of service innovation
	<i>Brodie, Fehrer, Nenonen, Storbacka</i> – Learning with the market when commercializing radical technological innovation: a service dominant logic perspective	<i>Thion, Vernet</i> – Drivers of consumer’s engagement in value co-creation	<i>Maione, Loia, Torre</i> – Value co-creation in smart cities: measures of decision-making system benefits
	<i>Nenonen, Storbacka, Frethey-Bentham</i> – Market-shaping strategies: antecedents, elements and outcomes	<i>Sahiti, Paton, Veloutsou</i> – Ontological Foundations for Different Types of Value Creation Practices	<i>Husmann</i> – Resource Integration and Organizational Identity in B2B Systems
	<i>Gosling, Richard, Seo</i> – Market Boundaries in the Service-Centric Paradigm: A case study of the New Zealand mobile telecommunications market	<i>Winklhofer, El Kolaly, Peters</i> – Exploring consumer engagement in online communities – a practice-based approach	<i>Sarno, Gaeta, Polese</i> – A new consensus method for social networks viability

### Parallel Sessions

	Chioistro	Sorrento Room	Positano Room
11.50 13.10	Session n.27 <b>Service Systems and Service Ecosystems</b> <i>Chair: Storbacka</i>	Session n.28 <b>Markets and Ecosystems</b> <i>Chair: Sebastiani</i>	Session n.29 <b>Internet of Things and Internet of Everthings</b> <i>Chair: Carrubbo</i>
	<i>Finsterwalder, Fehrer, Robinson, Conduit, Brodie</i> – From emergence to disruption - Exploring the rise and fall of a Service Ecosystem from a Service-dominant Perspective	<i>Darmayanti Dahlia</i> - Service - brand value co-creation in health care	<i>Laudien, Clauss</i> – Understanding the Influence of the (Industrial) Internet of Things on Product Service Transition: A Qualitative-empirical Analysis
	<i>Polese, Ciasullo, Troisi, Maione</i> – Assessing intellectual capital in service ecosystem perspective: some evidences from university context	<i>Coppola, Mele, Russo Spena, Marzullo</i> – Cognitive computing and market innovation	<i>Schimdt, Moehring, Keller</i> – Digitized products as source of strategic benefit
	<i>Jonas, Roth</i> – Institutions and innovation in service ecosystems – resource integration in multi-player innovation settings	<i>Närvänen, Leipämaa-Leskinen</i> – Collaborative market practices within a consumer-driven local food service system	<i>Meierhofer</i> – Service value creation using data science
	<i>Brown</i> – Inclusive and Representative Place Branding: An Adaptive Service Ecosystem Approach	<i>Nathan-Roberts</i> - Affective Service System Design Assisted by Quantified Self Technology	<i>Tregua, Amitrano, Bifulco, Gargiulo</i> – When value talks

13.10  
14.00 **Lunch break**

### Plenary Session G – Chioistro

14.00  
15.30 **Closing Panel**  
*Ralph Badinelli* (Virginia Tech), *Bo Edvardsson* (Karlstad University), *Cristina Mele* (University of Naples “Federico II”), *Francesco Polese* (University of Salerno), *Kay Storbacka* (University of Auckland) & *Steve Vargo* (University of Hawaii)