



## Tuesday 9<sup>th</sup> June 2015

18.00-20.30	Registration & Welcome cocktail - Centro Congressi Federico II, via Parthenope, 36, Napoli
-------------	--

## Wednesday 10<sup>th</sup> June, 2015

8.15	Registration - Centro Congressi Federico II, via Parthenope, 36, Napoli
------	---

### Plenary Session - Aula Magna

8.30	<p>Opening Ceremony</p> <p><i>Cristina Mele</i> - University of Naples 'Federico II'</p> <p><i>Francesco Polese</i> - University of Salerno</p> <p><i>Gaetano Manfredi</i> - Rector, University of Naples 'Federico II'</p> <p><i>Aurelio Tommasetti</i> - Rector, University of Salerno</p> <p><i>Alberto Pastore</i> - Sapienza, University of Rome &amp; President of Italian Management Association (SIMA)</p>
------	--

9.15 9.55	<i>Evert Gummesson</i> - Stockholm University Society as a network of service systems: the time for legal- bureaucratic and non-coherent government agencies is long overdue.
--------------	--

9.55 10.35	<i>Steve Vargo</i> - University of Hawaii Institutions and Axioms: Updating and Extending Service-Dominant Logic
---------------	---

10.35 11.05	Coffee Break
----------------	--------------

### Parallel Sessions

	Aula Magna	Sala A	Sala B	Sala C
	<b>Resource Integration</b> <b>Chair: Tiziana Russo Spena</b>	<b>ICT &amp; Service</b> <b>Chair: Irene Ng</b>	<b>Customer</b> <b>Chair: Anu Helkkula</b>	<b>Networks</b> <b>Chair: Bard Tronvoll</b>
	<i>Danatzi, Karpen, Kleinaltenkamp</i> - Investigating an Individual Actor's Readiness for Resource Integration in Service Ecosystems	<i>Hofacker, Bridges</i> - On the Evolution of Self-Service Technology	<i>Heinonen, Jaakkola, Neganova</i> - Foundations and manifestations of Customer-to-Customer value creation	<i>Ekman, Røndell</i> - Bridges and gaps between S-D Logic and the IMP tradition: A comparative analysis
11.05 12.45	<i>Carida', Edvardsson, Colurcio</i> - Modes of resource integration driving value co-creation: an empirical investigation in virtual brand communities	<i>Bassano, Calza, Gaeta, Loia, Orciuoli, Spohrer</i> - Social Semantic Web and Collective Knowledge Systems as Technological Enablers for Value Co-Creation in Service Systems	<i>Suzuki, Takemura, Hamamura</i> - Effects of the Focus on Goals versus Processes of Actions on Consumers' Perceptions of Service Recovery Efforts	<i>Gambarov, Calabrese, Hysa</i> - A Network-Service-System Framework for Analyzing and Measuring the Relationship between Trust's Antecedents, E-Trust, and Purchase Intention in Ecommerce
	<i>Wernicke, Kleinaltenkamp</i> - The impact of resource integrating practices in collaborative innovation on service beneficiaries' value creation	<i>Ng, Wakenshaw</i> - Engineering a Platform for Personal Data as a Service: The Economic model for the HAT (hub of all things)	<i>Skourtis, Assiouras, Karaosmanoglu</i> - Exploring the role of context and adaptability on customer value co-recovery behaviour	<i>Moretta Tartaglione, Bruni</i> - International networks and internationalization processes of SMEs: a CAS Approach
	<i>Gidhagen</i> - Reconfiguring Dormant Resources in Resumed business: A2A Value Creation in a Mining Context	<i>Breidbach</i> - The role of connectivity in service systems	<i>Peters</i> - Personal values, attitudes and value cocreation in hobbies	<i>Närvänen, Huotari, Koivisto</i> - Coordinating collective consumption networks - The supplier's perspective
	<i>Ness, Haugland, Aarstad</i> - Resource integration in service networks	<i>Wallezky</i> - The Relations between Service Science and IT	<i>Mickelsson, Lipkin</i> - Systems of Customer Activity	<i>Sepp</i> - Switching of actor roles in A2A network: Investigation of blogger as an actor role



Plenary Session – Aula Magna				
12.45 13.25	<i>Jim Spohrer</i> , IBM Almaden Research Centre, US - Boosting The Creativity and Productivity of People in Smart Service Systems			
13.25 14.25	Lunch			
Parallel Sessions				
	Aula Magna	Sala A	Sala B	Sala C
	<b>Value Chair: Bo Edvardsson</b>	<b>Human aspects of Service Science Chair: Lou Freund</b>	<b>Service &amp; ICT Chair: Leonard Walletzky</b>	<b>Service Ecosystem Chair: Linda Peters</b>
	<i>Heinonen, Tronvoll</i> - The layers of value; a conceptualization of the phenomenological notion	<i>Alexander, Murdy, Bryce</i> - Cocreating history: a new perspective on the old problem of role conflict and stress	<i>Fonferek, Kleinaltenkamp</i> - How to configure Touch Points: The Influence of Service Design on Customer Service Engagement	<i>BenLetaifa, Edvardsson, Koitaba</i> - Drivers of Service Eco-Systems transformation
14.25 16.05	<i>Sigala</i> - Social value co-creation: findings and implications from Mageires the social restaurant	<i>Freud</i> - An Introduction to T-shape metrics: how T-shaped ARE you?	<i>Keller, Rainer, Moehring, Bayer</i> - Augmented Reality in the travel industry: A perspective how modern technology can fit consumer's needs in the service industry	<i>Patricio, Fisk, Spohrer, Beirao</i> - Designing Service Platforms for Service Ecosystems: An Application to Health Care
	<i>Holmqvist, Diaz Ruiz, Penaloza</i> - Value as a fleeting moment: Value-in-use in a temporal practice	<i>Barile, Saviano, Polese, Caputo</i> - T-Shaped People for addressing the Global Challenge of Sustainability	<i>Fragidis, Konstantas, Tarabanis, Koumpis</i> - Value Creation and co-creation in the mobile cloud	<i>Shoji, Taguchi, Inoue</i> - Review on Resource Integration in Service Ecosystem: Mascot characters as keystone in Japan
	<i>Stampacchia, Colurcio, Coppola, Edvardsson</i> - Perspectives on value in use and in (social) context	<i>Skourtis, Assiouras, Karaosmanoglu, Decaudin</i> - When employee co-destroyed customers' well-being	<i>Rettinger</i> - Value co-creation in the age of customer analytics 3.0	<i>Chou</i> - An empirical exploration of coopetition between systems within a service ecosystem
	<i>Foglieni, Holmlid</i> - Determining value dimensions for an all-encompassing service evaluation	<i>Liewendahl</i> - Evaluating Employees' Motivation to Live up to Value Propositions	<i>Mikusik</i> - Cyber-Physical Systems as Service Systems: Implications for S-D Logic	<i>Tsiotsou, Vargo</i> - The application of Service-Dominant logic in Sport Services
16.05 16.25	Coffee Break			



Parallel Sessions				
	Aula Magna	Sala A	Sala B	Sala C
	<b>Service Research Chair: David Ballantyne</b>	<b>Service Experience Chair: Maria Colurcio</b>	<b>Service Chair: Heiko Wieland</b>	<b>System &amp; Complexity Chair: Helge Loebler</b>
	<i>Brodie, Fehrer, Smith</i> - Theorizing about Service Dominant Logic: A Corpus Linguistics Approach	<i>Fernandes, Cruz</i> - Measuring Experience Quality and Outcomes in Services: The Case of Port Wine Cellars	<i>Stanziano, Amitrano, Bifulco</i> - Service-based business model in high-tech cultural districts	<i>Badinelli</i> - Constructing viable service systems through the application of Normalized Systems Theory
16.25	<i>Kaartemo, Attila</i> - Future research agenda for S-D logic	<i>Dube</i> - Customer learning in phenomenological service experience: experiential learning through Apps	<i>Petz, Duckwitz, Schlick</i> - Development and empirical evaluation of a Comprehensive Service Productivity Model	<i>Koskela-Huotari, Sitaloppi, Vargo</i> - Understanding institutional complexity in service ecosystems -
17.45	<i>Fisk</i> - A Service Logic History of Service and Service Marketing	<i>Lundesgaard</i> - Exploring (accumulated) customer experiences with value creation – a holistic approach	<i>Ojasalo, Ojasalo</i> - Using Service Logic Business Model Canvas in Lean Service Development	<i>Tregua, Russo Spena, Bifulco</i> - Innovation in multiple contexts: searching in the jungle of innovation conceptualisations
	<i>Hartmann, Wieland, Vargo</i> - S-D Logic, Strategic Advantage and Business Models	<i>Horbel, Popp, Woratschek</i> - Context-Dependent Co-Creation of Event Experience and Value	<i>Cassia, Ugolini, Cobelli, Gill</i> - Does a service-based positioning of the offering enhance customer perceived value?	<i>Carrubbo, Iandolo, Pitardi</i> - The viable decision maker for CAS survival: between change and adaptation
20.00	Dinner Rosso Pomodoro Via Parthenope 11			



## Thursday 11<sup>th</sup> June 2015

Plenary Session – Aula Magna				
8.45 9.15	<i>David Ballantyne</i> , Univeristy of Otago Understanding value in context: The Servicescape in digital service-space			
Parallel Sessions				
	Aula Magna	Sala A	Sala B	Sala C
	<b>Value proposition Chair: Jennifer Chandler</b>	<b>Service Systems Chair: Jim Spohrer</b>	<b>Ecosystem Chair: Charles Hofacker</b>	<b>Brand Chair: Pier Paolo Testa</b>
	<i>Frow, Reisman, Payne</i> - Co-pricing: Co-creating customer value through dynamic value propositions	<i>Jonas, Roth, Moeslein</i> - Actor integration in service systems – exploring effects on a micro level	<i>Carida', Colurcio, Russo Spena, Basso, Macke</i> - Smart Service System and Smart cities: towards an ecosystem	<i>Norrgrann</i> - Brand identity and the network – a longitudinal study of brand and relationship development
	<i>Kaartemo</i> - Multi-level value proposition development	<i>Kryvinska, Stosikj, Strauss, Gregus</i> - Service Science, Service Systems and Service Innovation	<i>Brown</i> - Exploring Cultural Leadership Ecosystems and Their Role in Urban Regeneration	<i>Blasco, Holmqvist</i> - Brand contamination in social media and luxury value perceptions
9.15 10.55	<i>Quero María, Kelleher, Ventura</i> - Value proposition as a framework for value co-creation in crowd-funding ecosystem	<i>Golinelli, Barile, Saviano, Farioli, Yarime</i> - Towards a common framework for knowledge co-creation: opportunities of collaboration between Service Science and Sustainability Science	<i>D'Aniello, Gaeta, Piciocchi, Rarità, Sorgente, Tomasiello</i> - A service-based framework for personal time management in smart cities	<i>Murat, Simoni</i> - Tourism in worldism: revisiting the model of tourism destination brand equity via worldness
	<i>Holmqvist, Guest, Grönroos</i> - Consumer construal of value propositions	<i>Laud, Karpen, Mulye, Rahman</i> - Drivers and Outcomes of Value Co-creation Behaviours in Service Systems: Investigating Potential Boundary Conditions	<i>Tregua, Brozovic</i> - The silent contribution of flexibility to service systems: the example of smart cities and Service Innovation	<i>Cantone, Testa, Marrone</i> - Consumer Brand Engagement Positioning in Marketing Theory under a Service Dominant Logic Perspective
	<i>Ayvari, Jyrämä</i> - Rethinking value proposition tools for living labs	<i>Wolny</i> - Multichannel customer journeys as service systems – implications for S-D Logic	<i>Enquist, Sebhatu</i> - Dynamic and Complex Public Transit Service Eco-system for Resilient Living Cities	
10.55 11.25	Coffee Break			
Plenary Session – Aula Magna				
11.25- 12.55	Philosophical Foundations for Research and their Implications on Service Research Chair: <i>Jaquie Pels</i> , <i>Rod Brodie, Bo Edvarsson, Helge Loebler, Cristina Mele, Linda Peters, Bard Tronvoll</i> ,			
12.55 13.55	Lunch			
	Poster Session <i>Ekman, Raggio, Thompson</i> – Assessing the firm’s self-service technology (SST) readiness: an empirically grounded explanatory model <i>García-Gallego, Chamorro Mera</i> - New insights on Financial Sector Marketing: confirmation of a Region-of-Origin Effect <i>Liewendahl</i> – Value Propositions and a Human Service Logic <i>Mladenow, Bauer, Strauss, Gregus</i> - Location-based crowdsourcing services - a taxonomy of value-co-creation			



Parallel Sessions				
	<b>Aula Magna</b>	<b>Sala A</b>	<b>Sala B</b>	<b>Sala C</b>
	<b>Ecosystem</b> <b>Chair: Suvi Nenonen</b>	<b>Service</b> <b>Chair: Paul Maglio</b>	<b>Healthcare</b> <b>Chair: Luca Carrubbo</b>	<b>Service-Dominant Logic</b> <b>Chair: Marco Tregua</b>
	<i>Nenonen, Storbacka</i> - Design elements for market-driving strategies: a managerial perspective	<i>Holopainen, Kaski, Alamäki, Niemi</i> - Service sales interaction: Successful and failed encounters by sellers and buyers	<i>Carrubbo, Bruni, Cavacece, Moretta Tartaglione</i> - Service system platforms to improve value co-creation: insights for translational medicine	<i>Tuccillo, Troisi</i> - A new perspective on port supply chain management according to the Service Dominant logic
	<i>Shoji, Soga, Shinohara</i> - Review of process orientation in international markets: A case study of Japanese firms	<i>Maglio, Montoya, Matlock</i> - Grounding and the service encounter	<i>Botti, Cosimato, Torre, Troisi</i> - Citizens' participation in healthcare services re-design. How Public Health Providers perceive their contribution	<i>De Falco, Angrisani</i> - Requalification's policies of urban deprived areas through research centres: the case of research centre CESMA in east area of Naples
13.55 15.35	<i>Kaartemo, Jaakkola</i> - Dialectical market shaping process	<i>Kryvinska, Kaczor, Strauss, Gregus</i> - Servitization - transition from manufacturer	<i>Helkkula, Kelleher, Lähteenmäki</i> - Negative and deferred value in healthcare: Challenges and choices in severe chronic illnesses	<i>Abbate, Casali, Perano</i> - Service Dominant Logic and Open Innovation Intermediaries: a possible meeting?
	<i>Peters, Taillard, Pels, Mele</i> - Understanding service ecosystems and doing Dialectic: What it is and why it matters	<i>Seino</i> - Value Co-Creation and marketing in manufacturing industry	<i>Nordgren, Planander</i> - Patient pathways into healthcare – the need for matching?	<i>Barile, Sansone, Formisano</i> - The relationships between the advanced marketing tools and the risk management: an empirical study on the banking sector
	<i>Di Pietro, Edvardsson, Guglielmetti Mugion, Reynoso, Renzi, Toni</i> - Inhibitors and enablers of a service eco-system scaling up: the case of EATALY company	<i>Cozzolino, Wankowicz, Massaroni, Kleinaltenkamp</i> - Sustainable supply chain management needs sustainable logistics services. The strategic role played by logistics service providers	<i>Patricio</i> - Designing services for value co-creation among interdependent actors: from blood donation to blood transfusion	<i>Amitrano, Tregua, Bifulco</i> - Visitors' experience through smart technologies
15.35 15.55	Coffee Break			
<b>Plenary Session – Aula Magna</b>				
15.55 16.15	Meet the Editors			
16.15 17.35	<i>Rod Brodie, Suvi Nenonen, Kaj Storbacka, Linda Peters</i> Contribution in Service Research: Collaborative Theorizing with Managers Commentary by <i>Evert Gummesson</i>			
20.00 23.30	Gala Dinner – Ristorante Caruso (Hotel Vesuvio)			



## Friday 12<sup>th</sup> June, 2015

Plenary Session – Aula Magna			
8.45 9.00	<i>Dr Luigi De Magistris, Mayor of Naples</i>		
9.00 9.30	<i>Pennie Frow, University of Sydney and Adrian Payne, University of New South Wales</i> Origins and Development of the Value Proposition Concept		
Parallel Sessions			
	Aula Magna	Sala A	Sala B
	Ecosystem Chair: Jaquie Pels	Service & Customer Chair: Janet Ward	Market & Relationships Chair: Angela Caridà
	<i>Storbacka, Nenonen, Brodie</i> - Actor engagement as the micro-foundation of Service Systems emergence	<i>Shu Ching Chen, Quester</i> - The relative contribution of love and trust toward customer loyalty	<i>Athanasopoulou, Giovanis Apostolos</i> - Integrating social media in marketing strategy of service firms
	<i>Koskela-Huotari, Wieland</i> - Institutional perspective on value determination	<i>Åkesson, Edvardsson</i> - Role transformation in self-service based systems	<i>Gidhagen, Sörhammar, Röndell</i> - Modern Media and the Role of the Dialogue for External Effectiveness
9.30- 11.10	<i>Taillard, Peters, Pels, Mele</i> - The role of shared intentionality in the emergence of (service) ecosystems	<i>Mustak</i> - Improving Customer Participation in Knowledge Intensive Business Services	<i>Melia, Candi, Colurcio</i> - Well-Being: a new dimension to address in business models
	<i>Chandler, Chen</i> - The Role of Institutions in Service Systems	<i>Ward, Gummerus</i> - Understanding virtual co-creation activities in a teen virtual world environment	<i>Valjakka, Lappainen</i> - Small firm challenges in developing value partner relationships
	<i>Frow, McColl-Kennedy, Payne, Govind</i> - Evolution of the ecosystem: the critical role of actor-connectors	<i>Formisano, Antonucci, Fedele</i> - Corporate culture and co-creation of value. The Zeta Consulting case	<i>Esposito De Falco, Vargas Sanchez, Cucari</i> - Social innovation practices: focus on success factors for crowdfunding
11.10 11.40	Coffee Break		
Plenary Session – Aula Magna			
11.40 13.10	<i>Kaj Storbacka, Steve Vargo, Jaquie Pels, Cristina Mele, Suvi Nenonen, Luis Arajuo</i> Where should research on markets and service ecosystems go next?		
13.10 14.10	Lunch		
Plenary Session – Aula Magna			
14.10 14.30	<i>Christian Gronroos, Hanken School of Economics</i> Service as business logic - research directions		





		Parallel Sessions		
		Aula Magna	Sala A	Sala B
		Service Innovation Chair: Heiko Wieland	Value co-creation Chair: Maria Colurcio	Experience Chair: Enzo Baglieri
14.30- 16.10		<i>Meiren, Edvardsson, Jaakkola, Khan, Reynoso, Schäfer, Sebastiani, Weitlaner, Witell</i> - Derivation of a service typology and its implications for new service development	<i>Díaz-Méndez, García-Gallego, Gummesson, Saren</i> - On implementing value co-creation in Higher Education Service: seeds of a value depletion circle?	<i>Baglieri, Croom</i> - Can service industrialization deliver customer experience? Evidence from online higher education services
		<i>Mele, Corsaro, Sebastiani</i> - How service innovation shapes value creation in multi-stakeholder systems: A social construction approach	<i>Tommasetti, Troisi, Vesce</i> - Customer value co-creation: a conceptual measurement model in a Service Dominant Logic perspective	<i>Dyck, Fliess</i> - The journey is its own reward: a set-configuration analysis of customer experiences
		<i>Loebler</i> - Service, requisite variety and entropy	<i>Bailey, Kearney</i> - Social Media as a Facilitator for Consumer Value Co-Creation in the Higher Education Sector	<i>Klaus, Beke</i> - Holistically Exploring the B2B Customer Experience (CX)
		<i>Peters, Pressey, Gilchrist, Johnston</i> - Building relationships and fostering learning and innovation with knowledgeable clients	<i>Ohyabu, Taguchi</i> - Value Co-Creation in Everyday Life	<i>Klaus, Lemon, Keiningham, De Keyser</i> - The Customer Experience (CX): A Conceptual Framework
		<i>Sangiorgi, Prendiville, Jung</i> - Designing for Service Logic: when Service Design informs and engages with cultural change in organizations	<i>Holmqvist, Blasco Arcas</i> - Challenges in co-creating luxury	<i>Improta</i> - A practice-based approach to understand how actors co-create innovation
	<b>Plenary Session – Aula Magna</b>			
16.10	Priority research from now and until the 2017 Forum			
16.45	<i>Steve Vargo, Jim Spohrer, Evert Gummesson, Cristina Mele, Francesco Polese</i> - Closing Panel			