



**The 2013 Naples Forum on Service - Service Dominant logic,  
Network & Systems Theory and Service Science:  
Integrating three perspectives for a new service agenda**

## FORUM PROGRAM

**Tuesday, 18<sup>th</sup> June 2013**

19.30-21.30 Welcome and Registration - Hotel Regina Isabella, Piazza Santa Restituta, 1 - Lacco Ameno, Ischia

**Wednesday, 19<sup>th</sup> June 2013**

08.00 Registration - Hotel Regina Isabella, Piazza Santa Restituta, 1 - Lacco Ameno, Ischia

Plenary Session Sala Azzurra

8.30-8.40 Opening Ceremony - *Cristina Mele* - University of Naples "Federico II" and *Francesco Polese* - University of Salerno

8.40-9.15 *Evert Gummesson* - Stockholm University - Research methodology within the Complexity Paradigm; highlights from a forthcoming book.

9.15-9.55 *Stephen Vargo*, University of Hawaii and *Robert Lusch*, University of Arizona - Service-Dominant Logic: Premises, Perspectives, Possibilities

9.55-10.05 The 'S-D Logic Award': Award Ceremony 2013

10.05-10.35 Coffee break

Parallel Session

	Sala Azzurra	Sala Pinetina	Sala Agrumi
	<b>Service innovation (1)</b>	<b>Service system (1)</b>	<b>Value co-creation (1)</b>
	Chair: <i>Cristina Mele</i>	Chair: <i>Francesco Polese</i>	Chair: <i>Nicoletta Occhiocupo</i>
	<i>Kallio-Lappalainen</i> "Organizational learning in an innovation network – enhancing the agency of a municipality"	<i>Piciocchi-Bassano-Spohrer-Fisk</i> "Enhancing Place Reputation of Local Service Systems in the Performing Arts Perspective. An analysis of regional cases"	<i>Occhiocupo-Friess</i> "Exploring what motivates consumers to co-create value in virtual fashion communities"
10.35-12.15	<i>Russo Spena-Mele</i> "Learning and knowing in collaborative innovation"	<i>Badinelli</i> "Trajectories of viable and non-viable service systems"	<i>Gidhagen-Röndell-Sörhammar</i> "The Online Community as a Vehicle for Mutually beneficial Value Creation"
	<i>Bailey</i> "Planning and Resource Integration in Consumer Learning Value Creation"	<i>Löbler</i> "When Trust Makes it Worse"	<i>Breidbach-Brodie-Hollebeck</i> "Beyond virtuality: from engagement platforms to engagement ecosystems"
	<i>Rindell-Strandvik-Sten</i> "The House is the Service – How Framing Drives Emerging Service Innovations"	<i>Bassano-Golinelli-Siano-Piciocchi</i> "Crisis Management and Human Resources from an integrated SSME+D&VSA approach"	<i>Karri-Kolakoski-Mikkonen-Pynnönen-Hallikas-Kannisto-Pietiläinen</i> "Investigating Drivers For Systemic Value For Customer In Integrated Ict Solution"
	<i>Koskela-Huotari-Friedrich-Isomursu</i> "Jungle of co"	<i>Kwan-Hottum</i> "Maintaining Consistent Customer Experience in Service System Networks"	<i>Edvardsson-Klaus</i> "No signs of co-creation?! A critical examination of co-creation as strategic management practice"

Plenary Session Sala Azzurra

12.15-12.55 *Jim Spohrer*, Global University Programs at IBM - Ten Reasons Why Service Science Matters More Than Ever

12.55-13.45 Lunch



Plenary Session Sala Azzurra  
Systems theories contributes to Service Research

13.45-14.50	Chair: <i>Evert Gummesson</i> – <i>Helge Löbler</i> : Systems and service - areas for further research – <i>Jaquie Pels</i> : Towards a systemic resource-integration – <i>Sergio Barile, Francesco Polese and Marialuisa Saviano</i> : Value co-creation metrics, suggestions by the Viable Systems Approach – <i>Jim Spohrer</i> : Service Science: Reframing "The Skeleton Of Science" and progress		
14.50-15.05	The 'Evert Gummesson Outstanding Research Award': Award Ceremony 2013		
15.05-16.25	<b>Parallel Session</b>		
	Sala Azzurra	Sala Pinetina	Sala Agrumi
	<b>Service design</b>	<b>Value co-creation (2)</b>	<b>Service (1)</b>
	Chair: <i>Raymond Fisk</i>	Chair: <i>Janet McColl- Kennedy</i>	Chair: <i>Lino Cinquini</i>
	<i>Hatami</i> "The Role of Design in Service-Dominant Logic"	<i>Dalli-Galvagno</i> "Co-Creation Theory: The Emergence Of A Field?"	<i>Ainasoja-Mäkipää-Vull-Rytovuori</i> "Service-driven business renewal - Forerunner cases in industrial services"
	<i>Trischler-Scott-Kelly</i> "Service design. The examination of its place in service science"	<i>Melia-Colurcio-Caridà</i> "Value Co-Creation: A Useful Approach To Cope The Crisis"	<i>Laine-Cinquini-Soumala-Tenucci</i> "Roles of accounting and control in New Service Development within Servitization"
	<i>Wetter Edman-Edvardsson-Grönroos-Holmlid- Mattelmäki-Sangiorgi</i> "Design for Service: designing for and within service logic"	<i>Helle</i> "How do service ecosystems emerge, evolve and change? A constructivist model of preference formation"	<i>Patterson-Yu-Kimpakorn</i> "Killing Two Birds With One Stone: Cross-Selling in Traditional Service Units"
<i>Patrício-Fisk</i> "Service design in complex value networks"	<i>Rettinger</i> "The Customer as Co-Creator of Value"	<i>Wang-Liu-Lee</i> "A study on knowledge-based service process"	
16.25-16.45	Coffee break		
16.45-18.45	<b>Parallel Session</b>		
	Sala Azzurra	Sala Pinetina	Sala Agrumi
	<b>Value proposition and value in use</b>	<b>Value co-creation (3)</b>	<b>Experience</b>
	Chair: <i>Daniela Corsaro</i>	Chair: <i>Francesco Polese</i>	Chair: <i>Maria Colurcio</i>
	<i>Agndal-Borgström-Pereseina</i> "From product to service to solution: Value propositions and interaction patterns and capabilities"	<i>Pedrazza-Berlanda-Nicolini</i> "Software implementation of team decision-making procedure in child welfare"	<i>Blasco-Hernández Ortega-Jiménez Martínez</i> "An empirical study of the co-creation experience in interactive media: antecedents and consequences."
	<i>Sörhammar-Röndell</i> "An integrative perspective of Value-in-Use and Value Proposition"	<i>McCull- Kennedy -Ferrier-Cheung</i> "Active Ageing: Rethinking Productivity in Older Consumers"	<i>Åkesson-Edvardsson-Tronvoll</i> "Customers experience with self-service technology"
	<i>Pekkarinen-Palo-Komulainen-Niemi</i> "Service And Relationship Quality In Customer-Centric Value Creation"	<i>Helkkula-Linna-Kheller</i> "Health, Cost, Prevention and Cure – Value and Value Co-Creation in Public Healthcare"	<i>Rintamaki-Mitronen-Kijima</i> "Exploring mobile value creation in retail experience"
	<i>Jyrämä-Hanninen</i> "Management Of Value Co-Creation In Public Service Networks – Case city of Helsinki"	<i>Ilic-Shieff</i> "Value Co-creation in Healthcare: Towards Evidence Informed Marketing Practice"	<i>Klaus-Baines</i> "Customer Experience - the Next Evolutionary Step in Segmentation Practice"
	<i>Bruns-Jacob</i> "Understanding Value-in-Use – A General Approach for Measurement and a Context Specific Model Model"	<i>Mastushita-Kijima</i> "Value-in-context of Healthcare: What human factors differentiate quality of nursing services?"	<i>Edvardsson-Klaus</i> "The missing link? A Critical Examination of Service System's Role in Implementing Customer Experience Strategies"
<i>Maglio-Breidbach</i> "On the value proposition of big data"	<i>Iandolo-Calabrese-Antonucci-Caputo</i> "Towards a value co-creation based Healthcare System"	<i>Chen-Hollebeek</i> "Engaged Experience: Engagement, value change and co-creation experience"	
20.00	Dinner		



Thursday, 20<sup>th</sup> June 2013

Plenary session Sala Azzurra  
Building a bridge: Perspectives from FMM12

8.30-10.10	<p>Chair: <i>Kaj Storbacka</i> and <i>Rod Brodie</i>:</p> <ul style="list-style-type: none"> <li>– Theorizing about markets and marketing (<i>Rod Brodie, Christoph Breidbach, Linda Hollebeck, Helge Löbler, Linda Peters, Sandra Smith, David Sörhammar, Richard Varey</i>)</li> <li>– Market plasticity (<i>Hans Kjellberg, Suvi Nenonen, Cristina Mele, Jaqueline Pels, Laszlo Sajtos, Sara Lindeman, Lilliemay Cheung</i>)</li> <li>– Institutional Logic Matters - Coordinating Resource Integration (<i>Bo Edvardsson, Michael Kleinaltenkamp, Patricia McHugh, Bård Tronvoll, Jameson Watts, Charlotta Windahl</i>)</li> <li>– Formation and Roles of Symbols in Value Co-creation (<i>Melissa Akaka, Daniela Corsaro, Bob Lusch, Carol Kelleher, Paul Maglio, Yuri Seo, and Steve Vargo</i>)</li> <li>– Value propositions: a service ecosystem perspective (<i>Pennie Frow, Danilo Brozovic, Anthony Davidson, Toni Hilton, Janet McColl-Kennedy, Adrian Payne</i>)</li> </ul>		
10.10-10.50	<p><i>Robert Lusch</i>, University of Arizona and <i>Stephen Vargo</i>, University of Hawai Institutions, Ecosystems, and Innovation, in Value Co-creating Processes</p>		
10.50-11.20	Coffee break		
11.20-13.00	Parallel Session		
	Sala Azzurra	Sala Pinetina	Sala Agrumi
	<b>Market and Marketing</b>	<b>Value Co creation (3)</b>	<b>Service innovation (2)</b>
	Chair: <i>Suvi Nenonen</i>	Chair: <i>Diaz- Méndez Montserrat</i>	Chair: <i>Anne Rindell</i>
	<i>Mele-Pels-Storbacka</i> “Marketizing”	<i>Quero-Ventura-Santoja</i> “The role of balanced centricity to reach system stability on the creative industries adopting crowd-funding organizational model”	<i>Kreuzer-Ehrenhofer-Aschbacher</i> “Open service engineering. Value co-creation framework for cross enterprise Service engineering”
	<i>Sebastiani-Corsaro-Vargo</i> “The role of institutions in the evolution of service ecosystems”	<i>Halliday-Giraldo</i> “Value Co-creation at Service Encounters: A Practice-theoretical Approach”	<i>Hollebeck-Chen</i> “Positively- vs. Negatively-Valenced Engagement: Implications for S-D Logic”
	<i>Saviano-Pels-Barile-Polese</i> “VSA and SDL Contribution To Strategic Thinking In Emerging Economies	<i>Finsterwalder-Edvardsson</i> “Actors’ personalities and value co-creation in service systems”	<i>Dube</i> “Service Innovation as Consumer Experienced Phenomenon. A service experience Investigation of smartphone apps”
	<i>Diaz Ruiz-Holmqvist-Penaloza</i> “The Articulation of Value at a Market Level”	<i>Díaz Méndez-Saren-Gummesson</i> “Treating Advertising Agencies Clients As Value Creation Partners: Difficulties And Implications”	<i>Shoji-Inoue-Taguchi</i> “Service Concepts and Service Management in Japanese Firms”
<i>Wallin</i> “Innovating markets with ICT enabled service innovations – A dynamic capabilities perspective”	<i>Ben Letaifa-Fontaine</i> “How To Create Value For Customers Who Are Not The Intended Users Of The Service They Co-Create? The auditors-clients-investors triad analysis”	<i>Modina-Arnone</i> “The Effectiveness Of A Network System In Improving The Financial Innovation Of The Cooperative Banks”	
13.00-14.00	Lunch		



Parallel Session			
	Sala Azzurra	Sala Pinetina	Sala Agrumi
	<b>Special session: Service industrialization</b>	<b>Service system and Systems Thinking</b>	<b>Business models</b>
	Chair: <i>Vincenzo Baglieri</i>	Chair: <i>Maria Luisa Saviano</i>	Chair: <i>Kaj Storbacka</i>
	Keynote Speaker, <i>Uday Karmarkar</i> UCLA Anderson School of Management. “Service Industrialization: principles and implications”	<i>Jokinen</i> “Dynamic simulation of platform service adoption”	<i>Clauß-Laudien</i> “Service-dominant logic and business model concepts: fostering a shotgun wedding”
14.00-15.40	<i>Mandelli-La Rocca</i> “From service experiences to augmented service journeys: the impact of digital technology and networks on consumer services”	<i>Guarino</i> “Services and Service Systems under a Mesoscopic Perspective”	<i>Valjakka-Valkokari-Mäkitalo Keinonen</i> “Service Network Integrator: Aligning Business Models For Value Creation”
	<i>Baglieri-Croom</i> “Cinépolis Luxury Cinema: Factory or Theatre?”	<i>Geert</i> “Value Model Ontology for Service Systems”	<i>Vaittinen</i> “Service Integrators Responses to Customer Needs”
	<i>Baglieri-Zambolin</i> “Factory or Theatre? Evidences from a field study”	<i>Kijima-Rintamaki-Mitronen</i> “Value Orchestration Platform: Model and Strategies”	<i>Batista-Ng-Maull</i> “The homeostasis paradox of new business models”
	<i>Caridà-Colurcio-Melia</i> “Interactive health technologies and value co creation: the Mayo Clinic experience”	<i>Ranfagni-Guercini</i> “Business interactions in facility services: emerging paradoxes in the purchasing approach of Italian Municipalities”	<i>Sigala</i> “Designing competitive business models for travel intermediaries: an A2A resource exchange approach for creating, influencing and supporting market making mechanisms in the travel sector”
	<i>Mele-Polese-Gummesson</i> “Augmenting service research”		
15.40-16.00	Coffee Break		
Plenary session Sala Azzurra SIG (Special Interest Group) on Service Innovation (CFMT)			
16.00-17.00	Chair: <i>Roberta Sebastiani</i> – <i>Enzo Rullani</i> : Service Innovation in Knowledge Economy – <i>Laura Zanfrini</i> : CFMT: sustaining service innovation – <i>Daniela Corsaro, Cristina Mele, Roberta Sebastiani</i> : S(sense)B (bond) V(value) model in service innovation – <i>Leopoldo Camajoni</i> : Innovation and networking: the Promozionale Italiana experience		
Plenary session Sala Azzurra			
17.00-18.15	Theme. Northern lights II - Moderator: <i>Christian Grönroos</i> – <i>Christian Grönroos</i> : The Nordic School – Roots and Characteristics – <i>Annika Ravald</i> : A view of value – <i>Apramey Dube</i> : Service innovation: the customer experience – <i>Pekka Helle</i> : Service and value as construction – <i>Anne Rindell</i> : How service research contributes to branding – <i>Anu Helkkula</i> : The Nordic School in Practice The ‘Grönroos Service Research Award’: Award Ceremony 2013		
20.00	Gala Dinner with the Best Paper Awards and entertainment.		



Friday, 21<sup>st</sup> June 2013

Plenary Session Sala Azzurra

8.30-9.30	<p>Value Creation Through Service: Perspectives from CTF (Service Research Center)</p> <ul style="list-style-type: none"> <li>– <i>Bo Edvardsson</i> (moderator): Conceptualization service innovation grounded in S-D logic and service system</li> <li>– <i>Bo Enquist</i>: Values based governance, CSR and service innovation for sustainable business</li> <li>– <i>Anders Gustafsson</i>: Shifting focus towards the small details that have a big impact</li> <li>– <i>Phil Klaus</i>: Co-creation practices and their link to profitability</li> <li>– <i>Bård Tronvoll</i>: Novel marketing perspectives calls for an in-depth understanding of philosophical assumptions</li> <li>– <i>Maria Åkesson</i>: Role constellations in self-service based service systems</li> </ul>					
<b>Parallel Session</b>						
Sala Azzurra		Sala Pinetina		Sala Agrumi	Sala delle Carte	
<b>Service (2)</b>		<b>Complexity</b>		<b>Sustainable and ethic issue</b>		<b>Poster session</b>
Chair: <i>Rod Brodie</i>		Chair: <i>Francesco Polese</i>		Chair: <i>Tiziana Russo Spina</i>		
<i>Brodie-Smith-Lal</i> “Service Logic versus Service Dominant Logic: Differences in Terminology or Fundamental Theoretical Differences?”		<i>Ravald-Björk</i> “A Conceptualization Of Complexity in Service Landscapes”		<i>Enquist-Sebhatu-Johnson</i> “Transcendence business logic for steering and navigating in a value network for sustainable business”		<i>Ben Letaifa</i> “An Application Of Service-Dominant Logic In Financial Services: The Case Of Value-Co-Creation Through”
<i>Kunz-Simões Lages-Fisk</i> “Who works with whom in Service Research? A Dynamic Network Analysis of International Collaboration”		<i>Carrubbo-Clarizia-Hysa-Bilotta</i> “New “Smarter” solutions for the Healthcare Complex Service System”		<i>Ferguson-Paulin-Jost-Fallu</i> “Social Network Sites and Marketing “with” Millennials in Support of Social Cause”		<i>Wolny</i> “Evaluating Word-of-Mouth (WOM) as essential value proposition of cult fashion brands”
<i>Reynoso</i> “Reflections on the service management cycle at the base of the pyramid: drafting a research a research agenda”		<i>Di Nauta-Aguiari</i> “A2A relations and interactions in complex service contexts”		<i>De Chiara- Russo Spina</i> Cultural Issues In Sustainable Supply Chain Management		<i>Laudien-Freiling-Kahari-Piekkari</i> “Global companies, local services and regional governance: The penetration of service-dominant logic”
<i>Wallezky</i> “Is It Possible To Teach Service Science?”		<i>Nordin-Ravald-Servadio</i> “The Complexity of Value Creating Networks: Multiplicity, Heterogeneity, and Contingency”		<i>Marino-De Nisco-Mainolfi-Napolitano</i> “The influence of consumer ethnocentrism, animosity and product country image perception on attitudes towards foreign products. A study on Italian consumers”		<i>Ruutu-Kijima</i> “Agent-based simulation of service co-elevation”
10.50-11.20	Coffee break					
<b>Parallel Session</b>						
Sala Azzurra		Sala Pinetina		Sala Agrumi		
<b>Service Innovation (3)</b>		<b>Networks</b>		<b>Resource integration</b>		
Chair: <i>Roberta Sebastiani</i>		Chair: <i>Ralph Badinelli</i>		Chair: <i>Helge Löbler</i>		
<i>Gustafsson-Witell-Fombelle</i> “What is service innovation?”		<i>Ciasullo-Troisi</i> “Co-Created Value Through Smart Governance”		<i>Laud-Karpen-Mulye-Rahman</i> “Enriching service-dominant logic research through a social capital perspective: The role of embeddedness for resource integration”		





	<i>Mele-Russo Spena</i> “Co-innovating: The practices of collaborative innovation”	<i>Tregua-Medberg</i> “Do ethics play a role in the evaluation of bank services? A comparison between Sweden and Italy”	<i>Norrgrann</i> “Resources And Value In The Retail Context - The Role Of Embeddedness In Resource Integration”
	<i>Tammela-Toivonen</i> “Innovation with effectuation: conceptual discussion and a case study”	<i>Närvänen-Gummesson-Kuusela</i> “The collective consumption network”	<i>Tossavainen</i> “Beyond sporadic actions: How to approach multi-party stakeholder collaboration in service development”
		<i>Rosato-Gravili</i> “Destination telling: co-narration practices and value creation for tourism destinations”	<i>Breidbach</i> “The Roles of Service Provider and Customer as Co-Creators of Value”
Plenary session Sala Azzurra			
12.40-13.15	<i>Gerard Hastings</i> , University of Stirling and the Open University “In Praise of Bad Service”		
13.15-14.00	Lunch		
14.00-14.20	Plenary session Sala Azzurra - Meet the Editors		
Parallel session			
	Sala Azzurra	Sala Pinetina	Sala Agrumi
	<b>Service (3)</b>	<b>Value and customer</b>	<b>Value Creation</b>
	Chair: <i>Maria Colurcio</i>	Chair: <i>Annika Ravald</i>	Chair: <i>Anu Helkkula</i>
	<i>Festa-Tommasetti</i> “A Strategic Analysis Of Wine Tourism Areas From A Service-Based Perspective”	<i>Rettinger</i> “Customer Co-Production At Service Encounters”	<i>Rihova-Buhalis-Moital-Gouthro</i> “Practice-theoretical approach in the study of C2C co-creation in tourism settings”
14.20-15.40	<i>Della Corte-Del Gaudio-Iavazzi</i> “Looking inside the black box of service-dominant logic through a literature review”	<i>Taillard-Voyer-Glaveanu</i> “The Role of Consumer Creativity in the Value Creation Process: A Conceptual Framework”	<i>Clauß-Laudien</i> “Service reputation as a trigger of customer integration into value co-creation processes”
	<i>Marino-Gallucci-Bellelli</i> “The conceptual framework of Placescape. A new Service Marketing perspective for the territory system”	<i>Taillard-Gritzali</i> “Creative consumers cook up value in conversations”	<i>Holmqvist-Tregua-Casbarra</i> “Does communication favour co-production and co-creation?”
	<i>Della Corte-Del Gaudio-Savastano</i> “What does value co-creation really mean? Exploring the cases of cultural firms”	<i>Holmqvist-Duncan-Grönroos</i> “What determines customer perceptions of value? Psychological distance as a factor in value creation”	<i>Korhonen</i> “Clarifying the concept of need in the organizational context”
			<i>Moretta-Antonucci</i> “Value creation process in the fast fashion industry. Towards a networking approach”
			<i>Sarno-Polese-Ciambelli</i> “Translational medicine in practice - Smart pathways to health service innovation”
			<i>Formisano-Russo-Fedele</i> “Service innovation in the firms. The case P.A.L.MER.”
Plenary Session Sala Azzurra			
15.40-16.30	Panel: Service research future priorities & challenges <i>Bob Lusch, Steve Vargo, Evert Gummesson, Francesco Polese, Cristina Mele</i>		
16.30	<i>Cristina Mele &amp; Francesco Polese</i> - The 2013 Naples Forum on Service...towards 2015		