

Co-Chairs:

Dr. Christoph F. Breidbach

Dr. Kaisa Koskela-Huotari

Prof. Debora Sarno

WORKSHOP PREPARATION

Keynote presentations:

Professor Paul Maglio: “Developing Service Science”

Professor Marialuisa Saviano: “Systems Thinking for Service Research & Management”

Professor Stephen L. Vargo: “Service-Dominant Logic”

Research proposals and video-presentations from the PhD students

WORKSHOP

Monday, September 6, 2021

Villa Orlandi, Capri AND on-line in the Room Grotta Azzurra (Link will be sent separately)

Program

9:00 - 9:15 **Welcome** from the Co-Chairs

9:15 - 10:00 3-minute “My PhD project” **pitches** from the PhD students

10:00 - 11:00 **Mentoring session** (PhD students organized in groups with mentors and mentoring buddy – see attached list of groups)

11:00 - 11:15 *Break*

11:15 - 12:00 **Q&A**/interviews with keynotes Paul Maglio, Marialuisa Saviano and Stephen L. Vargo

12:00 - 12:15 *Break*

12:15 - 13:00 **Session** with Josina Vink: “Applying the NFS Pillars in my PhD Dissertation - A Retrospective”

13:00 - 14:00 *Lunch Break*

14:00 - 14:30 Feedback and reflection with **mentoring buddy**

14:30 - 15:00 **Joint reflection** and closing

The Naples Forum on Service 2021

DOCTORAL WORKSHOP – Mentoring groups

Group 1 - Mentors: Janet McColl-Kennedy and Mohamed Zaki (*Room Grotta Azzurra*)

Swapnil Morande, University of Naples, Italy

- Title: "Augmenting Psychosomatic Health Using Artificial Intelligence: Well-being Practices in Healthcare Ecosystem"

Andrea Ruggiero, University of Naples "Federico II", Italy

- Title: "Robotics in healthcare: The role of social and service robots in fostering well-being"

Group 2 - Mentors: Jodie Conduit and Kaj Storbacka (*Room I Faraglioni*)

Georgia Katsifaraki, University of Cyprus, Greece

- Title: "A study of complex transaction phenomena related to actor's co-creation within modern market ecosystems"

Mikèle Landry, University of Fribourg, Switzerland

- Title: "Value co-creation and customer well-being in service ecosystems"

Group 3 - Mentors: Elina Jaakkola and Ingo Karpen (*Room Marina Grande*)

Kim Feddema, UWA Business School, The University of Western Australia

- Title: "Understanding the role of online communities in wildlife trade"

Tugce Ozgen Genc, University of Strathclyde, UK

- Title: "Margin To Mainstream: Using Engagement to Change Entrenched Consumption Practices around Food Waste"

Group 4 - Mentors: Julia Fehrer and Bård Tronvoll (*Room Coffe Break*)

Erica Del Vacchio, University of Naples "Federico II", Italy

- Title: "Blockchain: main paths to create a value service innovation"

Jenny Elo, University of Jyväskylä, Finland

- Title. "Value Co-Creation in Continuous Cyber-Physical Service Innovation"

Group 5 - Mentors: Anu Helkkula and Jonas Holmquist (*Room Networking Area*)

Cesare Laddaga, University of Naples "Federico II", Italy

- Title: "The impact of emerging technologies on the cultural industry"

Angelo Ranieri, University of Naples "Federico II", Italy

- Title: "Customer Experience in the age of Artificial Intelligence: challenges and opportunities in the retail business"