



The 2011 Naples Forum on Service - Service Dominant logic, Network & Systems Theory and Service Science: integrating three perspectives for a new service agenda

FORUM PROGRAM

Program (as per 09 June)

Tuesday, 14th June 2011

19.00-21.00 Welcome and Registration - Hotel San Michele - Anacapri

Wednesday, 15th June 2011

08:00 Registration - Villa Orlandi

Plenary session Gazebo Auditorium

9.00-9.15 Opening Ceremony - *Evert Gummesson* - Stockholm University, *Cristina Mele* - University of Naples "Federico II" and *Francesco Polese* - University of Cassino.

9.15-10.00 *Stephen Vargo*, University of Hawai and *Robert Lusch*, University of Arizona - "Service-Dominant Logic: Looking Ahead".

10.00-10.30 *Dianne Fodell*, Almaden Research Center, San Jose "Reflections on Service Science research advances"

10.30-11.00 Coffee break

Parallel Session

	Gazebo Auditorium	Red Room	Sea Room
	Value co-creation and resource integration	Methodological challenges issues in service research	Web and Community
	Chair: Steve Vargo	Chair: Evert Gummesson	Chair: Rod Brodie
	<i>Helle</i> "Scripting practices for mutual gain: Value co-creation in business networks"	<i>Löbler</i> "Why does service exist? Requisite Variety, Mutualism and the Nature of Service"	<i>Colurcio-Melia-Caridà</i> "Virtual brand communities to integrate resource and experience"
	<i>Lindeman</i> "Market Agency in Subsistence Contexts"	<i>Karpen-Bove</i> "Service-Dominant Orientation: Empirical Measurement Model Considerations"	<i>Zagnoli-Radicchi</i> "The role of sport fan community in value co-creation"
11.00-12.40	<i>Sebhatu-Edvardsson-Enquist</i> "Corporate Governance and Corporate Social Responsibility as Resources in Service Dominant Logic for the Creation of a Values Based Service Business-An explorative study of IKEA, Starbucks, H&M and Lego"	<i>Nuutinen-Lappalainen-Airola</i> "Assessing industrial service culture and capability: three procedures for promoting service business transformation"	<i>Korhonen-Karhu</i> "Explaining the Evolutionary Development of the Web"
	<i>Enz-Lambert</i> "Are perceptual measurements of value co-creation good enough in business-to-business contexts?"	<i>Wilson-Macdonald-Konus</i> "Tracking holistic customer experience in real time"	<i>Schmidt</i> "Value-Co-Creation in Cloud-Computing"
	<i>Dibley-Clark</i> "Value Co-Creation in Strategic Partnerships: An Outsourcing Perspective"	<i>Holmqvist-Van Vaerenbergh</i> "What is the Customer Saying? Service-, person- and context-related characteristics of service communication"	



12.40-13.40	Lunch		
13.40-15.20	Parallel Session		
	Gazebo Auditorium	Red Room	Sea Room
	Value co-creation and changing role of suppliers and customers (1)	Service Innovation	Tourism & Leisure
	Chair: Ralph Badinelli	Chair: Kaj Storbacka	Chair: Primiano Di Nauta
	<i>Sasser-Merz</i> "Co-creation index: a CCI creativity pathway"	<i>Kuusisto-Riepula</i> "Increasing customer value by service innovation – towards a conceptual framework"	<i>Ciasullo-Carrubbo</i> "Tourist systems co-creation exchanges: service research and system thinking insights for destination competitiveness"
	<i>Kiane-Camelis-Dano-Ilosa</i> "How other customers influence client satisfaction during service delivery"	<i>Sempels-Hoffmann</i> "The role of value constellation innovation to develop sustainable service systems"	<i>Von Friedrichs</i> "Service Dominant logic and entrepreneurship as a perspective for regional development"
	<i>Hollebeek</i> "The Customer Engagement/Co-Created Value Interface: An S-D Logic Perspective"	<i>Russo Spena-Mele</i> "Co's' in innovating: co-creation within a practice-based view "	<i>Rökman-Moisio</i> "Musician's, fans' and record company's value co-creation in internet value co-creation and the changing role of suppliers and consumers"
	<i>Blasco-Hernandez-Jimenez</i> "Co-creation processes and engagement: an empirical approach"	<i>Rindell-Strandvik</i> "How brand communities can contribute to service innovation"	<i>De Nisco-Napolitano-Marino-Mainolfi</i> "The influence of Tourism Experience on Place-Image Perceptions and Post-visit Attitudes toward Local"
<i>Díaz-Méndez</i> "Value co-creation and university teaching quality: consequences for the european higher education area"		<i>Lund</i> "Leveraging cooperative strategy- the case of sports and arts sponsorship"	
15.20-15.50	Coffee break		
15.50-17.30	Parallel Session		
	Gazebo Auditorium	Red Room	Sea Room
	Customer centricity vs. balanced centricity	Value propositions	Doctoral session
	Chair: Ronald Ferguson	Chair: Michael Kleinaltenkamp	Chair: Robert Lusch
	<i>Chen</i> "Extending Service Dominant Logic: Proposition, Lexicon and Framework"	<i>Rintamaki-Mitronen</i> "Customer value propositions and co-creation of service in multi-channel retail contexts"	<i>Primitiva</i> "The success of service innovations: implications for firms' competitiveness"
	<i>Sampson-Menor</i> "Service-Dominant Logic 2.0: A Balanced Perspective"	<i>Winkler-Staniček</i> "Value Proposition Modelling for Service Innovation"	<i>Särkkä</i> "Exploring co-creation of value within customer-supplier and buyer-supplier relationships"
	<i>Jaakkola-Alexander</i> "Exploring co-creation networks: creating 'balanced centricity' within a public transport service system"	<i>Ng-Briscoe</i> "Value, Variety and Viability: Designing For Co-creation in a Complex System of Direct and Indirect (goods) Service Value Proposition"	<i>Valteri</i> "Influence of context in service exchange"
<i>Ravald</i> "Searching for Balanced Centricity Learnings from a small business context"	<i>Holtinen</i> "Contextualizing value propositions: examining how consumers experience value propositions in their practices"	<i>Cheung</i> "Collaborating to co-create value in social networks following a crisis"	
18:00	Visit to Dr. Axel Munthe's home and museum.		
19:30	Cocktail- Hotel San Michele		
Thursday, 16th June 2011			
8.30-9.00	Plenary session Gazebo Auditorium		
	<i>Evert Gummesson</i> - Stockholm University - "How do service research results reach textbooks and classrooms: Now it takes 10-40 years!"		



Parallel Session			
Gazebo Auditorium	Red Room	Sea Room	
Value co-creation and changing role of suppliers and customers (2)	Networks and many to many	New challenges for service logic	
Chair: Jaqueline Pels	Chair: Irene Ng	Chair: Ralph Badinelli	
<i>Cheung-McColl Kennedy</i> "Customer resource integration during negative events: Lessons from ants"	<i>Julien</i> "Points Passerelle»: developing a social network to help vulnerable people"	<i>Töhönen-Heiskala- Männistö</i> "Towards the operationalization of service logic"	
<i>Jacob-Rettinger</i> "The Role of customer co-production in value creation"	<i>Halinen-Jaakkola</i> "Value networks in new service development: evidence from a coordinator organization"	<i>Godsiff-Maull</i> "Operationalising and Managing Variety"	
<i>Helkkula-Kelleher</i> "Experiences and Practices – Challenges and Opportunities for Value Research"	<i>Ferguson-Paulin-Fallu</i> Value Co-Creations in Network Partnerships: A Service-Dominant Logic View"	<i>Kleinaltenkamp-Kluckert-Geiger</i> "Acceptance of Standardized Service Contracts"	
<i>Sebastiani-Dalli-Montagnini</i> "How consumers shape the market: ethics and value co-creation"	<i>Hansson-Sorensson</i> "Driving forces which can lead to the growth in the experience economy"	<i>Cinquini-Tenucci</i> "Management Accounting for Service: A Research Agenda"	
<i>Melia-Caridà-Colurcio</i> "Value co-creation and resource integration in Italian drugs distribution"	<i>Tax-Smith-Chandrashekar</i> "Tangled web or tidy knot? Assessing failure and recovery in a service network"		
10.40-11.00 Coffee break			
Parallel Session			
Value co-creation and changing role of suppliers and customers (3)	Service process and engineering	Value co-creation and ICT	
Chair: Helge Löbler	Chair: Diane Fodell	Chair: Tiziana Russo Spena	
<i>Polese-Pels-Brodie</i> "Theoretical underpinning to successful value co-creation"	<i>Baglieri-Zambolin-Resta-Karmarkar</i> "Positioning service industrialization strategies in the accommodation industry"	<i>Ward-Saren</i> "SD-Logic in computer mediated environments: identifying resources"	
<i>McColl Kennedy-Tombs</i> "When customer value co-creation diminishes value for other customers deliberately or inadvertently"	<i>Kreuzer-Schäfer-Aschbacher</i> "The Concept of Service Strategy Scorecard - an Integrated Approach for Lean Service Engineering and Service Improvement: Theoretical framework and implications for Service Science"	<i>Kontos-Kutsikos</i> "A service classification framework for value co-creation. The case of the Internet of Services"	
<i>Lefebvre</i> "Emergence of value co-destruction in B2B context"	<i>Badinelli</i> "Fuzzy-control models of service-system engagements"	<i>Napoletano-Pietrosanto-De Santo-Carrubbo</i> "Knowledge based service systems"	
<i>Brodie-Hollebeek-Smith</i> "Engagement: An important bridging concept for the emerging S-D logic lexicon"	<i>Smith-Maull-Ng-Punter</i> "Transitioning to Service"	<i>Heiskala-Hiekkanen-Korhonen</i> "The Impact of Information Technology Enabled Services on Value Co-Creation"	
<i>Della Corte-Savastano</i> "Productions of excellence as territory attraction's factors"	<i>Wieland-Kaartemo</i> "Complexity by Design"	<i>Lei</i> "How Service System Enable and Direct Co-creation of Value"	
Plenary session Gazebo			
12.40-13.20 <i>Robert Lusch</i> , University of Arizona and <i>Stephen Vargo</i> , University of Hawai - "Service-Dominant Logic as a Foundation for a General Theory"			
13.20-14.10 Lunch			
Poster session (during lunch) <i>Dunque-Maydeu-Olivares</i> "Toward a general framework of consumer satisfaction with public services" <i>Elo</i> "Co-creation of value in the knowledge and know-how transfer systems in car service business" <i>Hakanen-Jaakkola</i> "Specifying value creation roles through service concept development in B-to-B networks" <i>Haugland-Ness-Aarstad</i> "Relationship learning between service firms: The impact of inter-firm and network variables" <i>Piciocchi-Siano-Confetto-Paduan</i> "Driving Co-Created Value through Local Tourist Service Systems (LTSS) in Tourism Sector" <i>Shina-Santanam-Baird</i> "Hey! You! Get Off My Cloud: Incumbent vs. Challengers in the Software Services Market" <i>Shina-Santanam-Baird</i> "Network effects and Piracy". <i>Wolny-Maleorzata</i> "University industry collaboration: a Viable System Approach analysis in the creative sector"			
Plenary Session Gazebo			
14.10-14.40 <i>Jaqueline Pels</i> , Universidad Torcuato de Tella, "The Service Dominant Logic: The Elusive Strategy for the Underserved in the Emerging Economies"			



Parallel Session			
Gazebo Auditorium	Red Room		Sea Room
Market as networks	Business models to manage networks and service system		Services
Chair: McColl Kennedy	Chair: Annika Ravald		Chair: Paolo Stampacchia
14.40-16.20 <i>Kleinaltenkamp-Chatrath</i> "Customer-to-customer interaction in service ecosystems – measuring its relative contribution to value-in use and the willingness-to-pay for it in case of sport event provision"	<i>Tronvoll-Edvardsson-Vargo</i> "Alternative Ontological Foundations for Service System Conceptualization"		<i>Trotta-Iannuzzi-Cavallaro-Dell'Atti</i> "Banking reputation and CSR: a stakeholder value approach"
<i>Sempels-Hoffmann-Felix</i> "Integrating tacit knowledge through value co-creation: the case of Pas-de-Calais Habitat"	<i>Tronvoll-Edvardsson-Skålen</i> "Service System as a foundation for resource integration and value co-creation"		<i>Modina-Cavallone</i> "An empirical evidence of the effectiveness of a network in improving the quality of banking services"
<i>Occhiocupo</i> "The value co-creating process: lessons learned from the case of a leading manufacturer"	<i>Spohrer-Piciocchi-Bassano</i> "Three frameworks for service research: exploring multilevel governance in nested, networked systems"		<i>Reijonsaari-Helkkula-Linna</i> "Co-creating health"
<i>Rouquet-Goudarzi-Henriquez</i> "Managing the transfer of logistics services to the consumer: comparison of two cases"	<i>Freiling-Dressel -Laudien</i> "On the Sluggish Adoption of Total Cost of Ownership Business Models - An SDL Perspective"		<i>Formisano-Russo</i> "Service logic, value co-creation and networks in banking services"
16.10-16.30 Coffee break			
Parallel Session			
Value co-creation and changing role of suppliers and customers (4)	Integration and management of resources and capabilities		The role of network, interaction and relationships
Chair: Steve Vargo	Chair: Robert Lusch		Chair: Michel Paulin
16.30-18.10 <i>Corsaro-Sebastiani-Snehota</i> "Business Interaction in S-D Logic"	<i>Easton</i> "Staffing, Cross-training, and Scheduling with Cross-trained Workers in Extended-hour Service Operations"		<i>Russo Spena-Tregua-Stampacchia</i> "Shadow cone of strategizing in networks: influence and value creation in co-decisions"
<i>Andersson-Markendahl-Mattsson</i> "The Role of Artifacts in Shaping Service Markets"	<i>Valjakka-Kansola-Valkokari</i> "Facilitating factors of value co-creation in B to B relationships"		<i>Aguiari-Di Nauta</i> "Governing business dynamics in complex contexts"
<i>Storbacka-Nenonen</i> "On the marketness of markets"	<i>Rindell-Strandvik</i> "The role of image in S-D logic - Corporate image evolution in Mergers and Acquisitions"		<i>Ben Letaifa</i> "An application of ecosystem strategies framework to understand network performance"
<i>Mele-Pels</i> "Approaches to Theorizing the Market"	<i>Dauner</i> "Value co-creation in B2B-Marketing through Virtual Resource Integration"		<i>Jyrämä-Hakio-Mattelmäki</i> "Public service journeys – the introduction of networks and co-design"
20.00 Gala Dinner with entertainment and Awards - Restaurant "Il Faro"			
Friday, 17th June 2011			
Plenary Session Gazebo			
9.00-9.30 <i>Christian Grönroos</i> , University of Hanken, Finland, "Distribution mechanisms for service"			
Plenary Session Gazebo			
9.30-11.00 Plenary Session: "Reflection on Dematerialization & Complexity" Chair - <i>Gaetano Maria Golinelli</i> , University of Rome "La Sapienza"			
Panel Discussion: <i>Evert Gummesson</i> , Stockholm University - "Complexity, network theory, and many-to-many marketing" <i>Irene Ng</i> , University of Exeter Business School - "Dematerialization and Rematerialization: the role of Context" <i>Ralph Badinelli</i> , University of Virginia Tech - "Scalability, Viability and Multi-agent Systems" <i>Paolo Magrassi</i> , Innovation Management and IT expert - "The troubled journey of complexity through management and organizational science" <i>Sergio Barile</i> , University of Rome "La Sapienza" - "Qualifying the concept of systems complexity"			
11.00-11.30 Coffee break			



Parallel Session			
	The Viable system approach	Value proposition and experience of service science	Business relations and social relations
11.00-12.40	Chair: Ralph Badinelli Discussant: Jaqueline Pels <i>Barile-Montella-Saviano</i> "Enhancement, Value and Viability of Cultural Heritage. Towards a Service-Based Systems Approach"	Chair: Maria Colurcio <i>Brown</i> "In My Liverpool Home: Exploring City Residents' Perceptions Using A Service Systems Approach"	Chair: Roberta Sebastiani <i>Nadzeika</i> "The relational impact on service interactions"
	<i>Calabrese-Iandolo-Bilotta</i> "From Requisite Variety to Informative Variety through the Information theory: the management of viable systems"	<i>Kaski-Ojasalo-Toivola</i> "Service Business Development in Small and Medium-Sized Enterprises (SME): A Case study on methods and tools enhancing SMEs' transformation to service dominant business logic"	<i>Duque-Gaston Breton-Lado</i> "What keeps People in Social Virtual Communities? Cognitive, Affective and Conative drivers of loyalty"
	<i>Quattrociochi-Polese</i> "Between service culture, empathy and ethical behaviour: insights derived from the VSA"	<i>Thomas-Rankin</i> "Accessing Pre-natal Services: Supporting Women in Rural Kenya"	<i>Murphy</i> "Ethical Foundations for a Networked, Service Economy"
	<i>Vesci-Hysa</i> "An integrated VSA-many-to-many network analysis of territorial governance "	<i>Tossavainen</i> "Learning by developing (:) service organization in a public sector"	<i>De Chiara</i> "Social capital and responsible relationships with local system for the value creation in SMEs"
		<i>Della Corte-Micera-Di Taranto</i> "Quality in Marketing Systemic Value Co-creation"	<i>Mauro-Cavallaro-Cardamone-Trotta</i> "Teaching hospitals performance: a stakeholders view"
	12.40-13.45	Lunch	
13.45-14.15	Plenary Session Gazebo		
	<i>Hakan Hakansson</i> , Norwegian School of Management - "Innovation in interaction"		
14.15-15.30	Plenary Session Gazebo		
	Closing Panel Discussion - "Future Service Research Directions" Co-Chair: <i>Cristina Mele</i> and <i>Francesco Polese</i> Panel Discussion: <i>Bob Lusch, Steve Vargo, Dianne Fodell, Paolo Stamoacchia, Sergio Barile and Evert Gummesson.</i>		