

Comments:

- The main marquee for presentations was, at times, just too hot. Maybe some fans might help the air movement.
- Timings between the end of the day and the social events were too tight on Wed and Thur, I felt sorry for those presenting at the end
- The food was really nice but I would have liked some fruit at breaks

- Longer presentation times so that authors can explain their work in more detail
- A panel discussion about the influence of SDL on economic theory
- Representatives from industry to discuss real cases and managerial challenges of services

Give more time for each presentation in order to be more relaxed

Try to expand the “technological” part and open an interdisciplinary section

The atmosphere of Capri permitted an informal environment for the conference. It was good because facilitated the co-creation process. I wish the same for the 2011 Forum.

probably need a better way of connecting with the internet and maybe not quite so hot! possible an earlier finish on the last day to make it possible to get home the same day

How good services are created? Focus on service innovation and design. More real life cases and less conceptual models. You could consider a cooler period for the conference and a less expensive location. You could also coach your organisation team to act as a bunch of independent hosts to the international guests in order to let them feel the real Italian hospitality.

Venue was fabulous but there were quite a lot of people to fit into some of the rooms and the technology available esp in these rooms for presentations was limited. A venue with more space and better technology is needed to maximise quality of presentations – that said, the ability to be outside to enjoy Capri’s weather was a wonderful experience, thank you!

Quality of papers and presentations in some cases was low to modest. Many of the presentations were not well grounded in theory, or in appropriate methods, whether qualitative or quantitative. Often there would be more of a diary or journalistic feel to the presentations and at the end one would hear very applied advice relevant only to the specific institutional or organizational setting. In effect, rather than contribute to an understanding of service systems, presentations would involve a possibly interesting personal story without any way for the listener to learn anything of use in other institutional or organizational settings.

There was a good representation of papers that dealt with SD Logic and a good representation of papers that dealt with Networks. There

was a far smaller number of papers that dealt with Service Science. Either some effort should be made to boost participation by service science researchers, or to be honest to potential participants, the topic should be left off the call for papers altogether.

- Do not increase the number of participants and keep the scope tight à this way the atmosphere stays intimate enough, then also participants sharing the same interests are more willing to interact
- Academics from management & organisation as well as sociology and social psychology involved, they have a lot to contribute
- Do not tighten the seminar schedule
- Evening social activities great, a relaxed way of getting to know people
- Capri is great, why wouldn't you make it a tradition?
- Practice point of view stronger present? Jim & IBM were great, more of this, in order to foster interaction (new co-operation ideas also) between the business and academic research, also critical MD views

All the session chairs should be strict about timetable so that every speaker has about the same amount of time. Enough room should be reserved for each session. Now there were some chairs who let the first speakers use others' time and one of the rooms was too small for the audience.

The venue was great! I really would like to thank the organizers for choosing Capri and running the arrangements smoothly. Also the atmosphere of the conference was really nice.

To many presentations, to less time for discussion.

The only lack I found in this first edition and that I was expecting, was a brief summary of the most important findings and conceptual contributions to the conference's topics presented during the forum that maybe Gummesson or Vargo or Lusch or the 3 of them could have make at the end of the conference as they were supposed to supervise all the papers accepted. So, next time, it could be interesting to let the invited speakers make the final point on the papers presented ..I do not think that this has emerged in the ending panel session

Thanks a lot for this great conference! Best wishes, Silke