the 8th NAPLES FORUM on SERVICE

A service lens on business and society

Ravello, 6/9 June 2023 – Auditorium "Oscar Niemeyer"

DOCTORAL WORKSHOP

Co-Chairs:
Dr. Christoph F. Breidbach
Dr. Kaisa Koskela-Huotari
Prof. Debora Sarno

WORKSHOP PREPARATION

Keynote presentations:

> Professor Paul Maglio: "Developing Service Science" [recording]
>
> Professor Marialuisa Saviano: "Systems Thinking for Service Research & Management" [recording]
>
> Professor Stephen L. Vargo: "Service-Dominant Logic" [recording]

Research proposals:

> Proposals from the PhD students [pre-reading]

WORKSHOP

Tuesday, June 6, 2023

Auditorium Oscar Niemayer

Program

10:00 - 10:15 Welcome from the Co-Chairs

10:15 - 11:30 Presentation Session 1 from the PhD students (max. 7min + 3min Q/A for each presentation)

11:30 - 11.45   *Break*

11:45 - 13:15 Presentation Session 2 from the PhD students (max. 7min + 3min Q/A for each presentation)

13:15 – 13:30 Introduction to SERVSIG by Dr. Andrew Gallan

13:30 - 14:30   *Lunch Break*

14:30 - 16:00 Mentoring session (PhD students organized in groups with mentors and mentoring buddy/ies – see attached list of groups)

16:00 - 16:30   Feedback and reflection with mentoring buddy/ies

16:30 - 17:00 Joint reflection and closing

MENTORING GROUPS

Group 1 - Mentors: Andrew S. Gallan and Maria Francesca Renzi
Amie Gustafsson, Karlstad University, Sweden
- Title: "Exploring customer experience in the Phygital arena"

Stefano Paolo Russo, University of Naples "Federico II", Italy
- Title: "Social robots in healthcare ecosystems"

Group 2 - Mentors: Lorena Blasco-Arcas and Chatura Ranaweera
Anne-Charlotte Paas, Karlstad University, Sweden
- Title: "Can the consumer walk the talk and go green(er)?"

Bjørn Ronny Vien, Inland Norway University of Applied Sciences, Norway
- Title: "How digital servitization affect actors in a service ecosystem?"

Group 3 - Mentors: Valtteri Kaartemo and Debora Sarno
Judith Helmer, University of Adelaide, Australia
- Title: "Shaping markets through digital technologies. A doctoral project to study digital technology agency for market-shaping"

Eva Wang, University of Auckland, New Zealand
- Title: "Shaping circular market systems"

Group 4 - Mentors: Linda Peters and Jaakko Siltaloppi
Ksenia Kosheleva, Hanken School of Economics
- Title: "The marketization of arts and culture: Understanding dynamic of institutional logics for business renewal"

Saba Samadilashkariani, Stockholm Business School, Sweden
- Title: "Digital transformation in the culture organization: a systematic view on the institutionalization of culture organizations in digital context"

Group 5 - Mentors: Tiziana Russo Spena**,** Orlando Trosi**, and Luca Carrubbo**
Otto Rosendahl, Turku School of Economics, Finland
- Title: "Differentiation of systems, markets and organizations in societal value cocreation – Social systems theoretical insights for SD Logic"

Moises Ruben Zamora Ramos, Universidad de Extremadura, Spain
- Title: "Student value co-creation behavior conceptual model in a complex higher education service ecosystem"

Group 6 - Mentors: Kaisa Koskela-Huotari, David Sörhammar**,** and Jakob Trischler
Sara Ebraico, University of Naples "Federico II", Italy
- Title: "Blockchain for value co-creation in institutionalization: opportunities and challenges for redesigning service ecosystem"

Carmine Sergianni, University of Naples "Federico II", Italy
- Title: "Customer Journey in Public Service Logic"

Group 7 - Mentors: Maria Colurcio and Jonathan Baker
Kristin Svärd, Karlstad University, Sweden
- Title: "Corporate Unsustainability from a Systems Perspective"

Martin Hanssen, Inland Norway University of Applied Sciences, Norway
- Title: "Co-creating value in a Circular Economy"