

# Program



## Monday, 9 June 2025

6.30-8.30 pm	Registration – Gran Hotel Vesuvio, Sorrento
7.00-8.30 pm	Welcome aperitif – Gran Hotel Vesuvio, Sorrento

## Tuesday, 10 June 2025

8.00-8.30 am	Welcome and Registration
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### Plenary Sessions Smeraldo Room

8.30-8.45 am	<i>Opening Ceremony</i> Francesco Polese – University of Salerno & Cristina Mele – University of Naples 'Federico II'
8.45-9.30 am	<i>Service-Dominant Logic: Updates and extensions</i> Stephen L. Vargo – University of Oklahoma
9.30-10.10 am	<i>The caring Turn in Service Research</i> Cristina Mele – University of Naples 'Federico II'
10.10-10.55 am	<i>Robotics and AI: The Future is Now</i> Bruno Siciliano – University of Naples 'Federico II'
10.55-11.25 am	COFFEE BREAK

### Parallel sessions

	Smeraldo Room	Turchese Room	Topazio Room
	Session n. 1 <b>Circular Economy (1)</b> Chair: Jonatan Baker	Session n. 2 <b>AI &amp; Ecosystem</b> Chair: Valteri Kaartemo	Session n. 3 <b>Public Services (1)</b> Chair: Gennaro Maione
	Fehrer J., Brodie R., Webster K., Baker J., Husted K., and Pascucci S. <i>Heuristics shaping theories shaping heuristics: Theorizing the circular economy</i>	Kaartemo V., Helmer J., Nenonen S., Schepis D., and Storbacka K. <i>GenAI as a Driver of Service System Transformation</i>	Hogg J., and Chakravarty D. <i>Governmental promotional agencies foster sustainable institutional innovation and its diffusion in a start-up service ecosystem</i>
11.25-12.45 am	Åberg S., and Storbacka K. <i>Staying with the Trouble: Embedding Organizations in Ecological Systems for Sustainability</i>	Schmidt R., Alt R., and Zimmermann A. <i>Platform Shifts in the AI Era: Value Creation Dynamics in Assistant Platform Ecosystems - A Case Study of ChatGPT</i>	Bosco G., Riccardi V., D'Amore R., and Calabrese M. <i>Bias mitigation within AI for Smart City Applications: A Systematic Literature Review</i>
	Jaakkola E., Närvänen E., Panina E., Mesiranta N., and Mattila M. <i>Conceptualizing Circular Economy Experience</i>	Flaig A., and Stoopendahl P. <i>What value exactly? Investigating the value creation of Emerging Artificial Intelligence</i>	Suh J., Ahn S.S., and Yang K. <i>Case Study of Geomexsoft for Digital Twins for Smart City Emergency Management</i>
	Hanssen M. <i>Redefining Customer Roles Through Circular Business Models: A Typology Approach</i>	Weiss P. <i>Building Engagement Systems Using Generative Ai and Service Dominant Architecture: A Multi-Level Service System Design Perspective</i>	Marticorena A.M., and Tostes M. <i>Co-creation of Public Value in the Cultural Sector</i>
12.45-1.45 pm	LUNCH BREAK		

### Plenary Session Smeraldo Room

1.45-2.45	<b>Innovation as a Matter of Care</b> Chair: Kristina Heinonen <ul style="list-style-type: none"> <li>Kristina Heinonen – <i>Consumer Sensemaking of Innovation in Care</i></li> <li>Dominik Mahr – <i>Inclusive Innovation: Digital Voice for Vulnerable Customers</i></li> <li>Per Skälén – <i>Innovation of Services as Value Co-Creation Practices</i></li> <li>Kaj Storbacka – <i>Market Innovation: Perspectives on Market Formation and Transformation</i></li> </ul>
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### Parallel sessions

	Smeraldo Room	Turchese Room	Topazio Room	Corallo Room
	Session n. 4 <b>Service Research (1)</b> Chair: Debora Sarno	Session n. 5 <b>Experiencing vulnerability</b> Chair: Michael Ehret	Session n. 6 <b>Service Ecosystem (1)</b> Chair: Alessia Anzivino	Special Session  <b>Service Research – About and Through VR</b>  <i>Dominik Mahr, Roberta Di Palma and Jonas Heller</i>
2.45-3.45 pm	Vink J. <i>Cultivating Institutional Compossibility: Protecting a Plurality of Logics in Service Ecosystem Design</i>	Nemoto Y., Hara K., Okumura H., and Nagayoshi M. <i>Vulnerable Consumers and Service System Reconstruction: Insights from School Refusal and Social Reintegration</i>	Troisi O., Maione G., Grimaldi M., and De Cristofaro C. <i>Competing through servitization in the Circular Economy Era</i>	
	Pels J., Kaartemo V., and Sarno D. <i>Change of Era as a novel change-related concept in marketing</i>	Lorenz M., Hall K.L., Marti C., Jaramillo S., and Fennell P. <i>Value Co-Creation or Destruction? FLE Responses to Perceived Customer Vulnerability in Service Ecosystems</i>	Anzivino A., Caridà A., Melia M., and Sebastiani R. <i>Cross-Sector Partnerships in Sport for Development and Peace: A Transformative Service Research Perspective</i>	
	Braathén P. <i>Situating Service-Dominant Logic within Process Philosophy</i>	Burggraf S. <i>Beyond Customer Captivity: Flourishing in Captive Service Settings</i>	Zamora-Ramos M.R., Díaz-Méndez M., Chamorro-Mera A. and Zúñiga-Espinosa N.A. <i>Student Value Co-creation Behaviour: Driving Collaborative Innovation in the Higher Education Service Ecosystem through Living Labs</i>	
3.45-4.10 pm	COFFEE BREAK			

### Parallel sessions

	Smeraldo Room	Turchese Room	Topazio Room
	Session n. 7 <b>Service Practices</b> Chair: Per Skälén	Session n. 8 <b>Market Shaping (1)</b> Chair: Julia Fehrer	Session n. 9 <b>Service Actors</b> Chair: David Sörhammar
	Skälén P., and Kristensson P. <i>Management advice following services-as-practices</i>	Olododo S., Macdonald E., and Makhmadshoev D. <i>The growth of African-founded digital platform-based firms: A market-shaping perspective</i>	Uverov N. <i>Visioning for sustainability transitions: Anticipatory agency of intermediaries</i>
4.10-5.30 pm	Lugmair N., Wilga M., Posselt T., and Roth A. <i>Exploring Actors in Service Ecosystems: Factors for Shaping Value Co-Creation Practices</i>	Fehrer J., Polson D., Bösch R., Kemper J.A., and Terveen N. <i>Imagining circular futures: Prospective sense-giving in circular service ecosystem design</i>	Gidhagen M., Helkkula A., Sörhammar D., and Tronvoll B. <i>Revisiting Parasocial Interaction in the Age of Generative AI: Characterizing Digital Experiences and Value Creation in Service Ecosystems</i>
	Norrgrann A. <i>Nicki Minaj or K-pop? A practice-theoretical exploration of dance class instructors' use of music in staging experiencescapes</i>	Baker J., and Nenonen S. <i>Shaping sustainable markets: The dynamics of prototypical and goal-based evaluations</i>	Liewendahl H., Heinonen K., and Stigzelius T. <i>Frontline Employees' Operational Alignment with Sustainability Promises</i>
	Yildiz M., Francu R.E., van Riel A., and Lemmink J. <i>Elevating Innovation: Social Dynamics at the Heart of New Service Development</i>	Koskela-Huotari K., Huisman C.J., Nenonen S., and Kjellberg H. <i>Untangling Tensions in Market Shaping for Sustainability: A Paradox Approach</i>	Di Palma R., Mahr D., Hilken T., Heller J., and Beusaert S. <i>Using Virtual Reality to Reimagine Service Recovery Training for Frontline Employees</i>
7.00 pm	<b>Social Dinner –</b> Via IV Novembre n.36 (Punta Lagno), Massalubrense (NA)		

# Program



with the contribution of



## Wednesday, 11 June 2025

### Parallel sessions

	<i>Smeraldo Room</i>	<i>Turchese Room</i>	<i>Topazio Room</i>
8.30-9.50 am	Session n. 10 <b>Wellbeing</b> <i>Chair: Irene Di Bernardo</i>	Session n. 11 <b>Brand</b> <i>Chair: Jonas Holmqvist</i>	Session n. 12 <b>Service Ecosystem (2)</b> <i>Chair: Peter Ekman</i>
	Zimbatu A. <i>Overcoming the wellbeing slump: The role of time perception and anticipation in extended service experiences</i>	Doull O., and Bertola L. <i>Exploring Jungian Themes for Service Branding - the Psyche of Italian Rock Band Måneskin</i>	Shoji M., Soga H., and Shinohara T. <i>Investigation into international Trade Assistance from Local Governments : Service ecosystem view</i>
	Di Bernardo I., Mele C., Russo Spena T., Heinonen K. Wetzels M., and Wetzels R. <i>Framing Well-Being in Service and Marketing: A Comparative and Interdisciplinary perspective</i>	Morioka K. <i>A Systematic Review on Brand Value Co-Creation: Its Scientific Evolution</i>	Törnros R., Ekman P., and Rönndell J. <i>A literature review on the role of public actors in service ecosystems: enablers or limiters in marketing shaping?</i>
	Vaes S., Di Bernardo I., Fleissig J., Gallan A., Maris A., and Talaat D. <i>Help, I'm Lost: The Impact of Phygital Care Experiences on Well-Being</i>	Kanda M. <i>Sustainable Brand Engagement and Value Co-creation: A Service-Dominant Logic Perspective</i>	Ekman P., and Rönndell J. <i>Startups and Incumbent Firms Collaboration for Service Ecosystem Transformation</i>
	Baker N., Wieland H., Pels J., Baker J., Nariswari A., and Karpen I. <i>Service Systems at the Intersection of Marketing and Wellbeing Research</i>	Holmqvist J. <i>Ethical Luxury Services: A Conceptualization</i>	Findsrud R., Braathen P., and Hanssen M. <i>Conceptualizing the actor in Service Dominant Logic: A hierarchy of performability</i>

### Plenary Session *Smeraldo Room*

9.50-10.30 am	<b>A Critical and Ontological Comment on 'Care' in Service Research</b> <i>Eric Arnould – Aalto University Business School</i>
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10.30-11.00 am	COFFEE BREAK
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### Plenary Session *Smeraldo Room*

11.00 am-12.10 pm	<b>Robots &amp; Care</b> <i>Chair: Cristina Mele</i> <ul style="list-style-type: none"> <li>• Hidenobu Sumioka – <i>Human-like robot for older people with dementia and care staff toward all-stakeholder-centered care</i></li> <li>• Dominik Mahr – <i>Service Robots in theirs Ecosystem: the impact of HIRO-Chan on staff well-being in dementia care</i></li> <li>• Tiziana Russo Spena &amp; Cristina Mele – <i>Caring practices, Robotcare and Well-being</i></li> <li>• Jochen Wirtz – <i>GenAI Meets Service Robots: The Promise of LLMs, LBMs, and Agentic AI in Physical Service Encounters</i></li> </ul>
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### Parallel sessions

	<i>Smeraldo Room</i>	<i>Turchese Room</i>	<i>Topazio Room</i>
12.10-1.30 pm	Session n. 13 <b>Service Research</b> <i>Chair: Bard Tromvoll</i>	Session n. 14 <b>Engagement</b> <i>Chair: Lorena Blasco</i>	Session n. 15 <b>Technologies &amp; Service</b> <i>Chair: Michael Ehret</i>
	Wetzels R., Wetzels M., and Grewal D. <i>Mapping the Evolution of the Topical Landscape of the Service Research Domain: A Novel Mixed-Method Review Approach</i>	Blasco-Arcas L., Thongborisute J., Alexander M., and Kastanakis M. <i>Exploring Platform Dynamic Roles through Customer Engagement Behaviors: A Conceptual Perspective</i>	Wallezký L., Mlátilíková A., Carrubbo L., Schwarzová Z., and Procházka P. <i>Agile Management in Research Laboratory Focused on Service Systems</i>
	Skálén P., and Sahhar Y. <i>Why and how should service researchers care about goods</i>	Le M., Willmott T., Conduit J., Karpen I., Plewa C., Kleinaltenkamp M., and Jaakkola E. <i>Collective Engagement Towards Social Purpose: Scale Development and Validation</i>	Paavola L. <i>Datafication in retailing: A longitudinal study of industry transformation</i>
1.30-2.30 pm	Tronvoll B., and Braathen P. <i>Future Agenda for Service Ecosystems Research</i>	Aghayi K. <i>Click to read further: The role of trust in consumer engagement with Generative-AI content</i>	Koponen J., Salin L., Herkama S., and Spitzberg B. <i>Middle managers' digital communication competence in leading remotely working service people</i>
	Siltaloppi J., Wieland H., Peters L., Winklhofer H., Ramadan N., and Temerak M.S. <i>The multidimensional nature of algorithmic power: How digital platforms restructure service assemblages</i>	Karam E. <i>Service Robot Engagement (SRE) in the UK Hospitality Sector</i>	Ehret M. <i>The constitution of service contracts - Insights from blockchain constitutions</i>

### Plenary Session *Smeraldo Room*

2.30-3.30 pm	<b>Service Research: Ecosystem and Environmental Care</b> <i>Chair: Anu Helkkula</i> <ul style="list-style-type: none"> <li>• Elina Jaakkola – <i>Why Care? Unleashing service research for a more circular world</i></li> <li>• Suvi Nenonen – <i>What is worth caring? Shaping markets for various facets of sustainability</i></li> <li>• Anu Helkkula – <i>The symbiotic relationship of our internal and external ecosystems</i></li> <li>• Kaisa Koskela-Huotari – <i>Caring for Contestation: Plurality of Perceived Value Outcomes and Their Consequences for Sustainability Interventions</i></li> </ul>
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3.30-4.00 pm	COFFEE BREAK
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	<i>Smeraldo Room</i>	<i>Turchese Room</i>	<i>Topazio Room</i>
4.00- 5.20 pm	Session n. 16 <b>Care (1)</b> <i>Chair: Roberta Sebastiani</i>	Session n. 17 <b>Service Ecosystem (3)</b> <i>Chair: Adrienne Schäfer</i>	Session n. 18 <b>Emotions &amp; Experience</b> <i>Chair: Marialuisa Saviano</i>
	Gallan A., Jarvis C.B., and Niraj R. <i>Both Sides Now: What Health Care Service Providers Learn from Being a Patient</i>	Stieger R., Meierhofer J., Schäfer A., Baumgartner C., Strebel M. <i>Social Value Creation by Smart Services</i>	Engilbertsson H., and Hulthen B. <i>Multisensory Embodied Experience Design: A Framework for Value Creation Beyond Five-Sense Stimulation</i>
	Bove L., and Gruen T. <i>Encouraging Customers to Care for and Help Other Customers</i>	Shoji M., Taguchi T., Kikuchi K., and Inoue T. <i>The dynamics and design of service ecosystems in a changing environment</i>	Saviano M., Verderese D., Di Vernieri A., and Corrado <i>Reducing information asymmetry on agri-food products through multi-sensory marketing: a systems' thinking-based S-D logic contribution</i>
	Anzivino A., Sebastiani R., and Alkire L. <i>The evolution of healthcare service ecosystem: a STS approach</i>	Kosheleva K. Storbacka K., and Fehrer J. <i>Conceptualizing Dialectical Market Emergence in A Visual Arts Ecosystem</i>	Arsenovic J., and Samuelsson P. <i>Shame on You for Shaming Me Once: The Effects of Employee-Provoked Self-Conscious Emotions on Customer Service Experiences</i>
	Ehrental J., and Gruen T. <i>From Caregiving to Empowerment: Foundations of Transforming Care Ecosystems with Physical AI</i>	Sergianni C., Tregua M., and Elmi F. <i>Reframing the Value Proposition of Public Service through AI Virtual Assistants</i>	Saviano M., Barile P., and Di Vernieri A. <i>Emotions as Catalysts in Service System Care: Evolving the VSA Framework to Meet Future Challenges</i>

7.30 pm	<b>Gala dinner &amp; awards</b> – Villa Silvana via Correale, 16/18 Sorrento (NA)
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# Program



**CARE**  
for  
**ACTORS,**  
**COMMUNITIES**  
and  
**ECOSYSTEMS**

with the contribution of



## Thursday, 12 June 2025

### Parallel sessions

	<i>Smeraldo Room</i>	<i>Turchese Room</i>	<i>Topazio Room</i>
8.45-10.05 am	Session n. 19 <b>Care (2)</b> Chair: Andrew Gallan	Session n. 20 <b>Engagement &amp; Journey</b> Chair: Michael Gidhagen	Session n. 21 <b>Service technology (1)</b> Chair: Rainer Schmidt
	Wirtz J., Caic M., Bateson J., Frank D.A., and Veflen N. <i>Healthy Older Adults' Customer Experience: The Promise of Smart Technologies</i>	Warg M., Burmeister M.A., and Gruhn V. <i>Service Perspectives on Lean management Strategies in Dynamic Networks</i>	Schmidt R., Alt R., and Zimmermann A. <i>Towards federated service platform ecosystems: An analysis of Browser and GenAI platforms</i>
	McColl-Kennedy J., Baillie E.J., Willer F., and Zaki M. <i>Digital Transformation in Primary Health Care Service: Co-creating a digitaltech-humanness approach to care across actor groups in the service ecosystem</i>	Gidhagen M., Sörhammar D., and Conduit J. <i>Institutional Response to Sustainability Initiatives: Collective Engagement Adjusting Service Ecosystems</i>	Glaa B., and Dragisic S.P. <i>AI-Driven Sustainable Servitization</i>
	Ranieri A., Di Bernardo I., Mele C., Russo Spena T., and Wästlund E. <i>Escaping Pain, Embracing Play: Redesigning Pediatric Care through Flow and Service Experience</i>	Vuorinen T., Makkonen H., Mouazan E., and Leipämaa-Leskinen H. <i>Unpacking Actor Engagement in Circular Economy Ecosystems: The Role of Motivations, Opportunities, and Abilities</i>	Dacko S., Schmidt R., and Zimmermann A. <i>Does your energy provider really care? Lessons from applying a service-dominant logic lens and AI to Trustpilot reviews</i>
	Gallan A., Leroi-Werelds S. <i>Conceptual Development of Service Safety and Empirical Explorations in Health Care</i>	Arkadan F., Macdonald E., and Wilson H. <i>Innovating customer journeys</i>	Viljakainen A., Silmukari J., and Caic M. <i>Designing meaningful work in the transition towards Industry 5.0</i>

### Plenary Session *Smeraldo Room*

10.05-11.15 am	<b>Reimagining Human-Centered Care for Health and Community</b> Chair: Tiziana Russo Spena <ul style="list-style-type: none"> <li>Janet McColl-Kennedy – <i>A Digitaltech-humanness Approach to Care</i></li> <li>Andrew Gallan – <i>Learning from the Environment to Enhance Caring for Communities</i></li> <li>Linda Alkire – <i>Transformative Care: SDG-Driven Research to Uplift Underserved Communities</i></li> <li>Erik Wästlund – <i>Aiming for Impact: Co-Creating the Future of Digital Health</i></li> </ul>
11.15-11.45 am	COFFEE BREAK
11.45-12.15 pm	<b>Who's Caring? Old Roles, New Actors</b> Jaqueline Pels – <i>Universidad Torcuato Di Tella</i>

### Parallel sessions

	<i>Smeraldo Room</i>	<i>Turchese Room</i>	<i>Topazio Room</i>
12.15 am-13-35 pm	Session n. 22 <b>Market shaping (2)</b> Chair: Kaisa Koskela-Huotari	Session n. 23 <b>Healthcare Ecosystem</b> Chair: Mara Grimaldi	Session n. 24 <b>Service Technology (2)</b> Chair: Fabio Greco
	Flaig A., Syväri M., and Nordberg-Davies S. <i>Sustainable Market-Shaping Strategies</i>	Biscevic S., and Engström J. <i>Influencer-Follower Dynamics: Responsibility and Well-being</i>	Russo S.P., and De Filippis R. <i>Investigating Acceptance of a Service Robot in Educational Service Contexts</i>
	Wilkinson A., Plewa C., and Baker J. <i>Market-shaping as a Theory: Conceptual Domain, Fundamental Propositions, and Future Research Agenda</i>	Biffi A., Arata G., Bellini E., and Castellazzi S. <i>Humanizing Care: Aligning Logics and Identities for Healthcare Ecosystem Transition</i>	Greco F., Russo Spena T., and Bifulco F. <i>Exploring Consumer Values in Healthy Food Delivery Services.</i>
	Helmer J., Hawa J., and Plewa C. <i>And action! – On the nature and underpinnings of market-shaping effort</i>	Manetti S., and Troisi O. <i>Digital Technologies in Public Service Ecosystem: How Might They Better Enabling Value Co-Creation for Service Users and Communities?</i>	Bruno E. <i>MOOCs and AI: a Possible Perspective for the Phygital Learning Journey</i>
	Koskela-Huotari K., Vink J., and Lugmair N. <i>Shaping Market Systems Toward Sustainability: Insights from Service Ecosystem Design</i>	Fux A., Carrubbo L., Gagliardi A.R., Benis A., Tamburis O., and Rozenes S. <i>A Unified Framework for Transforming Complex Healthcare Ecosystems</i>	Clemente L., Iodice G., Sergianni C., and Bifulco F. <i>The Role of Digital Transformation in Shaping the Value Proposition of Benefit Corporations in cultural settings</i>
		Badr N.G., Carrubbo L. and Sorvillo G. <i>Accelerating Learning Healthcare Ecosystems: Proposed Framework</i>	Takieddine C., and Lee H.H. <i>AI and Human Collaboration in Service Networks: Redefining Value Co-Creation and Organizational Roles</i>

### Plenary Sessions *Smeraldo Room*

1.35-1.50 pm	<b>Closing Session</b> Francesco Polese - <i>University of Salerno</i> , Cristina Mele - <i>University of Naples 'Federico II'</i> , Stephen L. Vargo, <i>University of Oklahoma</i>
1.50-2-50 pm	LUNCH BREAK