

# Program



Tuesday, 6 June 2023			
6.00 pm	Registration – Auditorium		
7.00 pm	Welcome aperitif – Auditorium Terrace		
Wednesday, 7 June 2023			
8.00-8.45 am	Welcome and Registration – Auditorium Oscar Niemeyer		
Plenary Session Auditorium			
8.45-9.15 am	Opening Ceremony – A Tribute to Evert Gunnarsson Cristina Mele – University of Naples 'Federico II' and Francesco Polese – University of Salerno		
9.15-10.00 am	Service-Dominant Logic Stephen L. Vargo, University of Oklahoma		
10.00-10.30 am	COFFEE BREAK		
Parallel sessions			
10.30-11.30 am	<b>Auditorium</b>	<b>Press Room</b>	<b>Dressing Room</b>
	Session n. 1 <b>Market shaping (1)</b> Chair: Kaj Storbacka	Session n. 2 <b>Actor engagement (1)</b> Chair: Orlando Troisi	Session n. 3 <b>Service ecosystems and markets dynamics (1)</b> Chair: Lorena Blasco-Arcas
	Peters L., Nenonen S., and Pels J. <i>Absence as an Enabler of Market-Shaping Visions</i>	De Matos M. A., Patricio L., and Grenha Teixeira J. <i>An integrated framework for understanding citizen engagement with sustainable transitions</i>	Gidhagen M. and Sirhammar D. <i>Service ecosystem resilience to disruptive collective engagement</i>
	Kaartemo V., Wieland H., and Flüg A. <i>Market shaping as a dance of agency</i>	Gudergan S., Mursalin J., and Chen T. <i>Customer engagement orientation: Managing customer resources and firm performance in times of turbulence</i>	Shoji M., Takashi T., and Takamichi I. <i>Investigation on Service Ecosystem Structure: Actions of Industry Associations in Japan</i>
11.30 am 12.50 pm	Session n. 4 <b>AI and service</b> Chair: Valteri Kaartemo	Session n. 5 <b>Phygital Customer Journey and Metaverses</b> Chair: Charles Hofacker	Session n. 6 <b>Emergence and Institutionalization in Service Eco-Systems (1)</b> Chair: Bård Tromvoll
	Zimmermann A. <i>Architecting Intelligent Service Ecosystems</i>	Suh J., Suh T., and Jeon C. <i>Cases of Metaverse Platform as a Service Innovation: A Service-dominant Logic's Perspective</i>	Sarno D., Pasquinelli C., and Mandiello A. <i>Brand meanings institutionalization in festival service ecosystems: the transformation of Giffoni brand</i>
	Mele C., Mangia G., Ranieri A., Russo Spena T., and Sergianni C. <i>Dear citizen, let's have a conversation through chatbots</i>	Amie Gustafsson A. and Paas A. C. <i>Service experiences in the phygital arena</i>	Braathen P. and Tronvoll B. <i>Emerging and self-organizing service eco-systems</i>
	Findsrud R., Sörhammar D., and Brathen P. <i>Race with the machines: a service ecosystems perspective</i>	Saviano M., Perillo C., and Di Carluccio N. <i>The imposed digital innovation of 'service' pharmacy in Italy: towards phygital market relationships?</i>	Koskela-Huotari K., Kjellberg H., and Nenonen S. <i>Market Emergence: Theoretical and Methodological Considerations</i>
12.50-1.50 pm	Di Bernardo I., Marzullo M., Russo S. P., Mele C., and Russo Spena T. <i>Social robots to foster vulnerable actors' well-being</i>	Klaus P., Manthiou A., Tarquini-Poli A., and Luong V. <i>Value co-creation in the Metaverse: The case of Digital Fashion</i>	Winklhofer H., Temerak M. S., and Ramadan N. <i>Service system design changes and its unintended consequences</i>
	LUNCK BREAK		
	Parallel sessions		
	<b>Auditorium</b>	<b>Press Room</b>	<b>Dressing Room</b>
1.50-2.50 pm	Session n. 7 <b>Market shaping (2)</b> Chair: Jonathan Baker	Session n. 8 <b>Actor engagement (2)</b> Chair: Maria Colareto	Session n. 9 <b>Industry 4.0 and digital transformation</b> Chair: Luca Carrubbo
	Baker J., Savi Nenonen S., and Fehrer J. <i>Shaping 'for' and 'against': Contesting the plant-based all-proteins market</i>	Colurcio M., Vigolo V., and Edvardsson B. <i>Shaping cities through services: toward an urban service ecosystem for aging consumers</i>	Cosimato S., Vona R., Carrubbo L., and Di Bernardo I. <i>Smartness, resilience, and urban management: implications for smart cities</i>
	Jacob F. and Bulawa N. <i>Should the wheel be reinvented? Market-referencing in the electric vehicle infrastructure market</i>	Schaefer A., von dem Berge K., and Zimmermann A. <i>The role of personalized interventions and a supportive ecosystem for maintaining a healthy lifestyle</i>	Iodice G., Greco F., Clemente L., Carignani F., and Bifulco F. <i>Cultural Startups and Phygital approach</i>
	Hartman A., Venkatraman R., and Coole E. <i>The category work of consumer critics: how online reviews discursively (re)produce the whisky field</i>	Taguchi T., Ohyabu A., and Shoji M. <i>Third-Party Engagement Cycle in UNESCO World Cultural Heritage Sites Conservation initiatives</i>	Visvizi A., Troisi O., Grimaldi M., and Megaro A. <i>Rethinking ecosystems through data-driven services: toward service-driven transformation</i>
2.50-3.20 pm	COFFEE BREAK		
Plenary Session Auditorium			
3.20-4.20 pm	A Conversation on the Future of Learning with Generative AI Moderators: - Tatiana Russo Spena, University of Naples Federico II - Cristina Mele, University of Naples Federico II Panelists: - Gaby Oederken, Maastricht University - Kristina Heinonen, Hanken School of Economics - Valteri Kaartemo, Turku Institute for Advanced Studies - Paola Liberace, Digital civil servant		
Parallel sessions			
4.20-5.20 pm	<b>Auditorium</b>	<b>Press Room</b>	<b>Dressing Room</b>
	Session n. 10 <b>Service education</b> Chair: Heiko Wieland	Session n. 11 <b>Circular Economy and value co-creation</b> Chair: Juerg Meierhofer	Session n. 12 <b>Experience, value-in-use, and value-in-context (1)</b> Chair: Mara Grimaldi
	Brady M., Lefevre D., and Fellenz M. <i>Mapping the potential impacts of artificial intelligence and machine learning on the business education system</i>	Sergianni L., Sergianni C., and Tregua M. <i>Circular value creation logics: insights from 100 champions</i>	Kuuru T. K. <i>Managing customer experience in human touch services: An embodied approach</i>
	Mele C., Russo Spena T., Di Bernardo I., and Ranieri A. <i>Nudging student engagement with robots</i>	Vien B. R., Tronvoll B., and Findsrud R. <i>Digital serviitization: decreasing usage of natural resources in service ecosystems</i>	Testa M., Grimaldi M., Apuzzo A., and Troisi O. <i>The role of emotions in training management: a state of the science review</i>
Loebler H. and Grimm Y. <i>The success of homeschooling from a service eco systems perspective</i>	Meierhofer J. and Weisskopf S. <i>Service Value Creation for Circular Economy</i>	Rainer S., Dacko S., Möhring M., and Keller B. <i>Customer Sentiments during Product – Service Transitions</i>	
6.00-6.45 pm	IMPROV TEATER SHOW by Coffee Brecht - Auditorium		
6.45 pm	Aperitif – Auditorium Terrace		

# Program

Thursday, 8 June 2023			
<b>Plenary Session Auditorium</b>			
8.45-9.25 am	<b>Systems Perspectives in Marketing</b> Panelists: - Kaisa Koskela-Huotari, Stockholm School of Economics - Helge Loebler, University of Leipzig - Francesco Polese, University of Salerno - Debora Sarno, University of Naples Parthenope - Stephen L. Vargo, University of Oklahoma		
<b>Parallel sessions</b>			
	<b>Auditorium</b>	<b>Press Room</b>	<b>Dressing Room</b>
	Session n. 13 <b>Service Dominant logic</b> Chair: Julia Fehrer Siltaloppi J., Vargo S. L., Chandler J., Sörhammar D., and Tronvoll B. <i>Beyond the dyad: a generalized triadic model for service research</i>	Session n. 14 <b>Value co-creation, value propositions, and strategies</b> Chair: Marieluisa Marzullo Johannes H. <i>CSR-washing as negative value co-creation and its impact on the beneficiary, third-party actors, and the service ecosystem</i>	Session n. 15 <b>Service systems and systems thinking</b> Chair: David Sörhammar Rosendahl O. and Roth S. <i>Extending the sociology of service-dominant logic with self-referentiality</i>
9.25-10.45 am	Brodie R., Brodie R., Nicolson J., and Fehrer J. <i>S-D Logic: Exploring its role in providing a central focus for the marketing and service disciplines</i>	Greco F., Russo Spina T., and Tregua M. <i>Emerging strategies in start-up ecosystems: an effectuation perspective in food delivery business</i>	Siltaloppi J. and Sörhammar D. <i>Integrating resilience with the service ecosystems perspective</i>
	Loebler H. <i>The Service of Civil Resistance – A Service Dominant Perspective</i>	Megho O. and Colurcio M. <i>Value co-creation in entrepreneurial strategies: Towards an integrative framework</i>	Walletzky L., Svitik M., Schwarzová Z., Carrubbo L., and Kozhevnikov S. <i>Reflections of service approach in Smart City Domain</i>
	Ekan P., Rindell J., Erixon C., Anastasiadou, E., and Thompson S. <i>A S-D Logic Understanding of what Constitutes a Business Case: from Dyadic Delivery of Value as Outputs to Co-created Value as Service Ecosystem Outcomes</i>	Liewendahl H., Heinonen K., and Pura M. <i>Value Proposition Design through Bottom-up Strategizing: The case of loosely connected Service Eco-systems</i>	Saviano M., Perillo C., Telesca M., Carretta A., and Di Carluccio N. <i>The relevance of shared decision-making and actor engagement for the economic sustainability of healthcare service: insights from the experience of an Italian Local Authority</i>
10.45-11.15 am	COFFEE BREAK		
<b>Plenary Session Auditorium</b>			
11.15 am 12.15 pm	<b>Evert Gummesson, a pioneer in Service Research</b> Panelists: - Kristina Heinonen, Hanken School of Economics (chair) - Bo Edvardsson Karlstad University - Kaj Storbacka, Hanken School of Economics - Anu Helkkula, Hanken School of Economics - Ray Fisk (video), Texas State University - Christian Gronroos (video), Hanken School of Economics		
<b>Parallel sessions</b>			
	<b>Auditorium</b>	<b>Press Room</b>	<b>Dressing Room</b>
	Session n. 16 <b>Experience, value-in-use, and value-in-context (2)</b> Chair: Anu Helkkula Helkkula A. and Arnould E. <i>Collective "we" actor experience for reversing ecosystemic impoverishment</i>	Session n. 17 <b>Sustainability Transitions</b> Chair: Debora Sarno Caridà A. and Colurcio M. <i>Transformative service ecosystem: a dream or a feasible model for tomorrow's society?</i>	Session n. 18 <b>Emergence and Institutionalization in Service Ecosystems (2)</b> Chair: Maria Quero Khalil F. <i>The Challenging Emergence of Digital Platform Ecosystems in Health Care</i>
12.15-1.15 pm	Hanssen M., Sörhammar D., and Tronvoll B. <i>Value-in-Recycling: A service ecosystems approach</i>	Trischler J., Svensson P., and Kuusisto J. <i>On the inclusion of citizens in sustainability transitions: A theory synthesis</i>	Quero M. J., Sheer R., and Diaz-Mendez M. <i>The multiplicative effects of engaged actors towards emergence in crowdfunding ecosystems</i>
	Warg M. <i>Science, Logic and Architecture Perspectives on Organizational Learning: observations based on the onpner Mobility Platform</i>	Pura M., Valsta S., and Rinta-Jouppi L. <i>Sustainable Business Model Simulation – Are you mature enough to play seriously?</i>	Bisceglia F., Di Pietro L., and Sebbatu S. P. <i>Transformative Change in a Sustainable Service Ecosystem The case of Albergo Diffuso</i>
1.15-2.15 pm	LUNCH BREAK		
<b>Plenary Session Auditorium</b>			
2.15-2.45 pm	<b>Knowledge Management &amp; Service</b> Manlio Del Giudice, Link Campus University		
<b>Parallel sessions</b>			
	<b>Auditorium</b>	<b>Press Room</b>	<b>Dressing Room</b>
	Session n. 19 <b>Transitions towards Circular Economy</b> Chair: Bo Enquist Sebbatu S. P. and Enquist B. <i>Enabling Sustainable Business Practice through Symbiosis &amp; Circularity: Transformation to Regenerative Service ECO-system</i>	Session n. 20 <b>Service innovation</b> Chair: Kaisa Koskela-Huotari Fehrer J., Böhm T., and Krummrich M. <i>Navigating systemic innovation at the edge of cloud platform ecosystems</i>	Session n. 21 <b>Service ecosystems and markets dynamics (2)</b> Chair: Masato Shoji Russo Spina T., Russo S. P., and Mele C. <i>Circular Economy and Ecosystem perspective: the role of Institutions</i>
2.45-4.05 pm	Gallan A. and Alkire L. <i>What is Transformative Service Research? Differentiating from and Connecting with Related Concepts and Movements</i>	Johanson M., Hultén P., and Bai W. <i>Open innovation, global market knowledge and performance in the digital era</i>	Anzivino A., Nenonen S., and Sebastiani R. <i>Designing Fourth Place: where sustainable service ecosystem exists</i>
	Renzi M. F., Salomone R., Vargo S. L., and Edvardsson B. <i>Service Ecosystem Transformation toward Circularity and Sustainability</i>	Luojus S. and Kauppinen S. <i>Value creation of enterprise in innovation ecosystems - The public service logic perspective</i>	Shoji M., Soga H. and Shinohara T. <i>International Trade and Service Research: Service Ecosystem Perspective</i>
	Edvardsson B., Jaakkola E., Witell L., Baker J., Fehrer J., Guglielmetti Magion R., Karpén I., Kowalkowski C., Patricio L., and Tronvoll B. <i>Understanding transition towards a Sustainable Circular Economy through a service ecosystem lens</i>	Ebraico S. and Russo Spina T. <i>Unlocking new market practices through blockchain: a focus on healthcare ecosystem</i>	Koskela-Huotari K. and Vink J. <i>Shaping Service Ecosystems: A Dialogue between Market Shaping and Service Ecosystem Design</i>
4.05-4.30 pm	COFFEE BREAK		
	<b>Auditorium</b>	<b>Press Room</b>	<b>Dressing Room</b>
	Session n. 22 <b>AI and employment</b> Chair: Chatura Ranaweera Phillips C., Steins M., Mennens K., Odekerken-Schröder G., Mahr D., Russell-Bennett R., and Lethbrun K. <i>Employee job performance and well-being in service robot assisted elderly care</i>	Session n. 23 <b>Integration and management of resources and capabilities</b> Chair: Maria Francesca Renzi Samadishkariani S., Sörhammar D., Nordin F., and Engström J. <i>Digital transformation in culture organizations: an institutional perspective</i>	Session n. 24 <b>Experience, value-in-use, and value-in-context (3)</b> Chair: Irene Di Bernardo Paas A.-C. and Gustafsson A. <i>How do governmental services promote sustainability?</i>
4.30- 5.30 pm	Ranaweera C., Leo C., Sok P., Karjaluoto H., and Chen S. <i>Frontline Service Employee Response to Technology Infusions: Effects on Employee Creativity and Service Performance</i>	Bhatnagar K. and Arnould E. <i>Orchestrating Front-Line Employees' Cultured Resources and Capabilities for Enhanced Value Co-Creation</i>	Sorensson A., Cawthorn A., and Ghannad N. <i>Sustainable value creation through sharing and renting – lessons from the outdoor industry in Sweden</i>
	Marzullo M., Di Bernardo I., Russo S. P., Mele C., Russo Spina T., and Ranieri A. <i>Social robots to reduce caregivers' burden.</i>	Renzi M. F., Enquist B., Breitharth T., Fisk R. P., Gulotta T. M., Sebbatu S. P., Tsiotsou R., and Ungaro V. <i>Sustainable Communities: A Collaborative Advantage Approach for the EU Energy Crisis</i>	Zamora-Ramos M. R., Zúñiga-Espinosa N. A., Diaz-Mendez M., and Chamorro-Mera A. <i>The university entrepreneurship: towards sustainability through co-creation tools in Living Labs</i>
7.45 pm	Gala Dinner – Villa Rufolo		

# Program



Friday, 9 June 2023			
Plenary Session Auditorium			
8.45-9.25 am	<i>Market Shaping</i> Kaj Storbäcka, <i>Hanken School of Economics</i> , and Suvi Nenonen, <i>Stockholm School of Economics</i>		
Parallel sessions			
	Auditorium	Press Room	Dressing Room
9.25- 10.25 am	Session n. 25 <b>Service ecosystems and markets dynamics (3)</b> Chair: <i>Roberta Sebastiani</i>	Session n. 26 <b>Actor engagement (3)</b> Chair: <i>Schmidt Rainer</i>	Session n. 27 <b>Service and Complexity</b> Chair: <i>Irene di Bernardo</i>
	As'ad N., Patricio L., and Koskela-Huotari K. <i>The Role of Contradictions in Service Ecosystem Transformation</i>	Rainer S., Alt R., and Zimmermann A. <i>Identifying the structure of complex software platforms through user statements</i>	Schild L. and Jensch J. <i>Complexity drivers of industrial service system offerings and their relation to efficiency and flexibility</i>
	Blasco-Arcas L., Heinonen K., and Lee H.-H. <i>Towards a conceptual model of inclusive service ecosystems</i>	Arsenovic J., Otterbring T., and Bergkvist L. <i>Lean &amp; Clean: Reconsidering the Use of Multi-Item Word-of-Mouth Measures in Service Recovery Research</i>	Caputo F., Ebraico S., and Gagliardi A. R. <i>Depicting the role of blockchain technology within healthcare processes through a multiple-scenario representation</i>
	Anzivino A., Roberta Sebastiani R., and Svärd K. <i>Towards Sustainable Value Creation in the Beauty Service Ecosystem: Connecting Tensions and Systemic Sustainability Outcomes</i>	Liang T., Souma T., and Zhang J. <i>The influence of C2C Communications in Shoppers' Customer Experience: Focusing on Saying-Is-Believing Effect in eWOM Context</i>	Johanson M. <i>Service network strategy: the importance of nodes and horizons for business models in service networks</i>
10.25-10.45 am	COFFEE BREAK		
Parallel sessions			
	Auditorium	Press Room	Dressing Room
10.45- 11.45 am	Session n. 28 <b>Actor engagement (4)</b> Chair: <i>Antonietta Megaro</i>	Session n. 29 <b>Business models to manage networks and service systems</b> Chair: <i>Daniela Corsaro</i>	Session n. 30 <b>Experience, value, and brand</b> Chair: <i>Angelo Ranieri</i>
	Baldi G., Botti A., Carrubbo L., and Troisi O. <i>Exploring the Landscape of Fan Engagement: A Bibliometric Analysis</i>	Malik R. <i>Knowledge flows in service industry, new insight from offshored service centers</i>	Morioka K. and Chen Z. <i>Co-creation of brand value-in-context: The moderating effects of customer autonomy and co-creation contexts</i>
	Blasco-Arcas L., Azer J., and Alexander M. <i>What's in an image? Understanding visual modality of engagement in digital service ecosystems</i>	Megaro A. and Sirianni C. A. <i>Analyzing Industry 3.0 paradigm in a Service-dominant logic perspective: focus on service innovation</i>	O' Cass A., Nabi N., and Siahtiri V. <i>Luxury service brands: Linking emotional brand attachment with social media engagement behavior</i>
	Svärd K., Gottfridsson P., Camén C., and Bergkvist L. <i>Understanding Business Model Adaptation from a Service Ecosystem Perspective: A Longitudinal Multiple Case Study of New Ventures</i>	Hemilä J. <i>Sustainability and Digitalization in Manufacturing Industry Service Business</i>	Kunz W., Liu R., Shaaban K., Yu S., Zhang J., and Zurawicki L. <i>Music as Service Consumption Experience – Drivers &amp; service preferences based on an AI-based analysis</i>
11.45 am 12.45 pm	Session n. 31 <b>Constitution of Service Ecosystem</b> Chair: <i>Michael Ehret</i>	Session n. 32 <b>Actor engagement (5)</b> Chair: <i>Peter Ekman</i>	Session n. 33 <b>Actor engagement and technologies</b> Chair: <i>Aron O' Cass</i>
	Pels J. <i>Institutional Mismatches between Formal/Informal Markets in Emerging Economies</i>	Kanda M. and Hollebeck L. <i>Emergence of Engagement and Co-creation of Value in Service</i>	Marticorena A. M. and Tostes M. <i>Actor embeddedness, actor engagement, and value-in-context in a cultural organization's ecosystem.</i>
	Mele C. and Russo Spina T. <i>Trust in Blockchain-enabled Service Ecosystems</i>	Anastasiadou E., Ekman P., and Rondell J. <i>Exploring Perceived Service Provider Roles in Business Actor Engagement</i>	O' Cass A., Siahtiri V., and Nabi N. <i>Luxury service brands: The role of social insecurity in the relationship between self-construal and social media engagement behaviour</i>
	Thalmann S. and Ehret M. <i>Data Governance and the constitution of autonomous mobility systems-</i>	Lehto S., Alexander M., and McLean G. <i>Exploring pre-purchase engagement in digital B2B settings</i>	Buglieri E., Pan L.R.Y., and Croom S. <i>Servitization in the Luxury Industry: how luxury companies are redesigning their customer experience</i>
	Olaniyan R. and Ehret M. <i>The impact of mobile payment platform on retailers in emerging</i>		
Plenary Session Auditorium			
12.45-1.15 pm	<i>Future Challenges: Emerging Markets and Low-Resource Beneficiaries</i> Jaqueline Pels, <i>Universidad Torcuato Di Tella</i>		
1.15-1.30 pm	<i>Closing Session: Ever's looking forward</i> Francesco Polese - <i>University of Salerno</i> , Cristina Mele - <i>University of Naples 'Federico II'</i> , Stephen L. Vargo, <i>University of Oklahoma</i>		
1.30-2-30 pm	LUNCH		