

Monday 6th September 2021

6.00-8.00 pm Welcome and Registration – Villa Orlandi, Anacapri

Tuesday 7th September 2021

9.00 am Registration – Villa Orlandi, Anacapri

Plenary Session - Room Grotta Azzurra

9.30 am Francesco Polese - *Service Research: Contributions from The Naples Forum on Service*
Evert Gummesson – *Insights for Service Research*
Cristina Mele - *Service Research: what's ahead? Onlife experiences & phygital contexts*

10.30-11.15 am Steve Vargo – *Service-Dominant Logic*

COFFEE BREAK

Parallel Sessions

Room Grotta Azzurra

Room I Faraglioni

Room Marina Grande

11.45 am-12.45 pm

Session n.1
Institutions
Chair: Marco Tregua

Session n.2
Servitization
Chair: Maria Ciasullo

Session n.3
Service Ecosystem
Chair: Mara Grimaldi

Ruiz-Alba José L.; Quero María J.; López-Tenorio Pablo J.- Institutions and customer experience: the role of interfunctional coordination

Ciasullo Maria V., Montera Raffaella, Douglas Alexander - Unveiling value co-creation within the digital servitization business models: Empirical evidence from B2B industrial firms

Cozzolino Alessandra, Calabrese Mario, Massaroni Enrico - Logistics service providers offering specialized fine-art logistics solutions: case study analysis

Kaartemo Valtteri, Davidian Ken, Eerme Tõnis - Building legitimacy in the early stages of emergence and institutionalization of service ecosystems

Schmidt Rainer, Zimmermann Alfred, Moehring Michael, Keller Barbara, Alt Rainer - Value Co-Creation on Assistant Platforms

Van Strien Jeroen, Sahhar Yasin, van Fenema Paul C. - Ready to Pair? Understanding Pre-negotiation Supplier Engagement in the Context of Performance-Based Contracting

Sebastiani Roberta, Anzivino Alessia - Institutions and actors' interactions in the new normal era

Edvardsson Bo, Tronvoll Bård - Servitization challenges in transforming service ecosystems: An empirical analysis of firms' responses and a conceptual framework

Malik Radoslaw - Service Offshoring: Current Issues and New Research Directions

12.45-1.45 pm

LUNCH BREAK

	<i>Room Grotta Azzurra</i>	<i>Room I Faraglioni</i>	<i>Room Marina Grande</i>
1.45-2.45 pm	<p>Session n.4 Transformative Service Research <i>Chair: Irene di Bernardo</i></p>	<p>Session n.5 Service Systems <i>Chair: Luca Carrubbo</i></p>	<p>Session n.6 Higher Education <i>Chair: Mara Grimaldi</i></p>
	Testa Mario, Santini Cristina, Caraher Martin - The evolution of the Circular Economy applied to Food Loss and Waste issue: the Spiral Economy 4.0 perspective	Koskela-huotari Kaisa, Carrubbo Luca, Toli Angeliki M. - Towards dynamic decision-making in service organizations: insights from systems thinking	Diaz-Mendez Montserrat, Zamora-Ramos Moisés, Quero-Gervilla María J., Chamorro-Mera Antonio - Higher education (HE) service pollution: attempting against its sustainability
	Ungaro Veronica, Di Pietro Laura, Renzi Maria F., Guglielmetti Mugion Roberta, Pasca Maria G. - Transformative Service Research: a systematic literature review	Shoji Masato, Taguchi Takachi - Investigation on Structure of Service Ecosystem: Japanese Enthusiasts studies from Serviceology	Bassano Clara, Leitner Christine, Ganz Walter, Satterfield Debra, Piciocchi Paolo, Spohrer James C. - Insights from T-Shaped Professional (T-SP) Model to support human-machine interaction
	Helkkula Anu, Arnould Eric - The Interplay of Market Ontologies and Sustainable Development Goals	Ben Letaifa Soumaya, Edvardsson Bo - Towards an Intra-Ecosystem perspective for Value Co-creation: How Resources are integrated within and across Ecosystems?	Tossavainen Päivi - The T-shaped professionals' education strategies for service innovation
	Plenary Session <i>Room Grotta Azzurra</i>		
2.45-3.30 pm	Jaquie Pels - <i>Change of Era - Era of Changes</i>		
3.30-4.00 pm	COFFEE BREAK		
	Parallel Sessions		
	<i>Room Grotta Azzurra</i>	<i>Room I Faraglioni</i>	<i>Room Marina Grande</i>
4.00-5.00 pm	<p>Session n.7 Institutional work <i>Chair: Debora Sarno</i></p>	<p>Session n.8 Value & Smart Technology <i>Chair: Marco Tregua</i></p>	<p>Session n.9 Healthcare in service research <i>Chair: Maria Luisa Marzullo</i></p>
	Taillard Marie, Schau Hope - Institutional Work on Platform Business Models	Rancati Gaia, Barraza Jorge - The Effect of Sales Assistant-Customer Interaction on Immersion inside Retail Stores	Cavacece Ylenia, Russo Giuseppe - Healthcare innovation: digitisation and citizen participation for service improvement
	Masè Stefania, Minina Alisa, Smith Jamie - How Digital Services Are Reshaping the Dating Practice: An Institutional Theory Perspective on the Digital Dating Service Ecosystem	Watanabe Kentaro - Avatar-mediated service encounter and its impact after COVID-19	Masucci Armando, Megaro Antonietta - Artificial Intelligence as a driver to enable Healthcare Service Ecosystem viability
	Quero María J., Díaz-Méndez Montserrat, Gummesson Evert - Balanced Centricity: deinstitutionalizing the arts sector. The case of Patreon open platform	Ranieri Angelo, Russo Spena Tiziana, Tregua Marco, Mele Cristina - Conversational agents to enact value propositions for an intimate, intelligent, and seamless experience	<p>Marzullo Maria Luisa, Di Bernardo Irene, Russo Spena Tiziana, Mele Cristina - The use of smart technologies to facilitate patient engagement in healthcare services: the Medicinæ case study</p> <p>Ruggiero Andrea - Digital therapeutics in healthcare ecosystem: a systematic literature review</p>
	Plenary Session <i>Room Grotta Azzurra</i>		
5.00-5.45pm	Lerzan Aksoy, Tim Keiningham - <i>Competing on Experience: Choosing between Frictionless and Memorable</i>		
8.00-10.00 pm	DINNER Restaurant Al Capri, Via Roma 38		

Wednesday 8th September 2021

	Plenary Session Room Grotta Azzurra		
9.00-10.00 am	Steve Vargo, Hans Kjellberg, Kaisa Koskela-Huotari, Suvi Nenonen, Linda Peters, Francesco Polese, Debora Sarno, Claudia Vaughan - <i>Reflections on Emergence in marketing</i>		
	Parallel Sessions		
	Room Grotta Azzurra	Room I Faraglioni	Room Marina Grande
10.00-11.00 am	Session n.10 Actor engagement Chair: <i>Andrea Ruggiero</i>	Session n.11 Smart Services Chair: <i>Luca Carrubbo</i>	Session n.12 Negative value co-creation Chair: <i>Orlando Troisi</i>
	Storbacka Kaj, Jaakkola Elina, Nenonen Suvi, Alexander Matthew - Conceptualizing Actor Engagement Management	Bulawa Nicole, Jacob Frank - More Than a Snapshot: Dynamic Value-in-Use Emergence in E-Services	Gummerus Johanna, O'Loughlin Deirdre, Kelleher Carol - Ambiguous Loss and Value Co-Destruction in Fragmented Service Systems
	Kleinaltenkamp Michael, Conduit Jodie, Plewa Carolin, Karpen Ingo O., Jaakkola Elina - Collective Engagement towards Social Purpose	Lappalainen Inka, Aromaa Susanna - Emerging data-driven service innovation and ecosystem in the construction phase of the smart building	Hogg Johannes, Werner Kim, Griese Kai Michael- Conceptualizing dynamic and phenomenological value co-creation in event management
	Frosch Markus, Warg Markus - Leading with Context: Impacts from IAD Framework, Service Science and Service-Dominant Logic	Meierhofer Juerg, Heitz Christoph, Hannich Frank - Optimizing service value creation with smart, connected products	Razmdoost Kamran, Alinaghian Leila, Kutsch Elmar - Practice Disruption in Service Ecosystems: The Case of K2 2008 Disaster
11.00-11.30 am	COFFEE BREAK		
	Plenary Session Room Grotta Azzurra		
11.30 am-12.15 pm	Anders Gustafsson – ‘Service research priorities’		
12.15-1.15 pm	Jochen Wirtz, Werner Kunz, Nicole Hartley, James Tarbit, - <i>Corporate Digital Responsibility at the Dawn of the Digital Service Revolution</i>		
1.15-2.15 pm	LUNCH BREAK		
	Parallel Sessions		
	Room Grotta Azzurra	Room I Faraglioni	Room Marina Grande
2.15-3.35 pm	Session n.13 Resource & Co-creation Chair: <i>Antonietta Megaro</i>	Session n.14 Value co-creation Chair: <i>Marco Tregua</i>	Session n.15 Service Research Chair: <i>Irene Di Bernardo</i>
	Loebler Helge The meaning-ladenness of value in Service-Dominant Logic	Feddema Kim, Harrigan Paul, Koskela-Huotari Kaisa - Understanding the ‘resourceness’ of wildlife as a commodity – An institutional, service ecosystem perspective of the exotic pet trade	Andreassen Tor, Del Vacchio Erica - AI and Emotions: a literature review
	Ahlemeyer Kai - The Active Customer in Value Co-Creation Processes: The Importance for Companies Using the Example of Energy Cooperatives	Siddike Md Abul Kalam, Akaishi Rei - Anatomy of value co-creation: case of local governments in Japan for covid-19 responses	Ruggiero Andrea, Laddaga Cesare, Dela Vacchio Erica – Actors’ roles in service robotics ecosystem
			Morande Swapnil - Optimizing circadian rhythm for well-being: Value co-creation using Machine Learning

	Shulga Lenna, Busser James A. - Co-Creation: The More We Contribute – The More We Value	Holmqvist Jonas, Royer Jade - Expanding Value Co-Creation: Value-in-Context in Confucian Cultures	Greco Fabio, Di Bernardo Irene – Silver Starters
	Dehling Sebastian- The role of resource asymmetry in coordinating value processes	Sahhar Yasin, Loohuis Raymond, Henseler Jörg - Illuminating experience's inception and evolution: an auto hermeneutic phenomenological inquiry	Bozic Maja, Moretta Tartaglione Andrea - Scanning of the retail environment in forecasting activities
3.35-4.00 pm	COFFEE BREAK		
	Parallel Sessions		
	<i>Room Grotta Azzurra</i>	<i>Room I Faraglioni</i>	<i>Room Marina Grande</i>
4.00-5.00 pm	Session n.16 Institutions <i>Chair: Irene Di Bernardo</i>	Session n.17 Big data & value co-creation <i>Chair: Luca Carrubbo</i>	Session n.18 System thinking <i>Chair: Antonietta Megaro</i>
	Schau Hope J., Akaka Melissa A., Luri Ignacio - Codifying Brand Practices in Service Encounters	Keller Barbara, Möhring Michael, Carrubbo Luca, Caputo Francesco, Schmidt Rainer - Identifying patterns in Big Data Analytics to enhance value co-creation	Loia Francesca, Basile Vincenzo, Capobianco Nunzia, Vona Roberto - A service ecosystems perspective on decommissioning of offshore platforms: highlights by the italian context
	Braz Becker Larissa C., Helkkula Anu, Karpen Ingo, Kleinaltenkamp Michael, Jaakkola Elina, Nuutinen Maarja - From the individual to the collective: conceptualizing the collective actor experience	Paavola Lauri - Algorithmic technologies in organizing food supply	Moretta Tartaglione Andrea, Granata Giuseppe, Cavacece Ylenia - Complexity in systems thinking and dynamic capabilities framework
	Pasca Maria G., Guglielmetti Mugion Roberta, Di Pietro Laura, Renzi Maria F. - Gamification and service quality to incentivize shared micro-mobility services in Italy. An empirical study	Christ-Brendemühl Sonja, Schaarschmidt Mario - Fairness Perceptions of Customer Participation in Augmented Reality-Enabled Online Services	Saviano Marialuisa, Perillo Claudia - From Hospital to Home: Service and Systems thinking for effective, efficient and sustainable healthcare
	Plenary Session <i>Room Grotta Azzurra</i>		
5.00-5.45 pm	Jim Spohrer - <i>Service Systems at the Dawn of the AI Era: Service Innovation Roadmaps and Responsible Entities Learning</i>		
5.45-6.30 pm	W Brian Arthur - <i>Complexity economics</i>		
8.00 pm	GALA DINNER Restaurant Da Gelsomina, Via Migliara 72		

Thursday 9th September 2021

Parallel Sessions			
	<i>Room Grotta Azzurra</i>	<i>Room I Faraglioni</i>	<i>Room Marina Grande</i>
9.00-10.00 pm	Session n.19 Service & Technologies <i>Chair: Erica del Vacchio</i>	Session n.20 Smart Systems <i>Chair: Antonio Botti</i>	Session n.21 Service Innovation & Higher Education <i>Chair: Orlando Troisi</i>
	Fehrer Julia, Mullen Molly, Morreale Fabio, Lythberg Billie, Newth Jamie, Wieland Heiko - Decentralized autonomous organizations (DAOs) for value cocreation in the arts	Badinelli Ralph- Intelligent agents and ecostructuring decisions in service journeys	Quero María J., Ventura Rafael, Martínez-Martínez Sofía L. - The mediating role of Univerity-Industry linkages for value co-creation in Engaged Universities
	Fujikawa Yoshinori, Sishiyama Kohei, Oue Shingo, Suzuki Satoko - Humans and machines in the emergence of service ecosystems: Addressing false dichotomy by embracing paradox	Wallezky Leonard, Carrubbo Luca, Buhnova Barbora, Bayarsaikhan Odonchimeg - Conceptual model of Smart Services. How to understand the structure of services in Smart City	Angrisani Maria Rosalba, Dell'Anno Davide Hockaday Tom - Shaping the Scope and Features of an Innovation Community Through a Multiple Case Study
	Erica del Vacchio, Tiziana Russo Spena, Cristina Mele - Blockchain technology and Service Ecosystem: a focus on Agri-food business	Botti Antonio, Grimaldi Mara - Managing emergency through resilience: reinterpreting smart cities as service ecosystems view	Ciasullo Maria V., Capolupo Nicola, Romeo Emilia - Developing a Microsoft Teams usability index in Higher Education Organizations: a Service-Dominant Logic orientation
Plenary Session <i>Room Grotta Azzurra</i>			
10.00-10.45 pm	Suvi Nenonen, Kaj Storbacka - <i>Market-shaping: Highlights of recent research</i>		
10.45-11.15 pm	COFFEE BREAK		
Parallel Sessions			
	<i>Room Grotta Azzurra</i>	<i>Room I Faraglioni</i>	<i>Room Marina Grande</i>
11.15-12.35 pm	Session n.22 Service ecosystem <i>Chair: Mara Grimaldi</i>	Session n.23 Service Research <i>Chair: Fabio Greco</i>	Session n.24 Value creation <i>Chair: Marco Tregua</i>
	Polese Francesco, Visvizi Anna, Troisi Orlando, Grimaldi Mara - Digitalizing value co-creation: how artificial intelligence redefines human-computer interactions in service ecosystems	Siddike Md Abul Kalam, Hidaka Kazuyoshi, - The role of informal institution in bop economy: a service-dominant logic view	Schmidt Rainer, Dacko Scott, Moehring Michael, Keller Barbara, Zimmermann Alfred - AI-based Value Co-Creation in Tourism
	Tuominen Tiina, Mele Cristina, Edvardsson Bo, Reynoso Javier - The role of smart technology in shaping value co-creation routines. A study of service ecosystem change	Vestertė Jurga, Skačkauskienė Ilona - Towards a decision support framework for service modularisation	Schmudde Ulrich, Sorensson Anna - Co-creating value net for shadow destinations in Sweden
	As'ad Nabila, Patrício Lia - Managing Contradictions between "Business as Usual" and Transition Dynamics in Service Ecosystems	Salgado Maricela, Marcos Esperanza, Vara Juan M., De Castro Valeria, Martin-Peña Maria L. - Service Design Methodologies. A Systematic Literature Review	D'Auria Anna, Bifulco Francesco - Smart fruition of archaeological heritage: evidence from great cultural attractors
	Katsifaraki Georgia - Strategizing in service ecosystems: A Service-Dominant driven, value-based platform	Di Bernardo Irene, Spano Maria, Mele Cristina, Russo Spena Tiziana - Customer Journey: A Bibliometric Review and Future Research Agenda	Gargiulo Roberta, Carignani Francesco, Bifulco Francesco - Social robots in the cultural heritage experience

	Plenary Session <i>Room Grotta Azzurra</i>
12.35-1.30 pm	Steve Vargo, Jaqueline Pels, Suvi Nenonen, Kaj Storbacka, Francesco Polese, Cristina Mele <i>Closing session</i>
1.30 pm	LUNCH BREAK