

RESER 2018

20-22 September

SERVICES IN THE AGE OF
CONTESTED GLOBALIZATION



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW



CHALMERS

Locations

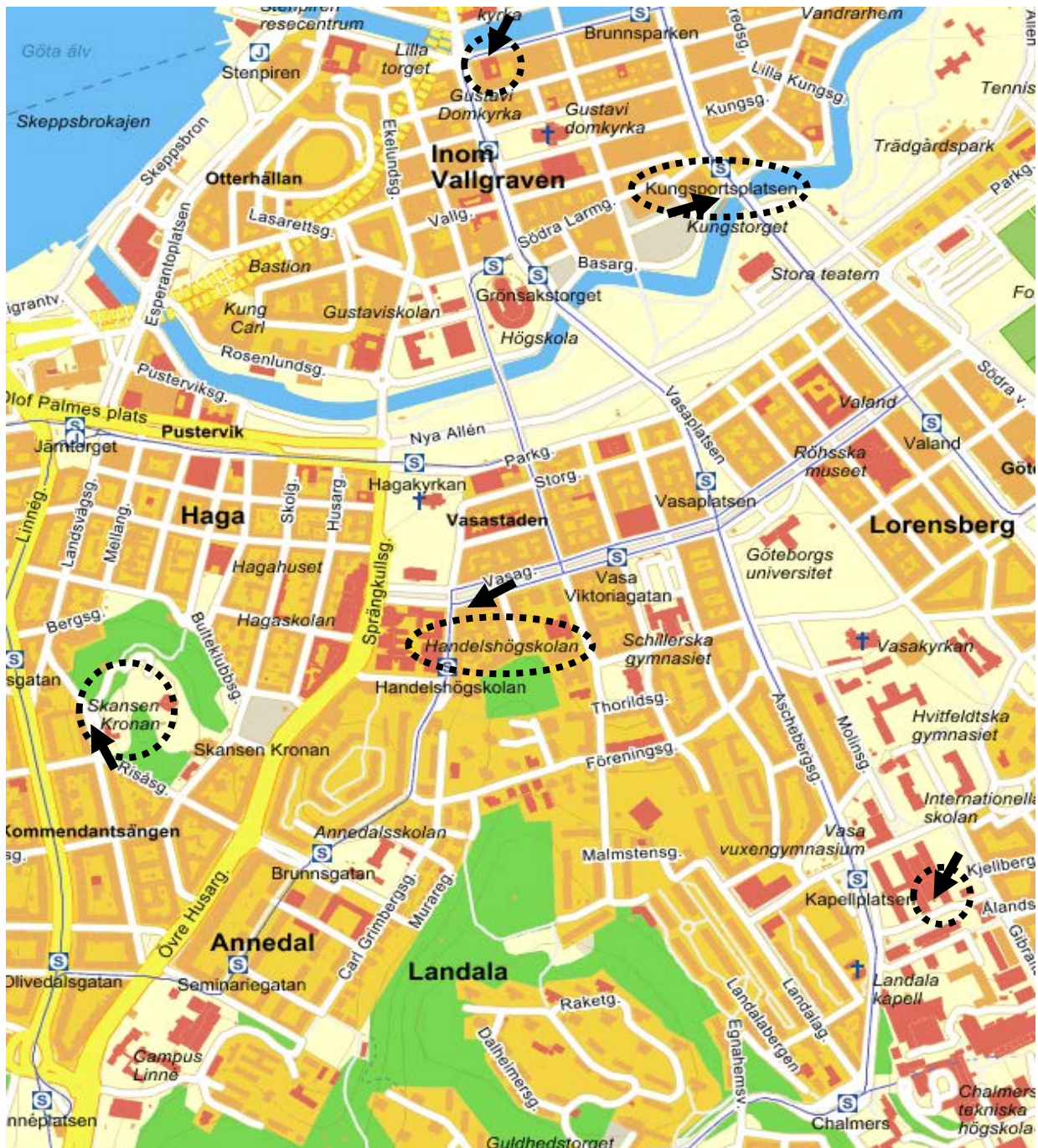
Handelshögskolan - Vasagatan 1

Chalmersska Huset - Södra Hamngatan 11

Skansen Kronan - Leijonspärres Väg 10

Chalmers, Veras Gräsmatta - Vera Sandbergs Allé 8A, ground floor

Paddan - Kungssportsplatsen



Conference program

Day 1 Thursday 20 September

- 08.00 **Registration**
Vasagatan 1, main entrance
School of Business, Economics and Law, University of Gothenburg
- 09.00 **Conference Opening** Malmstensalen
Speeches by
Ola Olsson
Professor and Vice Dean Research
School of Business, Economics and Law, University of Gothenburg
Patrik Ström
President of RESER and Associate Professor
Head of Business Administration Department, School of Business,
Economics and Law, University of Gothenburg
Ida Gremyr
Professor
Department of Technology Management and Economics,
Chalmers University of Technology
RESER Council Member
- 09.30 **Keynote speaker** Malmstensalen
Andrew Jones
Professor and Vice-President (Research & Enterprise)
School of Arts and Social Sciences, City University of London, UK
- 10.30 **Coffee break**
- 11.00 **Keynote speaker** Malmstensalen
Metka Stare
RESER 2018 Lifetime Achievement Award Recipient
Research Professor
Faculty of Social Sciences, Center of International Relations,
University of Ljubljana
RESER Council Member
- 12.00 **Lunch**
- 13.00 **Parallel sessions**
- 15.00 **Coffee break**
- 15.30 **Parallel sessions**
- 17.30 **End of session's day 1**
- 18.00 **City of Gothenburg Welcome Reception** in Chalmersska huset, Södra Hamngatan 11
Welcome speech by Liselott Carlsson, City Functions Manager

Day 2 Friday 21 September

- 08.00 **Parallel sessions**
- 10.00 **Coffee break**
- 10.30 **Parallel sessions**
- 12.00 **Lunch**
- 13.30 **Keynote speaker** Malmstensalen
Dennis Nobelius
CEO of Zenuity, PhD
- 14.00 **Keynote speaker** Malmstensalen
Dr. Anette Falkenrot
MD, MBA, Head of Department for Healthcare Digitization, Region Västra Götaland
- 14.30 **Panel discussion**
- 15.00 **Coffee break**
- 15.30 **Parallel sessions**
- 17.30 **End of sessions Day 2**
- 18.30 **Conference dinner** at Skansen Kronan with fortress tour

Day 3 Saturday 22 September

- 09.00 **RESER 2018 General Assembly**
Chalmers, Veras Gräsmatta, Vera Sandbergs Allé 8A, ground floor
- 12.00 **Light lunch**
- 13.00 **Paddan Boat Tour**, Kungssportsplatsen

Parallel sessions

Day 1 Thursday 20 September

	B22	B23	B32	B33	C33
	#6 Service innovation in private and public services. Chair: Martin Henning	#5 Services and the Green Economy. Chair: Ceren Altuntaş Vural	#3 Digitalization and technology-enabled services. Chair: Jan Bröchner	# Distinguished scholar track: Presenting the volume Services, Experiences and Innovation in honour of Jon Sundbo. Chairs: Ada Scupola & Lars Fuglsang	#5 Services and the Green Economy. Chair: Pedro Costa
KI 13.00	<i>Silvia Cruz/ Sonia Paulino</i> Active mobility and innovation in urban mobility services	<i>Grete Rusten</i> Functional sales, strategies, performance and green contributions	<i>Charlotta Kronblad</i> Digitalization of Professional Service Firms: A comparative study of institutional complexity	<i>Ada Scupola/ Lars Fuglsang</i> Integrative perspectives on service, innovation and experience research	<i>José Aureliano Martin</i> Study of the preferences of tourists through conjoint analysis: The case of Ceuta
KI 13.30	<i>Magali Dubosson/ Emmanuel Fragnière/ Denis Rochat</i> Perceived risks regarding the future of work in the aftermath of service digitalization: An empirical study conducted in Switzerland	<i>Doris Schartinger</i> Social innovation with environmental impact – a typology and policy aspects	<i>Marialuisa Marzullo</i> Artificial Intelligence and new service innovation: The case of IBM's new service robotics	<i>Luis Rubalcaba</i> Experience and innovation in services: From human encounters to social building	<i>Andreea Marin-Pantelescu</i> Role of tour operators and travel agencies in promoting sustainable and socially responsible tourism
KI 14.00	<i>Wenxiu Li</i> Liberalization of trade in services and quality of Chinese exports - Evidence from micro enterprise data	<i>Brita Hermelin</i> Development of transport services through ideals of Green Growth – the case of investments and strategizing for High speed rail in EU	<i>Christer Nygren/ Peter E. Johansson/ Anders Fundin</i> Dilemmas in service transformation: A service strategy implementation case	<i>Faïz Gallouj</i> Advances in service innovation studies	<i>Pedro Costa</i> Fostering creative tourism dynamics in Portugal: Monitoring the implementation of creative tourism pilot initiatives in small cities and rural areas
KI 14.30	<i>Martin Henning</i> Regional labour flows between manufacturing and business services: Reciprocal integration and uneven geography		<i>Emily Xu</i> Value creation for intelligent connected vehicles: An industry value-chain perspective	<i>John Bryson</i> Services and experiences from space: Satellite-enabled services and manufacturer - operator interdependencies and hybrid products as enablers of growth Jon Sundbo Futures of services and experience research	

	B23 #5 Services and the Green Economy. Chair: Lucien Georgeson	B32 #3 B32: #3 Digitalization and technology-enabled services. Chair: Árni Halldórsson	B33 #4 Service innovation in private and public services. Chair: Ida Gremyr	C33 #5 Services and the Green Economy. Chair: Jon Sundbo
KI 15.30	<i>Päivi Pelli</i> Service ecosystems of the built environment – more than one sustainability transitions pathway?	<i>John Bryson</i> Cyber security services and the emergence of Cyber Valley: Regional evolution, path creation and a resource-based view of regional economies	<i>Pierre-Yves Le Dilosquer</i> Changing work organization for a service-based economic model: The experience of cleaning companies in France	<i>Eliisa Sarkkinen</i> Designing a digital tool Concept for Business-to-Business Dialogue
KI 15.50	<i>Maria Sousa</i> An ecoservices retro-feedback contribution to green economy	<i>Adriana Carotenuto</i> Service innovation driving changes: The role of blockchain technology	<i>Faiz Gallouj</i> Services in innovation networks and innovation networks in services: From traditional innovation networks (TINS) to public service innovation networks (PSINS)	<i>Daisy Bertrand/ Bénédicte Aldebert Pierre-Yves Léo</i> Business models of peer-to-peer service platforms: The case of hospitality services in France
KI 16.10	<i>Rannveig Edda Hjaltadóttir/ Christian Schulz</i> Practising circles: Institutional change of corporate routines under circular economy imperatives	<i>Mikko Heiskala</i> Implications of digitalization and servitization to mass customization capabilities: A conceptual analysis	<i>Veronika Belousova</i> Employees' acceptance of new technologies	<i>Andrea Birch-Jensen</i> Working towards improvements of smart services through the use of customer feedback
KI 16.30	<i>Lucien Georgeson</i> Exploring economic activity, employment and trade in services in the green economy through transactional data	<i>Stefan Michael Genennig</i> How digitization and a services systems perspective is changing	<i>Ahmet Anil Sezer</i> How to attract knowledge workers: Company size, gender, age and education as moderators	<i>Jon Sundbo</i> Value-creation through introducing local food in tourism enterprises
KI 17.00			<i>Kirsi Hyytinen/ Marja Toivonen</i> Opening the library services: New community-oriented practices	

Day 2 Friday 21 September

	B22	B23	B32
	#6 Service innovation in private and public services. Chair: Luna Leoni	# REDLAS session with theme on international trade in services. Chair: Robert Wentrup	#6 Service innovation in private and public services. Chair: Frida Smith
KI 08.00	<i>Urko Lopez/ David Sanchez/ Jon Aldazabal/ Estibaliz Hernandez</i> RIS 3 activities and KIBS in the Basque Country, do they fit with the advanced industries classification?	<i>Gintare Valkauskiene /Liudmila Bagdoniene</i> Identifying resources and capabilities in different stages of service innovation: The case of international engineering service company	<i>Daisy Bertrand/ Pierre-Yves Léo/ Jean Philippe</i> Les plateformes de pair a pair, nouveaux services d'intermediation du monde numerique. Peer-to-peer service platforms, a new way to organise services in the digital world
KI 08.30	<i>Cristina Caterina Amitrano/ Roberta Gargiulo</i> Mixed-reality servicescape for cultural organizations	<i>Juri Reich</i> Decision support systems for global service network design	<i>Morten J. W. Hansen /Heidi Topholt</i> Digital natives interacting with online public sector self-service: An explorative case study
KI 09.00	<i>Arantza Zubiaurre/ Eduardo Sisti</i> Regional Innovation System evolution and the increase of Knowledge Inten-sive firms. A comparative Study in Madrid, Barcelona, Valencia and Bilbao (Spain)	<i>Erik Johansson /Sebastian Rye</i> Leadership and psychosocial work environment in an intensive care setting: Improvement opportunities that foster organizational development and work satisfaction	<i>Linda Bergkvist/ Jana Huck</i> Collaborative idea refinement in public service innovation
KI 09.30	<i>Estibaliz Hernandez</i> Value proposition and competitiveness of KIBS firms in Basque Country: An exploratory research	<i>Robert Wentrup</i> Cryptocurrencies and bitcoin production: An emerging service market?	<i>Marilyne Pasquier/ Magali Dubosson/ Laura Jan Du Chêne</i> Specific needs based design of a housing and real estate observatory at the local level: A conceptual framework

B22

#1 Internationalization of services and services in emerging markets.
Chair: Patrik Ström

B23

#4 Organizing for effective servitization and service management.
Chair: Juliana Hsuan

B32

#6 Service innovation in private and public services.
Chair: Alexander Wong

KI 10.30

Peter Smith
 Why do consumers within Europe prefer to purchase online from domestic suppliers rather than cross-border?

Klas Hedvall
 An Interorganizational perspective on the customization of solutions

Céline Merlin-Brogniart
 Nouveaux modèles d'affaires et partenariats-public-privé: quelles dynamiques d'innovation?

KI 10.50

Metka Stare
 Interactions and impacts between knowledge intensive services and global value chains

Jukka Pulkkinen
 Life cycle management of integrated operation solution for the LNG supply chain

Anne Vorre Hansen/Lars Fuglsang
 Living Labs – exploring the link to public value and service co-creation

KI 11.10

Luna Leoni
 30 years of research on Servitization: A bibliometric analysis and paths for future research

Cheryl Cordeiro
 Which User of Technology? Simultaneous perspectivising of users of technologies in remote services workflow practices.

Gunnar Auth
 On the road to SIAM – Critical success factors for integrating IT services sourced from multiple providers

KI 11.30

Patrik Ström
 Toward a cross-disciplinary theoretical model for internationalization of services

Martin Raban
 An approach towards assessing the value of industrial service prototyping

Alexander Wong
 The geographical prerequisites on the applicability of management concepts

KI 15.30

KI 15.50

KI 16.10

KI 16.30

KI 17.00

B32

#6 Service innovation in private and public services.

Chair: José Luis Navarro Espigares

Mario A. Pfannstiel
Understanding service-product-entities in healthcare – An analysis of service-product-entities based on a holistic classification system

David Joelsson
How service design methods transform logics in management teams: Learnings from the journey of a hospital bed

Udita Taneja
Customer relationship and brand equity: A changing strategy of Indian hospitals

Thérèse Depeyrot-Ficatier
Recent evolutions for the healthcare digital platforms and their impacts on the transformation of the healthcare system

José Luis Navarro Espigares
Healthcare services and globalisation: An input-output analysis

B33

#4 Organizing for effective servitization and service management.

Chair: Kentaro Watanabe

Eija Lipasti
Value appropriation in service networks

Natalie Roth
Key challenges in developing, implementing and using new workspace concepts

Benoît Desmarchelier
Users involvement in value creation: the more the better?

Guglielmetti Mugion R/Raharjo H/ Pasca Maria. G
Quality management system and organizational performance: An empirical study

Kentaro Watanabe
International technology transfer for social welfare service system: A case study

School of Business, Economics and Law
Vasagatan 1

