The 2015 Naples Forum on Service - Service Dominant logic, Network & Systems Theory and Service Science: integrating three perspectives for a new service agenda

DOCTORIAL WORKSHOP

Tuesday, 09th June 2015	
11.00-11.20	Opening Doctorial Workshop *Cristina Mele* - University of Naples "Federico II" and *Francesco Polese* - University of Salerno
Doctorial Scientific Panel	
David Ballantyne - Univeristy of Otago, NZ Evert Gummesson - Stockholm University, SWE Cristina Mele – University of Naples, ITA Francesco Polese – University of Salerno, ITA Jim Spohrer - IBM Almaden Research Centre, US Steve Vargo - University of Hawaii, US	
PhD. Student Presentations	
11.20-13.00	*Sara Martins Gonçalves* - Corporate reputation's contribution to the co-creation of value from stakeholders' perspective – the case of customers
	Kayak Murat - Creating brand trust with sustaining innovation
	Kaisa Koskela-Huotari- The evolution of the artificial – a service ecosystems perspective
	Paivi Pelli – Rethinking Service Logic in Forest-based Sector
	Martina Toni - Innovation, co-creation and sustainability in tourism service ecosystem
13.00-14.00	Lunch
14.00-15.00	*Luigi Servadio* - Rituals of value co-creation. A wine-market study
	Oksana Tokar - Service Systems Integration in Mental Health Care
	Andreas Petz - Development and Empirical Evaluation of a Comprehensive Service Productivity Model for Knowledge Intensive Services