



Ministero dell'Istruzione,  
dell'Università e Ricerca



Universidad  
Torcuato di Tella



Mid Sweden  
University



Università  
di Cassino

## Cooper-Link Lecture

International Inter-University Research Cooperation Project

*"The emerging perspective of Service Science for management and marketing studies"*

# International CooperLink Project Perspectives of Service Science Research

Conference Chair:  
Francesco Polese

October 14, 2010  
University of Cassino – Diam Dept.  
Folcara Campus - Room 0.02  
Cassino

10.00 – 10.15 *Welcome and introduction to the lecture*  
**Francesco Polese**  
(Cassino University)

10.15 – 12.00 *Merging Relationship Marketing (RM) with S-D  
logic & Service Science. Experiences from the  
3OR approach & Many-to-Many marketing*  
**Evert Gummesson**  
(Emeritus Professor of Stockholm Business School and Lecturer  
Professor of MID Sweden University)

12.00 – 12.30 *Open discussion*