



Ministero dell'Istruzione,  
dell'Università e Ricerca



Universidad  
Torcuato di Tella



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## Cooper-Link Conference

International Inter-University Research Cooperation Project

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

# International CooperLink Workshop Perspectives of Service Science Research

### Conference Chairs:

Francesco Polese

June 15, 2010

Trondheim School of Economics

Trondheim

### Workshop Program:

- 9.00-9.30 *Welcome and presentation Trondheim University.*
- 9.30-10.00 *Introduction to the Cooperlink International research Project (Francesco Polese)*
- 10.00-11.00 *The emerging perspective of Service Science for management and marketing studies: State of the art and research goals (Paolo Napoletano)*
- 11.00 -11.30 *Coffee*
- 11.30-12.00 *Service innovation within new public governance theories e-platforms as smart service systems for public utilities (Sandra Sarno)*
- 12.00 –13.00 *Open discussion*