The 2013 Naples Forum on Service - Service Dominant logic, Network & Systems Theory and Service Science: integrating three perspectives for a new service agenda

DOCTORIAL WORKSHOP

	Tuesday, 18th June 2013
10.00	Opening Doctorial Workshop - *Cristina Mele* - University of Naples "Federico II" and *Francesco Polese* - University of Salerno
	PhD. Student Presentations - Sala Agrumi
10.00-12.30	*Andreas Petz* - A Comprehensive Service Productivity Model for Knowledge Intensive Business Services
	Emanuela Antonucci - Patients balanced centricity in health service systems. A managerial approach
	Claudia Casbarra - Value co-creation in ethical context: the role of communication and values
	Kaisa Koskela Huotari - Rethinking "customer" understanding – implications from service-dominant logic
	Laleh Rafati - Service Oriented Enterprise Engineering - applying Viable System Approach (vSa) in Enterprise Engineering for sourcing decision making
	Moira Scerri and *Renu Agarwal* - Defining new productivity measures for service and network based firms
	Luigi Servadio - Value creation in sectoral innovation networks: a comparative analysis in knowledge intensive sectors (biomimicry and apparel industry).
	Jakob Trischler - The Influence of Service Design on Service Innovation in Higher Education
13.00-14.00	Lunch
	Tutorials - - Sala Agrumi
14.00-14.30	*Evert Gummesson* - Stockholm University: **Many-to-many marketing**
14.30-15.00	*Stephen Vargo* - University of Hawaii: **Service Dominant logic**
15.00-15.30	*Marialuisa Saviano* - University of Salerno: **Viable Systems Approach**
15.30-16.00	*Jim Spohrer* - Almaden (USA): **Service Science**