10th Year

the NAPLES
FORUM on SERVICE

SERVICE SCIENCE | NETWORK & SYSTEMS | S-D LOGIC

Ischia, Naples Italy 4-7 June 2019

HOSTED BY
The University of Naples "Federico II" and the University of Salerno

CHAIRPERSONS
Evert GUMMESSON, Stockholm University, Sweden
Cristina MELE, University of Naples "Federico II", Italy
Francesco POLESE, University of Salerno, Italy

KEYNOTE SPEAKERS
Jim SPOHRER, IBM Almaden Research Center, San Jose, USA
Stephen VARGO, University of Hawaii, USA

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SCIENTIFIC COMMITTEE

The Scientific Committee members will act as advisors to the Chairs and support the scientific level of the Forum. Important tasks for the members are the participation in the review process of submitted abstracts. The Scientific Committee members will serve as discussants during sessions.

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Kristina Heinonen, Hanken School of Economics, Finland
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Inka Lappalainen, VTT Technical Research Centre, Finland
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Helge Lobler, University of Leipzig, Germany
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Tiziana Russo Spena, University of Naples "Federico II", Italy
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Roberta Sebastiani, Catholic University of Sacred Heart, Italy
Jim Spohrer, IBM Almaden Research Center, San Jose, USA
Paolo Stampacchia, University of Naples "Federico II", Italy
Kaj Storbacka, University of Auckland, New Zealand
Bard Tronvoll, Inland Norway University of Applied Sciences, Norway and CTF, Sweden
Marta Ugolini, University of Verona, Italy
Stephen Vargo, University of Hawaii, USA

THE 3 PILLARS OF THE NAPLES FORUM

The Naples Forum on Service has reached its ten years edition and, after the success of its past experiences (see www.naplesforumonservice.it) is about to start its organization with inspiring scientific premises and great expectations for it to be the best edition ever organized. For the 2019 Forum, we continue moving our locations around the gulf of Naples and come back to Ischia in an elegant and fascinating venue.

The Naples Forum is an effort to keep developing service research, and in particular S-D logic, Systems Theory and service science and connect research fragments in the direction of grand theory. This is a long- term challenge. The community will open up constructive win/win dialogs among service researchers and restrain destructive win/lose debates. With its open code, S-D logic and Service Science invite a dialog by stressing the need to synthesize research fragments and the mass of free-wheeling categories, concepts, terms and empirical studies into a grand view. Service systems are enormously complex – it is not sufficient to study the relationship between just a few variables. The new millennium brought with it openings to address complexity and take a more systemic view. The recognition of complexity is emerging – but it takes time and effort. Service research got under way 40 years ago and it is only now that we are beginning to sense the full picture of our economies as complex networks of service systems with a mission to enhance value for consumers, citizens, businesses and society as a whole. The following sections offer brief reviews of the characteristics of the 3 Pillars ending with reference to some recent publications on each of them.

Service Dominant (S-D) Logic

The most critical change proposed by S-D logic focus on the shift from goods/services differences to goods/service interdependencies, and marketing activity is best understood in terms of service-for-service exchanges rather than goods-for-goods or goods-for-money. Originally described through 10 foundational premises, later synthesized into 5 axioms, S-D logic represents a meta-theoretical framework with a straightforward narrative: resource-integrating actors involved in reciprocal service exchange coordinated by institutions and institutional arrangements in service ecosystems involved in value co-creation. Service is the fundamental basis of exchange (axiom 1) and goods are merely distribution mechanisms of service. Both businesses and customers are operant (active) resources as opposed to the mainstream marketing and economics idea that suppliers do things to customers who are just reactive or passive (operand resources). A service provider can only offer a value proposition to the market; the beneficiaries is always a co-creator of value (axiom 2), whereas value actualization rests with users in an idiosyncratic and contextual way (axiom 4). The network aspect is implicit through the statement that all social and economic actors are co-creators and resource integrators (axiom 3), implying that value creation takes place through interaction in complex networks and systems. The ultimate goal and future advances in S-D logic could provide an understanding of value co-creation extends beyond a general theory of the market to inform economics and other business, as well as other, non-business disciplines dealing with value co-creation.

Steve Vargo, who designed S-D logic altogether with his friend and colleague Bob Lusch, keeps developing it and treat it as an open code where everyone is welcome to make constructive contributions.

Service Science

Service Science is a call for academia, industry, and governments to become more systemic about service performance and innovation. The ultimate goal of Service Science is to apply scientific knowledge to the design and improvements of service systems for business and societal purposes. Rapid technological change, natural disasters, and human migration are just three examples of a wide range of complex urgent challenges confronting today's services systems, from individuals to businesses to cities and even nations. Every service system is both a provider and client of service that is connected by value propositions in value-creating networks.

The global Service Science community has been recently further galvanized by the release of the Handbook of Service Science, Volume 2 (Springer). The book's chapters reflect the multidisciplinary, open-source program based on computer science, industrial engineering, organizational theory, business strategy and more, including the humanities, and its community is rapidly growing. Service science is based on a Service-Dominant logic world view, and service system entities are resource integrators. Service science is an emerging discipline that studies the evolving ecology of service system entities, their capabilities, constraints, rights, and responsibilities, including their value co-creation and capability co-elevation mechanisms. Service systems are defined as dynamic configurations of resources (people, technology, organizations, information) interconnected by value propositions. All service system entities have a focal resource, which is a person with rights and responsibilities. Service Science studies complex service systems and its growing community is embracing various other cultural communities such as Service Science, Management Engineering and Design (SSMED), Artificial Intelligence (AI) and experts in Applied Human Factors and Ergonomics (AHFE), Human-Side of Service Engineering (HSSE), Hawaiian International Conference on Systems Sciences (HICSS), the International Society of Service Innovation Professionals (ISSIP) and others, in order to capture the powerful insights and the essence of service in technological setting and in today life. The Naples Forum on Service is also an important conference for the service science community, and the seeds of future chapters in coming volumes of the Handbook of Service Science originate at the Forum.

Systems Theory and Complexity

The words complexity, networks and systems pinpoint the same phenomena. Complexity is derived from the Latin verb *complecti*, meaning "to twine together" and the noun *complexus* means "network". The word "system" is derived from the Greek *systema*, meaning "a whole composed of many parts". So the meanings of the three words overlap and expose their interdependency. From these words different traditions have sprung up. *Network theory and systems theory* offer both a way of thinking in relationships and interaction and techniques to address complexity and context. These are part of *complexity theory* where many others, for example, chaos theory, fractal geometry and autopoiesis (self-organizing systems) belong. Complexity theory exists both in social sciences, natural sciences and technology but is not utilized efficiently by management disciplines.

Network theory has primarily offered a systemic approach for B2B but has equal potential for B2C/C2B (business-to-consumer/consumer-to-business). *Many-to-Many Marketing* is a general approach that describes, analyzes and utilizes the network properties of marketing and recognizes that both suppliers and customers operate in complex network contexts. *The Viable Systems Approach (VSA)* is a systems theory-based application for management. It postulates that every business is a system, nested in a relational context where it is looking for competitive profiles (viability) through interaction with other actors/stakeholders. Its theory proposes a new representation of the behavioral approach to business and relational interactions with its context. In practice it is a methodological proposal that enables a better understanding of business models, supporting decision making in complex context.

Networks, complexity and systems thinking are integral parts of both S-D logic and Service Science.

Developing Service Research through Naples Forum Publications

Within the 3 Pillars lots of activities including extensive publishing takes place. Lusch and Vargo have been involved in over 50 articles and 20 book chapters, edited several Special Issues of journals, and spoken continually at conferences, universities and business firms around the world. A new book, edited in 2018 by Steve Vargo, has recently gathered numerous contributions from the service community to describe SD logic advances and future directions. Jim Spohrer and his colleagues, together with Forum participants publish continuously on Service Science, including three recent books, and the upcoming Service Science Handbook (IInd edition). Network and systems theory are increasingly integrated with the two other pillars and are the lead theme for several authors, not least from Italian researchers, the Nordic School and the IMP Group.

The Naples Forum stimulates service research, communicates it and speeds up its progress. The Forum supports the efforts of the participants to publish by co-authoring with other participants and adopt presented papers to articles in journals of their own choice and in special Forum issues. As a result of past edition of the forum more than 100 articles were published in 13 journal special issues of among the others, *Journal of Service Management, Journal of Service Theory and Practice, Service Science, Journal of Marketing Management*.

In this context we stimulate senior and young researchers to submit their proposal. The submission can either focus on one of the Forum Pillars or integrate two or all three of them.

PROGRAM

The Forum starts on Tuesday, June 4, 2019, with registration and a reception at 6.00 pm. On Wednesday, June 5, the Forum opens at 8.30 am and ends on Friday, June 7, at 5.00 pm. For details and continuous updates, see **www.naplesforumonservice.it.**

VENUE

Hotel Regina Isabella, Piazza Santa Restituta 1, Lacco Ameno (Ischia), Naples, Italy (https://www.reginaisabella.com).

CALL FOR PAPERS

We invite proposals dealing with themes within one or several of the 3 Forum Pillars: S-D logic, service science, and network/systems theory. We especially encourage submissions with an integrative perspective. The proposals could be theoretical and/or empirical and be based on qualitative and/or quantitative research. In order to submit an abstract, directions are given within the **www.naplesforumonservice.it** web page. Note that Abstracts must be structured and follow the format of Emerald journal abstracts. Topics could include the following:
- Business models to manage networks and service systems
- Systems Theory, Complexity theory and emergence
- Experience, value-in-use and value-in-context
- Industry 4.0 and digital transformation
- Service Innovation
- Institutional logics in service research
- Integration and management of resources and capabilities
- Methodological challenges and issues in service research
- Multi-disciplinary approaches in service research
- Practice-theory in service research
- Service ecosystems and markets dynamics
- Service systems and system thinking
- The Human-Side of Service Engineering
- The Viable Systems Approach (VSA)
- Value co-creation and the changing role of suppliers and customers
- Value propositions
- Artificial intelligence and the human machine service interaction
- Shaping systemic markets – elements, processes and outcomes
- Actor engagement and market-shaping
- The role of media, technology, and professions in shaping markets
- Service Dominant logic as a grand theory

IMPORTANT: These and possible other subthemes must have a clear connection to one or several of the 3 Forum Pillars. Three journal, and specifically *Journal of Service Theory and Practice, Journal of Business Research Journal of Business and Industrial Marketing*, will publish best selected papers from the Forum.
A purpose of the Naples Forum is to get different generations of researchers together both at the

organized sessions and informally during breaks and social events. In the final selection of submissions, both senior researchers and newcomers will be given a chance to present. There will be plenary sessions as well as parallel sessions. In order to increase the number of active participants a special poster session will be organized during the Forum.

AWARDS
Awards for valuable full papers will be attributed to manuscripts advancing knowledge within the three forum scientific pillars: Service Science, Systems Theory and Complexity, Service Dominant logic. Additionally, ISSIP (International Society of Service Innovation Professionals) will grant its best paper award.

DOCTORAL WORKSHOP
To stimulate academic scholarship, discussions of ideas and dialogue about service among students and researchers from different countries, we would like to invite doctoral students to attend this workshop. PhD students in early and middle stages of their PhD research project are particularly encouraged to present their research proposals, preliminary results and their reflections on issues related to theory, methods and analysis. In case the PhD dissertation is not a monograph and is made of a series of articles on a common theme, the candidate can present a part of the work and a two-page summary of the overall dissertation theme. Note: The idea of the workshop is to help PhD students develop their dissertations and you should therefore prepare questions to the doctorial committee. The doctorial workshop will be held on Tuesday, June 4 2019.

DEADLINES
Abstract submission: 8th January, 2019
Notification of acceptance: 1st February, 2019
Final paper submission (optional): 15th April, 2019

PRACTICALITIES
Information (hotel, travel, etc) will be available soon on the website. It will be possible to book the hotel through the Naples Forum website. The fees include participation in:
- All Forum sessions
- Forum material
- Lunches, refreshment during breaks, dinners and social events, including gala dinner.

Forum Fees	Early fee (until March 1)	Regular fee (after March 1)	Late Registration (on site)
Full Registration	750 €	850 €	950 €
PhD Students - Forum Registration	550 €	650 €	750 €
PhD Students - Doctorial Workshop & Forum Registration	650 €	750 €	850 €
Full Registration - Doctorial Workshop & Forum Registration	850 €	900 €	950 €