



University of Naples "Federico II"



University of Cassino



Program (as per 05/06)

| Tuesday, 16th June 2009 | |
|---------------------------|---|
| 19.00-21.00 | Welcome and Registration - Hotel San Michele - Anacapri |
| Wednesday, 17th June 2009 | |
| 08:00 | Registration - Villa Orlandi |
| 8.30 | Plenary session Gazebo Auditorium |
| 8.30-8.50 | Opening Ceremony. Evert Gummesson - Stockholm University, Cristina Mele - University of Naples "Federico II" and Francesco Polese -University of Cassino. |
| 8.50-9.30 | Robert Lusch, University of Arizona and Stephen Vargo, University of Hawai " <i>The Development Of S-D Logic</i> " |
| 9.30-10.10 | Jim Spohrer, IBM Almaden Research Center, San Jose " <i>Service Science for a Smart Planet</i> " |
| 10.10-10.40 | Coffee break |
| 10.40-11.20 | Evert Gummesson, Stockholm University " <i>Network theory and many-to-many marketing</i> " |
| 11.30-11.50 | Gaetano Golinelli, University of Rome "La Sapienza", |
| 11.50-12.10 | Gianni Lorenzoni, University of Bologna |
| 12.10-12.30 | Sponsorships |
| 12.30-13.30 | Lunch |

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| | Parallel Session | | |
| | Gazebo Auditorium | Red Room | Sea Room |
| 13.30-15.10 | Viable System Approach | Value-in-use and service | Doctoral 1 |
| | Chair: Gaetano Golinelli | Chair: | Discussant: Bob Lusch |
| | Discussant: Jim Spohrer | Discussant: | Discussant: |
| | <i>Barile - Polese</i> . Viable System Approach | <i>Moreno - Besson</i> . Creating Value: The Case Of Iphone's Launch On The French Market | <i>Alexander</i> . Service dominant logic, loyalty and performance |
| | <i>Bassano - Piciocchi</i> . Governance And Viability Of Franchising Networks From a Viable System Approach (Vsa) | <i>Macdonald - Martinez - Wilson</i> . Developing A Framework for Assessing the Value-In-Use of Product-Service Systems: a Case Study | <i>Breidbach</i> . Distributed service engineering: integrating clients in service innovation processes |
| | <i>Saviano - Bassano - Calabrese</i> . The Harmony between Ethical and Rational Behaviour in the Health Care System. A Relational Model Based on the Viable Systems Approach (VSA+B59) | <i>Helkkula - Pihlstrom - Kelleher</i> . From Customer Perceived Value (Perval) to Value-in-Context Experience (Valconex) | <i>Helle</i> . Towards understanding value creation as an interactive process of creating and sharing dyadic productivity gains |
| | <i>De Martini</i> . Firm Viability Through Viable Management Accounting System | <i>Palmer - Koenig Lewis</i> . A Longitudinal Study of Value in Use for a High Involvement Service | <i>Restuccia</i> . Value co-creation orientation: conceptualization, measurement and impact on firm performance |
| | <i>Esposito De Falco</i> . TA Camp - a Textile Reserach Project | <i>Rindell - Strandvik</i> . Image-in-Use in Service | <i>Rettinger</i> . Consumer choice of service provision in services industries |
| | <i>Gatti - Bassano</i> . Business Management. A viable system approach. | | |
| 15.00-15.40 | Coffee break | | |
| 15.40-17.30 | Service science | From product and service to solution | Doctoral 2 |
| | Chair: Sergio Barile | Chair: | Discussant: Evert Gummesson |
| | Discussant: Jim Spohrer | Discussant: Cristina Mele | Discussant: Steve Vargo |
| | <i>Freund - Kwan</i> . Co-Production Process Quality Management for Service Systems | <i>Wendelin</i> . Developing Total Business Solutions, from Product to Solution Sales: Possibilities and Challenges | <i>Carrubbo</i> . Emerging value creation models: contributes deriving from service science, service dominant logic and <u>viable system approach</u> |
| | <i>Godsiff</i> . Service Systems And Requisite Variety | <i>Gudergan</i> . Framework and Model for Successful Service Solution Design – an Organisational Design / Dynamic Capabilities Perspective | <i>Kawohl</i> . Solution-oriented retail strategies - concept, moderators and consequences |
| | <i>Vrbka</i> . Advanced Qa and Testing Approach Based on Service System Paradigm | <i>Burianek - Reichwald</i> . Contracting in the Context of Solution Selling | <i>Kilic</i> . Usage of affective and cognitive feelings in high credence service... |
| | <i>Winkler - Stanicek</i> . Service Systems through the Prism of Conceptual Modeling | <i>Corsaro</i> . Exploring the Interactional Value Creation | <i>Moeller</i> . The risk of service ineffectiveness due to value co-creation |
| | <i>Badinelli</i> . Stochastic Models of Resource Allocation for Services | <i>Baumann - Meunier</i> . The Implications of Service-Dominant Logic and Integrated Solutions for the Sales Function | <i>Tregua</i> . Value creation in high-speed railway transport service |
| | | | <i>Naci</i> . Servitisation, Service-Dominant (S_D) logic and supply chain management |
| | | | <i>Minculescu</i> . Measuring customization and standardization within service production |
| 19.00-20.00 | Capri Boat Trip | | |
| 20.15- | Dinner at Marina Grande | | |

| Thursday, 18th June 2009 | | | |
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| | Parallel Session | | |
| | Gazebo Auditorium | Red Room | Sea Room |
| 8.40-10.20 | Value co-creation: the customer's role | S-D Logic 1: empirical evidences | Tourism and cultural events 1 |
| | Chair: Paolo Stampacchia | Chair: | Chair: |
| | Discussant: Brodie Roderick | Discussant: Steve Vargo | Discussant: Luisa Andreu |
| | <i>Michel - Brown - Vargo</i> . Relieving and Enabling Customers' Value Cocreation: a Research Agenda | <i>Brodie</i> . Empirical Evidence about the Service Dominant Logic? | <i>Zouni - Kouremenos</i> . How to Co-Create with a Stranger? The Gap between Real Demographic Profile of Customers and Service Providers' Perceptions of this Profile |
| | <i>Ravald</i> . The Consumer's Process of Value Creation | <i>Gudergan - Wilden - Lings</i> . How does Service-Dominant Logic Affect Firm Performance? | <i>De Nisco - Riviezzo - Napolitano</i> . Using Importance-Performance Analysis in Evaluating Tourist Satisfaction. The Case of Campania |
| | <i>Windischhofer - Reen - Wikstrom</i> . Co-Creating Value through Industrial Services: the Case of Remote Condition Monitoring | <i>Nemeth - Kovacs</i> . Measuring Service Dominance - Difficulties and Results on Identifying Services in Statistical Systems | <i>Della Corte - Savastano - Storlazzi</i> . Strategic Active and Proactive Role of Citizenship in Tourist and Cultural Events |
| | <i>Montagnini - Sebastiani</i> . Co-Creating Value in Retailing: the Eataly Case | <i>Nevmerzhitskaya - Stenroos- Jaakkola</i> . Insights into Co-Creation of Professional Service Offerings | <i>Brognieri - Bifulco - Ilario</i> . Customers "Experience-Driven" and Value Proposition in S-D Logic: Evidences in a Cultural Network |
| | <i>McColl-Kennedy - Vargo - Dagger - Sweeney</i> . Customers as Resource Integrators: Styles of Customer Co-Creation | <i>Karpen - Bove</i> . Service Dominant Logic to Strategic Service Orientation: Examining Preliminary Customer Perceptions | <i>Iannone - Della Peruta</i> . Italy must make System: Network, Clusters and Innovation in Tourism |
| 10.20-10.50 | Coffee break | | |
| 10.50-12.30 | Value co-creation: network | S-D Logic 2: contributes | Technology 1: S-D Logic and Web 2.0 |
| | Chair: Antonio Minguzzi | Chair: | Chair: |
| | Discussant: Evert Gummesson | Discussant: Bob Lusch | Discussant: Steve Vargo |
| | <i>Nenonen - Storbacka</i> . Business Model Design: Conceptualizing Networked Value Co-Creation | <i>Sempels - Felix</i> . Service-Dominant Logic: Revisiting the Intangibility for a Sustainable Marketing | <i>Duque - Gaston Breton - Lado</i> . Drivers of Participant's Satisfaction and Continuance Intention in Virtual Communities |
| | <i>Rondell - Sorhammar</i> . "-Actor, Model, Whatever..." - Addressing the Complexity of Heterogeneous Actors in Studies of the Value Creating Process | <i>Choi</i> . Deriving a New Approach for Business Ethics from the Service-Dominant Logic of Marketing | <i>Harwood - Garry</i> . Co-Evolution of an Experience Environment: the Machinima Community |
| | <i>Wikstrom - Hedbom - Thuresson</i> . Consumer Value Creation in a Food Consumption Context | <i>Michalski - Helmig - Bruhn - Hadwich - Batt</i> . Service-Dominant Logic: What about nonprofits? | <i>Cesarini - Mezzanzanica - Boselli</i> . Technology Supported Services and Knowledge Derived from User Generated Contents |
| | <i>Lobler</i> . How is value co-created in advertising and branding? Analyzing Network of Meaning | <i>Martinelli</i> . Service-Dominant Logic and Retail Convergence | <i>De Santo - Napoletano - Polese</i> . Goods for Sale: Create Service with just One Click |
| | | <i>Laine - Paranko - Suomala</i> . All Activities are Interpretive: The End of the Debate about Service Characteristics? | <i>Fragidis - Tarabanis</i> . When S-D Logic Meets Web 2.0: an Integrative Framework for a Service Based Web |

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| | Plenary session Gazebo | | |
| 12.30-12.55 | Daniele Dalli, University of Pisa | | |
| 12.55-13.55 | Lunch | | |
| | Poster session (during lunch): Belvedere "To be or not to be.Ontological issues in service operations management ". Holtinen "Practices as units of value creation: theoretical underpinnings and implications". Iwanczuk-Prost. "Integrated approach to multi-level relations and value co-creation in B2B and B2C". Järvensivu "Dominant logic of value creation – practices in green technology start-up". | | |
| 13.55-14.55 | Jaqueline Pels, University Torquato Di Tella | | |
| | Parallel Session | | |
| | Gazebo Auditorium | Red Room | Sea Room |
| 14.20-16.00 | Service Innovation 1: different perspectives | Value co-creation: critical perspectives | Network and value |
| | Chair: Marco Ferretti | Chair: | Chair: |
| | Discussant: Steve Vargo | Discussant: Daniele Dalli | Discussant: |
| | <i>Mele - Russo Spena - Colurcio</i> . Alternative Logics for Innovation: a call for Service Innovation Research | <i>Loyout - Cova - Bonnemaizon</i> . "Multichannel Customers' Behaviour in Critical Situations : is Co-Creation Possible or Impossible? The Case of French Utility 'S Customers'" | <i>Tsantoulis - Palmer</i> . Creating Value in Use through Global Alliances – a Study of Airline Quality |
| | <i>Van Der AA - Den Hertog - De Jong</i> . Managing Capabilities for Service Innovation | <i>Plé - Angot - Chumpitaz</i> . Introducing Interactional Value Co-Destruction in Sdl: A Theoretical Framework | <i>Lund</i> . Inter-Organizational Dynamics in Sponsorship Alliances – The Case of the Royal Swedish Opera |
| | <i>Sundbo</i> . The Expressive Consumption: Experience as a General Business Logic | <i>Mills - Crute - Parry</i> . Value Co-Creation in a Uk Defence Availability Contract:Opportunities from Multiple Client Perspectives and Diverse Cultures | <i>Planander</i> . Facets of Management in Service Network Relationships - Exploring the Leadership Role |
| | <i>Sebastiani - Paiola</i> . Rethinking Service Innovation: Four Pathways of Evolution | <i>Hassan Temerak - Hibbert - Winlhofer</i> . Managing Customer Participation through Customer Education | <i>Norrgrann - Halkoaho</i> . Retailers and Media as Resource Intermediaries |
| | <i>Palm - Crevani - Schilling</i> . Organising (for) Service Innovation: Formalization Versus Creativity | <i>Holmqvist</i> . How can we Co-Create if we cannot Communicate? | |
| 16.00-16.30 | Coffee break | | |
| 16.30-17.50 | Service innovation 2: Customer's involvement | Customer and realtionships | Co-creation in public services |
| | Chair: Tiziana Russo Spena | Chair: Michele Modina | Chair: |
| | Discussant: | Discussant: | Discussant: |
| | <i>Kotro</i> . Methods for New Customer Involvement | <i>Kiane</i> . The Effectiveness of Socializing Service Customers | <i>Tyler</i> . Co-Creation of Value in Service Business Markets: a Case Study of the European Hygiene Supplies Sectors |
| | <i>Von Koskull</i> . Imaginary Customers: a Source for Service Innovation | <i>Isberg</i> . Creating Brand Value at the Service Encounter - A Front Line Personnel Perspective | <i>Tuzovic - Labs - Finsterwalder</i> . Investigating Student's Co-Creation Experiences during Short-Term Study-Abroad Programs on Learning Outcomes, Program Satisfaction and Word-of-Mouth |
| | <i>Nicolajsen - Scupola - Henten</i> . How to Communicate – When Customers are Involved in Co-Creation of New Services | <i>Ates - Buttgen</i> . Customer Participation and Its Effects on Service Organisations: an Institutional Economics Perspective | <i>Pezzillo Iacono - Mangia - De Nito - Canonico</i> . Governance Models in the Local Transport Industry: an Empirical Research on Tariff Integration Systems |
| | | <i>Bonnemaizon - Batat</i> . Toward a Customer Orientation Approach Based on Customer Competency: a New Deal for Companies | <i>Trequattrini</i> . Service Dominant Logic in the Co-Creation of Value in Environmental Hygiene Services |
| 20.00 | Dinner at Faro | | |

| Friday, 19th June 2009 | | | |
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| | Plenary Session Gazebo | | |
| 8.30 – 9.10 | Prof. Robert Lusch, University of Arizona and Prof. Stephen Vargo, University of Hawai “ <i>The Development of S-D Logic</i> ” | | |
| | Parallel Session | | |
| | Gazebo Auditorium | Red Room | Sea Room |
| 9.10-10.30 | Service Innovation 3: Learning and co-creation | Service Networks | S-D Logic and co-creation: healthcare |
| | Chair: Roberta Sebastiani | Chair: | Chair: Clara Bassano |
| | Discussant: | Discussant: Evert Gummesson | Discussant: |
| | <i>Vanska - Poskela - Paallysaho - Kuusisto</i> . Pursuit of Business Renewal through Discontinuous Service Innovations | <i>Hofacker - Pagani</i> . Managing Network Services | <i>Karppinen - Huiskonen</i> . Designing An Intelligent Service Model for Diagnosis-Focused Professional Service |
| | <i>Halonen - Kallio - Saari</i> . Towards Co-Creation of Service Research Proposals - A Method for Learning in the Network | <i>Kuisma - Jarvensivu</i> . Creating a Network Strategy: A Longitudinal Case Study of Marketing Service Network | <i>Turchetti - Geisler</i> . Home Health Care Services: a Case in Service-Dominant Logic in the Marketing of Technology-Based Services |
| | <i>Pekkarinen - Ulkuniemi - Natti</i> . Knowledge Sharing in Innovative Modular Service Offerings | <i>Nykanen</i> . The Role of Social Relationships in Network Management: Creating Trust In Network through Management Functions | <i>Nordgren - Eriksson</i> . Matchmaking of Healthcare-Supporting the Patient |
| | <i>Santos Vijande - Gonzalez Mieres - Lopez Sanchez</i> . Innovativeness Aad Firm’s Valuation of Customer and First-Line Employees as Co-Producers in Nsd: Impact on Performance | <i>Onetti - Talaia - Verma</i> . Business Models for Open Source Companies: the Shift towards a Pure Service Model. | <i>Jougleux - Gujarro - Bancel-Charensol</i> . Performance Management of the Service Relationship: a New Tool ? The Example of the Service Relationship of a Health-Care Professional – Cpm |
| | <i>Tung</i> . Service Co-Creation Activity in Health Industry | | <i>Paladino - Aguiari</i> . A Second Chance at Life? Analyzing Customer Value in the Medical Industry |
| 10.30-11.00 | Coffee break | | |
| 11.00-13.10 | Resource Integration | Tourism 2: network's role | S-D Logic and network in banks |
| | Chair: | Chair: | Chair: |
| | Discussant: Sergio Barile | Discussant: Francesco Polese | Discussant: Katherine Tyler |
| | <i>Harrison</i> . The Resource Creation System and Competitive Advantage | <i>Andreu - Curras - Gnoth</i> . Dynamics of Cooperation in Tourism Events: the 2007 America’s Cup Case Study | <i>Modina-Formisano</i> . The Role of Local Banks’ Network in the Modern Banking System: an Italian Case Study |
| | <i>Peters -Pressey</i> . Mechanisms for Resource Integration in Business Networks | <i>Zagnoli -Radicchi</i> . Real and virtual sport events in marketing industrial products | <i>Pisnik Korda</i> . The Role of Perceived Service Value in Customer Satisfaction and Loyalty Formation: the Case of Banking Services in Small Cee County |
| | <i>Mele, Colurcio, Russo Spena</i> . Innovation Process as Resource Integration: Co-Create Value through Service Systems’ Network. | <i>Della Corte - Micera</i> . Resource Integration Management in Networks’ Value Creation an Empirical Analysis of High Quality Tourist Offer in Southern Italy | <i>Gardes - Maque</i> . Relational Competence : an Answer to Opportunism in Bank/Firm Relationships |
| | <i>Kleinal Tenkamp - Haase</i> . The “Resources Processes Outcomes” Approach – Resource Integration at the Centerpiece of a Market Oriented Theory of Marketing | <i>Von Friedrichs</i> . Collective Entrepreneurship- Networking as a Strategy to Business Development | <i>Buffa - Franch - Martini</i> . Role of Local Banks as Potential Primary Stakeholders in Community - Type Destinations |
| | | <i>Presenza - Cipollina</i> . Analysis of Links and Features of Tourism Destination’s Stakeholders. An Empirical Investigation on a South Italian Region | <i>Intriso</i> . Emerging Trends in Value-Creating Processes: Co-Creation through Corporate Finance and S-D Logic |

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| 13.10-14.10 | Lunch | |
| | Poster session (during lunch): Julien, Molka "Are customers ready to co-produce online banking services? The electronic subscription". Lindskog, Brege, Brehmer "KNUT (electronic public procurement of telecommunications) service of facilitating the public e-procurement of telecommunications services". Siham "Why do firms maintain their banking relationships? Case of large private companies in morocco". Wolny "Collaborative co-creation model in e-commerce: managerial implications. | |
| 14.10-15.40 | S-D Logic 3: Expanding and integrating S-D Logic and service science | Technology 2: S-D Logic and ICT |
| | Chair: Evert Gummesson | Chair: |
| | Discussant: Bob Lusch | Discussant: Massimo De Santo |
| | <i>Spohrer, Anderson, Pass, Ager</i> . Service Science and S-D Logic | <i>Claffey - Brady</i> . Understanding Technology Adoption within Service-Dominant Logic Paradigm |
| | <i>Barile - Polese</i> . Service Dominant Logic and Service Science: a contribute deriving from network theories | <i>Cesaroni -Duque</i> . S-D Logic and the Open Innovation Paradigm: Marketing for Unembedded Technologies |
| | <i>Egan</i> . Marketing Evolution: the Time and Place for Service-Dominant Logic? | <i>Nishioka - Minami</i> . New Roles of Inter-Firm Relationships in Service Developments:the Case of the Japanese Ict Industry |
| | <i>Ferreira - Proenca</i> . Confronting the Imp Network Approach and the S-D Logic of Marketing | <i>Lagergren - Kaulio</i> . The Concept of Infra-Services: a Definition and Research Agenda |
| | <i>Ben Leitafa - Paulin</i> . Incorporate Marketing Strategy and Management: the Umbrella of the Ecosystem Theory | |
| 15.40-16.10 | Coffee break | |
| 16.10-17.00 | Conclusion: Sergio Barile, Evert Gummesson, Bob Lusch, Jim Spohrer, Steve Vargo | |