



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

	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			
	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>Brogneri - Bifulco - Ilario</i> . Customers "Experience-Driven" and Value Proposition in S-D Logic: Evidences in a Cultural Network
	<i>McCull-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

	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>Norrgramn - 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 relationships	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

Plenary Session Gazebo

8.30 – 9.10 Prof. Robert Lusch, University of Arizona and Prof. Stephen Vargo, University of Hawai “The Development of S-D Logic”

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:

Vanska - Poskela - Paallysaho - Kuusisto . Pursuit of Business Renewal through Discontinuous Service Innovations

Hofacker - Pagani . Managing Network Services

Karppinen - Huiskonen . Designing An Intelligent Service Model for Diagnosis-Focused Professional Service

Halonen - Kallio - Saari . Towards Co-Creation of Service Research Proposals - A Method for Learning in the Network

Kuisma - Jarvensivu . Creating a Network Strategy: A Longitudinal Case Study of Marketing Service Network

Turchetti - Geisler . Home Health Care Services: a Case in Service-Dominant Logic in the Marketing of Technology-Based Services

Pekkarinen - Ulkuniemi - Natti . Knowledge Sharing in Innovative Modular Service Offerings

Nykanen . The Role of Social Relationships in Network Management: Creating Trust In Network through Management Functions

Nordgren - Eriksson . Matchmaking of Healthcare-Supporting the Patient

Santos Vijande - Gonzalez Mieres - Lopez Sanchez . Innovativeness Aad Firm’s Valuation of Customer and First-Line Employees as Co-Producers in Nsd: Impact on Performance

Onetti - Talaia - Verma . Business Models for Open Source Companies: the Shift towards a Pure Service Model.

Jougleux - Gujarro - Bancel-Charensol . Performance Management of the Service Relationship: a New Tool ? The Example of the Service Relationship of a Health-Care Professional – Cpm

Tung . Service Co-Creation Activity in Health Industry

Paladino - Aguiari . 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

Harrison . The Resource Creation System and Competitive Advantage

Andreu - Curras - Gnoth . Dynamics of Cooperation in Tourism Events: the 2007 America’s Cup Case Study

Modina-Formisano . The Role of Local Banks’ Network in the Modern Banking System: an Italian Case Study

Peters -Pressey . Mechanisms for Resource Integration in Business Networks

Zagnoli -Radicchi . Real and virtual sport events in marketing industrial products

Pisnik Korda . The Role of Perceived Service Value in Customer Satisfaction and Loyalty Formation: the Case of Banking Services in Small Cee County

Mele, Colurcio, Russo Spena . Innovation Process as Resource Integration: Co-Create Value through Service Systems’ Network.

Della Corte - Micera . Resource Integration Management in Networks’ Value Creation an Empirical Analysis of High Quality Tourist Offer in Southern Italy

Gardes - Maque . Relational Competence : an Answer to Opportunism in Bank/Firm Relationships

Kleinal Tenkamp - Haase . The “Resources Processes Outcomes” Approach – Resource Integration at the Centerpiece of a Market Oriented Theory of Marketing

Von Friedrichs . Collective Entrepreneurship- Networking as a Strategy to Business Development

Buffa - Franch - Martini . Role of Local Banks as Potential Primary Stakeholders in Community - Type Destinations

Presenza - Cipollina . Analysis of Links and Features of Tourism Destination’s Stakeholders. An Empirical Investigation on a South Italian Region

Intriso . Emerging Trends in Value-Creating Processes: Co-Creation through Corporate Finance and S-D Logic

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	