

Keynote speakers

Prof. Stephen L. Vargo, University of Hawai'i, USA



Stephen L. Vargo is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawaii at Manoa. His primary research areas are marketing theory and thought and consumers' value reference scales. He has had articles published in the Journal of Marketing, the Journal of the Academy of Marketing Science, the Journal of Service Research, and other major marketing journals. He serves on six editorial review boards, including the Journal of Marketing, Journal of the Academy of Marketing Science, and the Journal of Service Research. Professor Vargo has been awarded the Best Article of the Year Award by the Australia and New Zealand Marketing Academy and the Harold H. Maynard Award by the American Marketing Association. His 2004 article with Robert Lusch in the Journal of Marketing, "Evolving to a New Dominant Logic for Marketing," is the most-cited marketing article published in the last 10 years.

Dr. James Spohrer, Director, Global University Programs at IBM, USA



Dr. James C. Spohrer is Director IBM Global University Programs and leads IBM's Cognitive Systems Institute. The Cognitive Systems Institute works to align cognitive systems researchers in academics, government, and industry globally to improve productivity and creativity of problem-solving professionals, transforming learning, discovery, and sustainable development. IBM University Programs works to align IBM and universities globally for innovation amplification and T-shaped skills. Jim co-founded IBM's first Service Research group, ISSIP Service Science community, and was founding CTO of IBM's Venture Capital Relations Group in Silicon Valley. He was awarded Apple Computers' Distinguished Engineer Scientist and Technology title for his work on next generation learning platforms. Jim has a Yale PhD in Computer Science/Artificial

Intelligence and MIT BS in Physics. His research priorities include service science, cognitive systems for smart holistic service systems, especially universities and cities. With over ninety publications and nine patents, he is also a PICMET Fellow and a winner of the S-D Logic award.

Plenary speakers

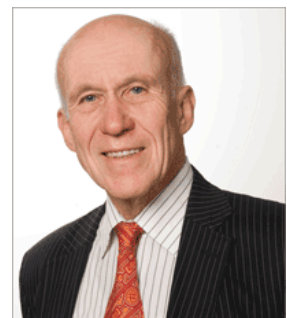
Prof. David Ballantyne, University of Otago, New Zealand.

Understanding value in context: The Servicescape in digital service-space



David Ballantyne is an Associate Professor of marketing at the University of Otago, and an International Fellow at the Centre for Relationship Marketing and Service Management, Hanken Swedish School of Economics in Helsinki. He is a co-author with Martin Christopher and Adrian Payne of *Relationship Marketing: Bringing Quality, Customer Service and Marketing Together* (1991), the first text published internationally in this now expanded field of marketing inquiry. He is a member of a number of editorial review boards including the *European Journal of Marketing*, *Industrial Marketing Management*, and the *International Marketing Review*. His research interests are internal marketing, chaos and knowledge management, service marketing, B2B marketing, and dialogue as a co-creative learning mode in marketing.

Prof. Evert Gummesson, Stockholm Business School, Sweden.



Evert Gummesson CV (updated May 2015) Evert Gummesson is Professor Emeritus of Service Marketing and Management at the Stockholm Business School, Sweden, and is its former Research Director. He is a Fellow and Honorary Doctor of Hanken School of Economics, Helsinki, Finland, and a Fellow of the University of Tampere, Finland. Evert Gummesson is an international pioneer in the fields of service, relationships with special focus on many-to-many marketing and networks and is a cofounder of the Naples Forum on Service. He currently spends his time writing books and articles and is now finalising a book for Sage on case study research where he introduces an upgraded version called case theory. He has received the American Marketing Association's (AMA) Award for Leadership in Services, and was the first winner of the S-D Logic Award and the Grönroos Service Research Award. The Chartered Institute of Marketing (CIM), UK, has listed him as one of the 50 most important contributors to the development of marketing.

Prof. Christian Gronroos, Hanken Swedish School of Economics, Finland

Service as business logic - research directions.



Christian Gronroos is Professor of Service and Relationship Marketing at the Hanken Swedish School of Economics and Business Administration, Finland and he is chairman of the board of the research and knowledge centre CERS Centre for Relationship Marketing and Service Management of this business university. He is a Honorary Professor at Nankai University and Tianjin Normal University, P.R.China as well as at Oslo School of Management, Norway. Professor Gronroos' visiting professor or visiting scholar associations include Arizona State University, Stanford University, Lund University and Karlstad University, Sweden, University of Auckland, New Zealand, Nankai University, P.R.China, and Thammasat University, Thailand.

Prof. Pennie Frow, University of Sydney, Australia and Prof. Adrian Payne, University of New South Wales, Australia

Origins and Development of the Value Proposition Concept



Pennie Frow is Associate Professor of Marketing and Director of the Master of Marketing Programme at the University of Sydney Business School, Australia. After completing MBA and PhD degrees at Cranfield University, UK, Pennie taught on many Master's and Executive short courses at Cranfield. Her research has focused on studying aspects of managing customer relationships. She has worked extensively with professional service firms, especially investigating issues related to them building and maintaining strong client relationships. She has published in academic and practitioner journals including the Journal of Marketing, Journal of the Academy of Marketing Science, European Journal of Marketing, Journal of Business Research, Industrial Marketing Management and the Journal of Marketing Management, as well as writing a number of teaching case studies.



Adrian Payne is Professor of Marketing at the University of New South Wales. He is a frequent keynote speaker at public and in-company seminars and conferences around the world. His research has appeared in a wide range of journals, including the Journal of Marketing, Journal of the Academy of Marketing Science, Industrial Marketing Management, European Journal of Marketing, British Journal of Management etc. He is an author of fourteen books including the first text to be published on Relationship Marketing. He has run many workshops and executive programmes in CRM, Marketing Strategy, Customer Retention and Services Marketing, and has lectured at over twenty leading academic institutions around the world including: Darden School, University of Virginia; Northwestern University; London Business School; Oxford University; and Cambridge University.

Plenary sessions

1. Increasing Contribution in Service Research: Collaborative Theorizing

Prof. Roderick J Brodie, University of Auckland, New Zealand.



2.

Roderick J Brodie (PhD) is Professor in the Department of Marketing at the University of Auckland of Business School, New Zealand. His research and teaching experience is in the areas of marketing theory, strategy, branding and service research. His publications have appeared in leading international journals including Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Journal of Service Research. He is an associate editor of the Journal of Service Research and Marketing Theory and has served on the Editorial Boards of several journal including the Journal of Marketing, the International Journal of Research in Marketing, the Journal of Service Research. In 2011 he was elected as the 1st Southern hemisphere Fellow for the European Marketing Academy (EMAC). In 2004 he was recognised with the University of Auckland's Business School's Research Excellence Award for Sustained Research Performance.

Prof. Kaj Storbacka, University of Auckland, New Zealand



Kaj Storbacka is Professor, Markets and Strategy at the University of Auckland Business School's Graduate School of Management. His main research focuses on market and business model innovation, market shaping strategies and solution business transformation. Professor Storbacka has published over 30 academic articles and 12 books, two of which have been awarded as the best business books in Finland. His academic research has been published in journals such as Journal of the Academy of Marketing Science, Industrial Marketing Management, Journal of Business & Industrial Marketing, European Journal of Marketing, and Marketing Theory.

Prof. Suvi Nenonen is University of Auckland, New Zealand



Suvi Nenonen is Associate Professor at the University of Auckland Business School's Graduate School of Management. Her main research interests are market and business model innovation, customer value based view to strategy, customer asset management and abductive research methods and pragmatism. Suvi Nenonen has over ten years of experience as a strategy consultant to major European companies in several industries. Suvi has also led several large business development programmes ranging from applied research consortium projects to executive education programmes. Her research has been published in journals such as *Industrial Marketing Management*, *European Journal of Marketing*, *Marketing Theory*, *Management Decision*, and *British Journal of Management*.

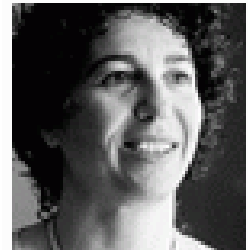
Prof. Linda D. Peters, Nottingham University, UK.



Dr. Linda D. Peters is an Associate Professor in Marketing at Nottingham University Business School, UK. Her research interests include business network formation and management; collective learning in networks, and how learning relates to value creation. The primary ontological perspective informing her research is that of Critical Realism (Bhaskar, 2008). However, she is also interested in the more constructivist approach of Structuration Theory and how structures are created and maintained through the structuration process as proposed by Giddens (1984), and in its interplay with agency through the more recent work of Archer (1995, 2007) concerning the role of the self-reflexive actor. She is particularly interested in how these perspectives can be applied to understanding business-to-business networks. She has been Principal Investigator on a British Academy funded research project examining these issues in the UK construction industry, and has published articles in outlets such as the *Journal of Business Research*, *Marketing Theory*, *Journal of Marketing Management*, *Oxford Handbook on Strategic Sales Management*, and *Review of Marketing Research*, and has acted as a guest editor for *Industrial Marketing Management* and the *Journal of Business and Industrial Marketing*.

2. Exploring Alternative Philosophical Foundations for Research and their Implications on Service Research

Prof. Jaqueline Pels, PhD, University Torcuato Di Tella, Argentina



Jaqueline Pels, PhD, is Professor of Marketing at the University Torcuato Di Tella Business School, Buenos Aires, Argentina. Her research experience is in the areas of inclusive business, emerging economies, marketing theory business-to-business marketing, relationship marketing, networking marketing and professional services. She is Director of the Inclusive Business Think Tank at the University Torcuato Di Tella (ENI-DI Tella) as well as Vice President of the Administrative Council and Founding Member of the Asociación Latinoamericana de Académicos de Marketing (ALAM). Her publications have appeared in leading international journals including Journal of the Academy of Marketing Science, Marketing Theory, Journal of Business and Industrial Marketing, European Journal of Marketing, Journal of Relationship Marketing, amongst others. She has served on the Editorial Boards of the Journal of Marketing, Marketing Theory, Journal of Business and Industrial Marketing, Journal of International Marketing, amongst others.

Prof. Bo Edvardsson, Karlstad University, Sweden.



Bo Edvardsson (Bo.Edvardsson@kau.se, Phone +46-70-6334478) is Professor and Founder, CTF-Service Research Center and Vice Rector, Karlstad University, Sweden and Professor II at NHH in Bergen. He is the former editor of Journal of Service Industry and Bo has an Honorary Doctorate from Hanken Helsinki. He is a Fellow at Center for Service Leadership at Arizona State University and an International Fellow Nankai University China. In 2013 Bo was appointed Distinguished Faculty Fellow of the Center for Excellence in Service at the University of Maryland. Bo is Professor II at Norwegian School of Economics and Business Administration in Bergen. His research covers service systems and service logic, service quality, new service development and service innovation, customer experiences and transition from products to service. In 2008, he received the RESER Award “Commendation for lifetime achievement to scholarship” by The European Association for Service Research and in 2004 The AMA Career Contributions to the

Services Discipline Award. He has written 12 books and 96 journal articles; the most recent in Journal of the Academy of Marketing Science on service systems.

Helge Löbler, University of Leipzig, Germany



Helge Löbler, University of Leipzig, Germany, Helge Löbler is Professor of Management and Marketing and director of the Institute for Service and Relationship Management at the University of Leipzig, Germany. He studies Cybernetics and Economics at the universities of Stuttgart and Bonn holds an PhD in Economics. He received an award for his outstanding contributions to the 12th International Colloquium in Relationship Marketing. He has lectured at different international Universities like, University of Tartu, Estonia, University of Houston, Texas, USA, Georgetown University, Washington D. C., USA, American University, Washington D. C., USA, University of Maryland, USA, China University of Mining and Technology, Xuzhou, VR China, Peking Institute of Technology, Peking, VR China. Together with one of his colleagues he has set up the SMILE programme which is the Self Management Initiative in Leipzig and tries to support students to become who they are in relation to others. His main research area is social constructionism, second order cybernetic and their “impact” on communication and service.

Prof. Cristina Mele, University of Napoli “Federico II”, Italy



Cristina Mele (PhD) is Full Professor of Management at the University of Napoli “Federico II”. She is the coordinator of the PhD in Management at University of Naples “Federico II”. Her main research interests are service innovation, value creation, markets and service ecosystems. Her articles have appeared in leading international journals, including Journal of The Academy of Marketing Science, Marketing Theory, Industrial Marketing Management, Journal of Service Management, Journal of Service Theory and Practice and Managing Service Quality. She has served as co-editors of special issues of Journal of Service Theory and Practice, Journal of Service Management, Service Science, International Journal of Quality and Service Science and Journal of Business Market Management.

Prof. Linda D. Peters, Nottingham University, UK.

Prof. Bård Tronvoll, Hedmark University College, Norway



Bård Tronvoll, Hedmark University College, Norway. He holds a PhD in Business administration from Karlstad University. His research interests include theory generation in service research, service innovation and dynamic relationships in service marketing. Tronvoll is a member of the editorial advisory board at Journal of Service Management and his work has been published in several international academic journals. He is former rector of Norwegian University College of Tourism and has been interacting with the tourism industry.

3. Markets and Marketers: Where should research on markets and service ecosystems go next?

Chair: Prof. Kaj Storbacka, University of Auckland, New Zealand

Prof. Luis Araujo, Manchester Business School, UK



Luis Araujo is a Professor of Marketing at Manchester Business School. He graduated in Mechanical Engineering from the University of Porto and has an MA and PhD from the University of Lancaster. He was formerly a Lecturer in the Department of Mechanical Engineering at University of Porto, and spent 25 years at Lancaster University Management School, latterly as Professor of Marketing. His publications have appeared in leading international journals including the Journal of Management Studies, Industrial Marketing Management, International Journal of Operations & Production Management, Journal of Business Research and Marketing Theory among others. Professor Araujo is member of the IMP Group (Industrial Marketing & Purchasing) and an Associate Editor of Marketing Theory. He has been a Visiting Professor at Chalmers University of Technology, University of Oulu Business School, EM Lyon Business School, University of Toulouse II, and FGV- EBAPE in Rio de Janeiro.