

| | Salle 104 | Salle de conférence 007 | Salle 107 |
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| 8h30 Accueil/Welcome | | | |
| 9H-10h | | Introduction / Welcome Markus Scheuer RESER: President Corinne Blanquart : VP. G.Eiffel University Alain Debenedetti : Institut de Recherche en Gestion Marie-Christine Monnoyer : Reser/ Elgar encyclopedia presentation | |
| 10h10 -11h30 (4 presentations) | Servitization and collaborative economy/ Servitisation et économie collaborative Chair : Daisy Bertrand | Service innovation retrospective and prospective approaches/ Innovation de services : approches rétrospectives et prospectives Chair : Estibaliz Hernandez | Which statistical apparatus for a service society ? / Quel appareil statistique pour une société de services Chair : Lars Fuglsang |
| | A typology of collaborative platform bypassers Daisy Bertrand, Stéphanie Nguyen University of Aix Marseille Sylvie Llosa University of Aix Marseille, IAE Everything as-a-Service: conceptualization and application in manufacturing (virtual) Federico Adrodegari, Laura Scalvini, Nicola Sacconi University of Brescia, Italy From the Servicization of the mobility offer to mobility as a service : a strategic reading Catherine Lande | Innovation in the public sector, governance, and coproduction: a systematic review from literature Julia Viezzer Baretta, Micheline Gaia Hoffmann, Josivania Silva Farias, University of Brasilia, Brazil Luciana Oliveira Militão University of Lille, France Open Innovation implementation in Finnish service organisations (virtual) Ruusa Ligthart, Mohamed Zaki University of Cambridge What is known about the multiple actors in the co-production of public services? A systematic review Luciana Oliveira Militão University of Lille, France | The development of the European Statistical System for Services: A User's perspective Peter M. Smith University of Louvain, Belgium Multi-criteria analysis for the identification of requirements towards shared e-fleets for communal services Saskia Seidel, Verena Ehrler Gustave Eiffel University The conceptual evolution of technological innovation metrics in services in public services Leonel Corona- Treviño UNAM, University of Mexico |

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| | <p>University Gustave Eiffel, France Marianne Abramovici University Gustave Eiffel, France G rard Hernja, France Chercheur Sciences de l'Education, Thuillieres, France</p> <p>Third places for healthcare, creating public value Ingrid Fasshauer University Gustave Eiffel, France</p> | <p>Josivania Silva Farias University of Brasilia, Brazil</p> <p>Efficiency measurement on teaching hospitals: an integrative review Juliana Pascualote Lemos de Almeida, Brazilian Hospital Services Company Marina Figueiredo Moreira, Paulo Henrique de Souza Bermejo University of Brasilia David Nadler Prata Federal University of Tocantins</p> | |
| 11h45-13h05 (4 presentations) | <p>Sectorial impacts of digitalization/ Impacts sectoriels de la num risation</p> <p>Chair : Ada Scupola</p> | <p>Le projet FUTURE/ New experience design approach (FUTURE)</p> <p>Chair: C line Merlin-Brogniart</p> | <p>New statistical approach/ Nouvelle approche statistique</p> <p>Chair: Markus Scheuer</p> |
| | <p>Artificial Intelligence in the claim handling processes in the Danish insurance industry: drivers and experienced value Ada Scupola Roskilde University, Denmark Victor Holck Abildgaard Risk underwriter, Denmark Magnus Zwicky Riddersholm Customer Success Manager & Analyst, Denmark Federica Auletta Consultant Deloitte Denmark</p> | <p>Could Eco-cities enable new ways of living together? Rola Hussant-Zebian, Catherine Maman University Gustave Eiffel, France</p> <p>Making citizen participation in urban projects effective? The contribution of experience design Abramovici Marianne University Gustave Eiffel, France Mercier Sylvie University Gustave Eiffel, France</p> <p>Designing Customer Experience Value by Digital Service Twins</p> | <p>What Factors Help Universities to Attract Private R&D Funding? (virtual) Veronika Belousova, Nikolay Chichkanov, Mikhail Gershman HSE University – Russia</p> <p>Towards modeling of collaborative industrial services Daniel Hefft University of Birmingham England Jonas Eichholz, Nick GroBe University of Dortmund Germany</p> <p>The difference-in-differences technique (DID) applied to the assessment of public health programmes for the prevention of breast cancer.</p> |

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| | <p>Disruptive potentials of digitalization on business models Drivers, challenges and opportunities for small and medium- sized enterprises in the service sector in rural areas Christophe Said, Matthias Vogel, Giuseppe Strina University of Siegen, Germany</p> <p>Examining Tourism Experience through eye-tracking and GSR Instrument Sabrina Rolsted Aalborg University, Denmark Sissel Quistgaard Pagh Design thinker, Workshop facilitator, project manager, Denmark</p> <p>Blockchain adoption for value co-creation in service ecosystems Ylenia Cavacece University of Cassino and Southern Lazio Italy Sara Ebraico, Tiziana Russo-Spena, Cristina Mele University of Naples Federico II, Italia</p> | <p>Christian van Husen, Daniela Fehrenbach , Ron Metzger Furtwangen University, Germany</p> <p>Brand Marketing and Services Development (virtual) Markus Holzweber, Andre Haller, Marc Brida FH Kufstein, University of Applied science, Austria</p> | <p>José Aureliano Martín Segura, University of Granada, Spain César Pérez López Institute for Fiscal Studies, Spain</p> <p>Modelling the dynamics of the service sector in the context of the covid 19 pandemic based on autoregressive conditional heteroskedasticity (ARCH) models : evidence from Mexico Antonio Ruiz-Porras Juan Carlos Zagaceta-Garcia University of Guadalajara, Mexico</p> |
| 14H00-15H20 (4 présentations) | <p>Service innovation and practice theory / Théorie et pratique de l'innovation de service Chair : Lars Fuglsang</p> | <p>To learn from others/ retours sur experiences Chair: Pedro Costa</p> | <p>To think smart cities/ Penser la ville intelligente (FUTURE) Chair : Estibaliz Hernandez</p> |
| | <p>Service innovation as contested practice Lars Fuglsang University of Roskilde, Danmark</p> | <p>Services in ancient Greek and Roman cities: current perspectives Jan Bröchner Chalmers University of Technology, Sweden</p> | <p>Real-world applications of Artificial Intelligence – Social consequences and strategies towards inclusive regulatory frameworks and technology applications in cities</p> |

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| | <p>Collaboration for heritage innovation through the lens of Public-Private Innovation Networks in Services Alessandra Marasco, (virtual) National Research Council of Italy -Institute of Heritage Science, Napoli, Italy</p> <p>Immacolata Vellecco Institute for Research on Innovation and Services for Development,Napoli, Italy</p> <p>Transforming the value configuration of the insurance sector (virtual) Iván Sosa, Camilo Jose Cela University, Spain Óscar Montes Pineda University of Alcalá, Spain</p> <p>The new university: Why do universities need digital service marketing? (virtual) Markus Holzweber FH Kufstein, University of Applied science, Austria -</p> | <p>Educating towards more inclusive society. A case of an integration of service innovation research project and master's studies in Finland Päivi Tossavainen, Anna Salmi University of Oulu, Finland</p> <p>The urban services challenge through the lens of cinema and audio-visual sector: the Portuguese case Pedro Costa, Rodrigo Almeida, Elisabete Tomaz, Ricardo V. Lopes University Institute of Lisbon, Portugal</p> <p>Unemployment forecast using time series. Analysis of the effects of covid 19 José Aureliano Martín Segura University of Granada, Spain César Pérez López Institute for Fiscal Studies, Spain</p> | <p>Philipp Riegebauer (virtual) Hochschule Düsseldorf</p> <p>The drivers and dynamism of Smart Cities -Best Practices implementing innovative technologies for sustainable building life-cycles Bianca Weber-Lewerenz (virtual) RWTH Aachen University, Aachen, Germany</p> <p>Changes in Social Protection and Territorial Issues: New Cooperations and Services Innovations in the Health and Social Sectors in France. Christian Bourret, Jessica Gheller , University Gustave Eiffel, France Sylvie Parrini-Alemanno CNAM de Paris, France Designing future vision of augmented workstyles: project reflection Kentaro Watanabe , Bach Q. Ho, Yusuke Kishita, Maiko Kobayakawa, Mai Otsuk University of Tokyo, Japan</p> |
| 15H35-16H55 (4 présentations) | <p>Functional economy/ Economie fonctionnelle</p> <p>Chair: Marie-Christine Monnoyer</p> | <p>Managerial consequences of work organisation transformation/ Conséquences managériales des transformations de l'organisation du travail</p> <p>Chair : Ida Gremyr</p> | <p>The challenges of sustainable logistics/ Les défis de la logistique soutenable</p> <p>Chair : Tiziana Russo Spina</p> |

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| | <p>Craft companies – enhancing innovation development by “facilitating” craft innovation networks Frederik Grunewald, Philipp Julian Ruf, Giuseppe Strina University of Siegen, Germany</p> <p>Companies' trajectories towards the Functional Service Economy. The case of the Hauts de France region (HDF) Céline Merlin-Brogniart University of Lille, France Blandine Laperche, Benitha Mabaya Mujinga Littoral Côte D'Opale University</p> <p>The "service" contribution to the Functional Service Economy: beyond business models Céline Merlin-Brogniart University of Lille, France</p> <p>Co-Creation Value Indicators Required in a Service-Oriented Society Keiko Toya (virtual) Meiji University of Japan</p> | <p>Contemporary service management: Professional front personnel and AI as the united service provider Jon Sundbo University of Roskilde Danmark</p> <p>Leadership as a service – exploring how leadership value- creation is challenged by remote work Ida Gremyr, Andreas Wallo, Jason Martin, Mattias Elg University of Technology, Sweden</p> <p>Ambidextrous Leadership as a service: less hierarchy more co-creation Ralf Kopp University of Dortmund, Germany Bernd Dworschak Fraunhofer IAO, Stuttgart, Germany</p> <p>Digital Leadership in Service SMEs Christophe Said, Philipp Köhn, Giuseppe Strina University of Siegen, Germany</p> | <p>Applying systematic literature review on blockchain technology in sustainable supply chain Feresteh Abbasabadi, Tiziana Russo Spena University of Naples Federico II, Italy</p> <p>Main specificities structuring the emerging field of B2B services marketing : A review Valérie Matthieu University of Aix Marseille IAE, France</p> <p>How do altered consumer expectations of logistics service quality and behaviour due to Covid-19 affect retail supply chains? Bernd Philipp Ecole Supérieure du Commerce Extérieur Paris, France Dan-Cristian Dabija Babeş-Bolyai University, Romania David B. Grant Hanken Schools of Economics, Finland</p> <p>Capacity Factors for Innovation in Public Services in the Logistics Area Breiner Araujo Queiroz Msc, Marina Moreira Figueiredo University of Brasilia, Brazil</p> |
| 17H00-18H00 (3 présentations) | <p>Thinking about sustainability/ Penser la soutenabilité</p> <p>Chair: Ida Gremyr</p> | <p>Digital platforms: what impact?/Plateformes digitales : Quels impacts ?</p> <p>Chair: Pedro Costa</p> | <p>Understanding the consequences of digitalisation: the bibliometric approach/ Comprendre les conséquences de la numérisation : l'approche bibliométrique</p> |

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| | <p>Servitization as a facilitator of sustainability Metka Stare, Andreja Jaklič, Iris Koleša University of Ljubljana, Slovenia</p> <p>Service research and sustainability: a literature review Marco Tregua, Tiziana Russo Spina, Cristina Mele, Sara Ebraico University of Naples Federico II, Italy</p> <p>How can multiple actors overcome the barrier to lack of knowledge for the co-production of photovoltaic energy? Luciana Oliveira Militão, University of Lille, France Elainy Cristina da Silva Coelho, Josivania Silva Farias University of Brasília (UnB)</p> | <p>Digital platforms: The chance to preserve the German craft sector? Katharina Fiebig, Tobias Schmallenbach, Giuseppe Strina, Christophe Said University of Siegen, Germany</p> <p>Hurdles and opportunities of B2B platforms for services Daniel Hefft University of Birmingham England Jonas Eichholz, Nick GroBe University of Dortmund Germany</p> <p>Central bank communication and service science: adapting the digital servuction model to central banks Silvana Prodan Babeş-Bolyai University, Romania Dan Cristian Dabija Babeş-Bolyai University, Romania</p> | <p>Service and social robots: A Bibliometric Review (virtual) Irene Di Bernardo, Maria-luisa Marzullo, Cristina Mele University of Naples Federico II, Italy</p> <p>Repositioning the libraries in the core of public services. Literature review for baseline definition and mapping. Tiina Tuominen, Kirsi Hyytinen VTT Technical research Center, Finland Paul Windrum University of Nottingham, England</p> <p>Adoption and Use of Telemedicine: a Systematic Literature Review and Research Agenda Proposal Bento Alves da Costa Filho, Mateus de Sousa Martins, Josivania Silva Farias, University of Brasilia, Brazil</p> |