



Program



**ACTORS,
COMMUNITIES
and
ECOSYSTEMS**



The University of Manchester



simas
SISTEM PERILANGAN
GILA / PERILANGAN

Monday, 9 June 2025				
6.30-8.30 pm	Registration – Gran Hotel Vesuvio, Sorrento			
7.00-8.30 pm	Welcome aperitif – Gran Hotel Vesuvio, Sorrento			
Tuesday, 10 June 2025				
8.00-8.30 am	Welcome and Registration			
Plenary Sessions Smeraldo Room				
8.30-8.45 am	Opening Ceremony Francesco Polese – University of Salerno & Cristina Mele – University of Naples ‘Federico II’			
8.45-9.30 am	Service-Dominant Logic: Updates and extensions Stephen L. Vargo – University of Oklahoma			
9.30-10.10 am	The caring Turn in Service Research Cristina Mele – University of Naples ‘Federico II’			
10.10-10.55 am	Robotics and AI: The Future is Now Bruno Siciliano – University of Naples ‘Federico II’			
10.55-11.25 am	COFFEE BREAK			
Parallel sessions				
11.25-12.45 am	Smeraldo Room	Turchese Room	Topazio Room	
	Session n. 1 Circular Economy (1) Chair: Jonatan Baker	Session n. 2 AI & Ecosystem Chair: Valtteri Kaartemo	Session n. 3 Public Services (1) Chair: Gennaro Maione	
	Fehrer J., Brodie R., Webster K., Baker J., Husted K., and Pascucci S. Heuristics shaping theories shaping heuristics: Theorizing the circular economy	Kaartemo V., Helmer J., Nenonen S., Schepis D., and Storbacka K. GenAI as a Driver of Service System Transformation	Hogg J., and Chakravarty D. Governmental promotional agencies foster sustainable institutional innovation and its diffusion in a start-up service ecosystem	
	Åberg S., and Storbacka K. Staying with the Trouble: Embedding Organizations in Ecological Systems for Sustainability	Schmidt R., Alt R., and Zimmermann A. Platform Shifts in the AI Era: Value Creation Dynamics in Assistant Platform Ecosystems - A Case Study of ChatGPT	Bosco G., Riccardi V., D’Amore R., and Calabrese M. Bias mitigation within AI for Smart City Applications: A Systematic Literature Review	
	Jaakkola E., Närvänen E., Panina E., Mesiranta N., and Mattila M. Conceptualizing Circular Economy Experience	Flaig A., and Stoopendahl P. What value exactly? Investigating the value creation of Emerging Artificial Intelligence	Suh J., Ahn S.S., and Yang K. Case Study of Geomexsoft for Digital Twins for Smart City Emergency Management	
	Hanssen M. Redefining Customer Roles Through Circular Business Models: A Typology Approach	Weiss P. Building Engagement Systems Using Generative Ai and Service Dominant Architecture: A Multi- Level Service System Design Perspective	Marticorena A.M., and Tostes M. Co-creation of Public Value in the Cultural Sector	
12.45-1.45 pm	LUNCH BREAK			
Plenary Session Smeraldo Room				
1.45-2.45	Innovation as a Matter of Care Chair: Kristina Heinonen • Kristina Heinonen – Consumer Sensemaking of Innovation in Care • Dominik Mahr – Inclusive Innovation: Digital Voice for Vulnerable Customers • Per Skälén – Innovation of Services as Value Co-Creation Practices • Kaj Storbacka – Market Innovation: Perspectives on Market Formation and Transformation			
Parallel sessions				
2.45-3.45 pm	Smeraldo Room	Turchese Room	Topazio Room	Corallo Room
	Session n. 4 Service Research (1) Chair: Debora Sarno	Session n. 5 Experiencing vulnerability Chair: Michael Ehret	Session n. 6 Public Services (2) Chair: Alessia Anzivino	Special Session Service Research – About and Through VR Dominik Mahr, Roberta Di Palma and Jonas Heller
	Vink J. Cultivating Institutional Compossibility: Protecting a Plurality of Logics in Service Ecosystem Design	Nemoto Y., Hara K., Okumura H., and Nagayoshi M. Vulnerable Consumers and Service System Reconstruction: Insights from School Refusal and Social Reintegration	Sergianni C., Tregua M., and Elmi F. Reframing the Value Proposition of Public Service through AI Virtual Assistants	
	Pels J., Kaartemo V., and Sarno D. Change of Era as a novel change-related concept in marketing	Lorenz M., Hall K.L., Marti C., Jaramillo S., and Fennell P. Value Co-Creation or Destruction? FLE Responses to Perceived Customer Vulnerability in Service Ecosystems	Anzivino A., Caridà A., Melia M., and Sebastiani R. Cross-Sector Partnerships in Sport for Development and Peace: A Transformative Service Research Perspective	
	Braathén P. Situating Service-Dominant Logic within Process Philosophy	Burggraf S. Beyond Customer Captivity: Flourishing in Captive Service Settings	Zamora-Ramos M.R., Díaz-Méndez M., Chamorro-Mera A. and Zúñiga-Espinosa N.A. Student Value Co-creation Behaviour: Driving Collaborative Innovation in the Higher Education Service Ecosystem through Living Labs	
3.45-4.10 pm	COFFEE BREAK			
Parallel sessions				
4.10-5.30 pm	Smeraldo Room	Turchese Room	Topazio Room	
	Session n. 7 Service Practices Chair: Per Skälén	Session n. 8 Market Shaping (1) Chair: Julia Fehrer	Session n. 9 Service Actors Chair: David Sörhammar	
	Skälén P., and Kristensson P. Management advice following services-as-practices	Olododo S., Macdonald E., and Makhmadshoev D. The growth of African-founded digital platform-based firms: A market-shaping perspective	Uverov N. Visioning for sustainability transitions: Anticipatory agency of intermediaries	
	Lugmair N., Wilga M., Posselt T., and Roth A. Exploring Actors in Service Ecosystems: Factors for Shaping Value Co-Creation Practices	Fehrer J., Polson D., Bösch R., Kemper J.A., and Terveen N. Imagining circular futures: Prospective sense-giving in circular service ecosystem design	Gidhagen M., Helkkula A., Sörhammar D., and Tronvoll B. Revisiting Parasocial Interaction in the Age of Generative AI: Characterizing Digital Experiences and Value Creation in Service Ecosystems	
	Norrgrann A. Nicki Minaj or K-pop? A practice-theoretical exploration of dance class instructors’ use of music in staging experiencescapes	Baker J., and Nenonen S. Shaping sustainable markets: The dynamics of prototypical and goal-based evaluations	Liewendahl H., Heinonen K., and Stigzelius T. Frontline Employees’ Operational Alignment with Sustainability Promises	
	Yildiz M., Francu R.E., van Riel A., and Lemmink J. Elevating Innovation: Social Dynamics at the Heart of New Service Development	Koskela-Huotari K., Huisman C.J., Nenonen S., and Kjellberg H. Untangling Tensions in Market Shaping for Sustainability: A Paradox Approach	Di Palma R., Mahr D., Hilken T., Heller J., and Beusaert S. Using Virtual Reality to Reimagine Service Recovery Training for Frontline Employees	
7.00 pm	Social Dinner – Via IV Novembre n.36 (Punta Lagno), Massalubrense (NA)			

Parallel sessions			
8.30-9.50 am	Smeraldo Room	Turchese Room	Topazio Room
	Session n. 10 Wellbeing <i>Chair: Irene Di Bernardo</i>	Session n. 11 Brand <i>Chair: Jonas Holmqvist</i>	Session n. 12 Service Ecosystem (1) <i>Chair: Peter Ekman</i>
	Zimbatu A. <i>Overcoming the wellbeing slump: The role of time perception and anticipation in extended service experiences</i>	Doull O., and Bertola L. <i>Exploring Jungian Themes for Service Branding - the Psyche of Italian Rock Band Måneskin</i>	Shoji M., Soga H., and Shinohara T. <i>Investigation into international Trade Assistance from Local Governments : Service ecosystem view</i>
	Di Bernardo I., Mele C., Russo Spena T., Heinonen K. Wetzels M., and Wetzels R. <i>Framing Well-Being in Service and Marketing: A Comparative and Interdisciplinary perspective</i>	Morioka K. <i>A Systematic Review on Brand Value Co-Creation: Its Scientific Evolution</i>	Törnros R., Ekman P., and Röndell J. <i>A literature review on the role of public actors in service ecosystems: enablers or limiters in marketing shaping?</i>
	Vaes S., Di Bernardo I., Fleissig J., Gallan A., Maris A., and Talaat D. <i>Help, I'm Lost: The Impact of Phygital Care Experiences on Well-Being</i>	Kanda M. <i>Sustainable Brand Engagement and Value Co-creation: A Service-Dominant Logic Perspective</i>	Ekman P., and Röndell J. <i>Startups and Incumbent Firms Collaboration for Service Ecosystem Transformation</i>
	Baker N., Wieland H., Pels J., Baker J., Nariswari A., and Karpen I. <i>Service Systems at the Intersection of Marketing and Wellbeing Research</i>	Holmqvist J. <i>Ethical Luxury Services: A Conceptualization</i>	Findsrud R., Braathen P., and Hanssen M. <i>Conceptualizing the actor in Service Dominant Logic: A hierarchy of performability</i>
Plenary Session Smeraldo Room			
9.50-10.30 am	A Critical and Ontological Comment on ‘Care’ in Service Research <i>Eric Arnould – Aalto University Business School</i>		
10.30-11.00 am	COFFEE BREAK		
Plenary Session Smeraldo Room			
11.00 am-12.10 pm	Robots & Care <i>Chair: Cristina Mele</i> • Hidenobu Sumioka – <i>Human-like robot for older people with dementia and care staff toward all-stakeholder-centered care</i> • Dominik Mahr – <i>Service Robots in theirs Ecosystem: the impact of HIRO-Chan on staff well-being in dementia care</i> • Tiziana Russo Spena & Cristina Mele – <i>Caring practices, Robotcare and Well-being</i> • Jochen Wirtz – <i>GenAI Meets Service Robots: The Promise of LLMs, LBMs, and Agentic AI in Physical Service Encounters</i>		
Parallel sessions			
12.10-1.30 pm	Smeraldo Room	Turchese Room	Topazio Room
	Session n. 13 Service Research <i>Chair: Bard Tronvoll</i>	Session n. 14 Engagement <i>Chair: Lorena Blasco</i>	Session n. 15 Technologies & Service <i>Chair: Michael Ehret</i>
	Wetzels R., Wetzels M., and Grewal D. <i>Mapping the Evolution of the Topical Landscape of the Service Research Domain: A Novel Mixed-Method Review Approach</i>	Blasco-Arcas L., Thongborisute J., Alexander M., and Kastanakis M. <i>Exploring Platform Dynamic Roles through Customer Engagement Behaviors: A Conceptual Perspective</i>	Walletzký L., Mlátilíková A., Carrubbo L., Schwarzová Z., and Procházka P. <i>Agile Management in Research Laboratory Focused on Service Systems</i>
	Skálén P., and Sahhar Y. <i>Why and how should service researchers care about goods</i>	Le M., Willmott T., Conduit J., Karpen I., Plewa C., Kleinaltenkamp M., and Jaakkola E. <i>Collective Engagement Towards Social Purpose: Scale Development and Validation</i>	Paavola L. <i>Datafication in retailing: A longitudinal study of industry transformation</i>
	Tronvoll B., and Braathen P. <i>Future Agenda for Service Ecosystems Research</i>	Aghayi K. <i>Click to read further: The role of trust in consumer engagement with Generative-AI content</i>	Koponen J., Salin L., Herkama S., and Spitzberg B. <i>Middle managers' digital communication competence in leading remotely working service people</i>
	Siltaloppi J., Wieland H., Peters L., Winklhofer H., Ramadan N., and Temerak M.S. <i>The multidimensional nature of algorithmic power: How digital platforms restructure service assemblages</i>	Karam E. <i>Service Robot Engagement (SRE) in the UK Hospitality Sector</i>	Ehret M. <i>The constitution of service contracts - Insights from blockchain constitutions</i>
1.30-2.30 pm	LUNCH BREAK		
Plenary Session Smeraldo Room			
2.30-3.30 pm	Service Research: Ecosystem and Environmental Care <i>Chair: Anu Helkkula</i> • Elina Jaakkola – <i>Why Care? Unleashing service research for a more circular world</i> • Suvi Nenonen – <i>What is worth caring? Shaping markets for various facets of sustainability</i> • Anu Helkkula – <i>The symbiotic relationship of our internal and external ecosystems</i> • Kaisa Koskela-Huotari – <i>Caring for Contestation: Plurality of Perceived Value Outcomes and Their Consequences for Sustainability Interventions</i>		
3.30-4.00 pm	COFFEE BREAK		
4.00- 5.20 pm	Smeraldo Room	Turchese Room	Topazio Room
	Session n. 16 Care (1) <i>Chair: Roberta Sebastiani</i>	Session n. 17 Service Ecosystem (2) <i>Chair: Adrianne Schäfer</i>	Session n. 18 Emotions & Experience <i>Chair: Marialuisa Saviano</i>
	Gallan A., Jarvis C.B., and Niraj R. <i>Both Sides Now: What Health Care Service Providers Learn from Being a Patient</i>	Stieger R., Meierhofer J., Schäfer A., Baumgartner C., Strebel M. <i>Social Value Creation by Smart Services</i>	Engilbertsson H., and Hulten B. <i>Multisensory Embodied Experience Design: A Framework for Value Creation Beyond Five-Sense Stimulation</i>
	Bove L., and Gruen T. <i>Encouraging Customers to Care for and Help Other Customers</i>	Shoji M., Taguchi T., Kikuchi K., and Inoue T. <i>The dynamics and design of service ecosystems in a changing environment</i>	Saviano M., Verderese D., Di Vernieri A., and Corrado <i>Reducing information asymmetry on agri-food products through multi-sensory marketing: a systems' thinking-based S-D logic contribution</i>
	Anzivino A., Sebastiani R., and Alkire L. <i>The evolution of healthcare service ecosystem: a STS approach</i>	Kosheleva K. Storbacka K., and Fehrer J. <i>Conceptualizing Dialectical Market Emergence in A Visual Arts Ecosystem</i>	Arsenovic J., and Samuelsson P. <i>Shame on You for Shaming Me Once: The Effects of Employee-Provoked Self-Conscious Emotions on Customer Service Experiences</i>
	Ehrenthal J., and Gruen T. <i>From Caregiving to Empowerment: Foundations of Transforming Care Ecosystems with Physical AI</i>	Troisi O., Maione G., Grimaldi M., and De Cristofaro C. <i>Competing through servitization in the Circular Economy Era</i>	Saviano M., Barile P., and Di Vernieri A. <i>Emotions as Catalysts in Service System Care: Evolving the VSA Framework to Meet Future Challenges</i>
7.30 pm	Gala dinner & awards– Villa Silvana via Correale, 16/18 Sorrento (NA)		

