

PROGRAMME

RESER

European Association for
Research on Services

27TH RESER CONFERENCE
BILBAO ■ SEP 7-9 ■ 2017

The Crucial Role of Services in Business and Cities Competitiveness

ORGANISED BY:



ENPRESAGINTZA
FAKULTATEA
FACULTAD DE
EMPRESARIALES



PRINCIPAL PARTNER:



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WELCOME FROM CHAIRS

The RESER 2017 conference aims to capture frontier thinking in service research and to set a new research agenda to make sense of the full picture of economies and society as complex networks and systems of services. More specifically the conference of this year wants to open a reflection on **the crucial role of services in business and cities competitiveness**.

Special attention will be paid to the servitization issue that is changing the business models of a plethora of industries around the world. The Basque Country is one of the leading regions in industrial development in Europe and now is facing with successful results the so called, industry 4.0 challenge which is generating great interest about the crucial role of services in this strategy.

The Conference is structured in 7 topics: City Service, Servitization, Service ecosystems, Service innovation, International Perspectives, Value creation and methodological challenges in service studies: complexity, pluralism and interdisciplinary. Furthermore, there will be a *Special track* on Services and Development in Developing Countries (REDLAS) and another one related to European Industrial Services Projects.

We are happy to have 3 keynote speakers: Andreas Schroeder (Advanced Service Group - Aston Business School, Norman Rose (EBRST) and Nanno Mulder (REDLAS); and two special sessions: The strategy of KIBS development in the city of Bilbao and the Servitization strategy developed by **Mondragon Corporation**, the sixth biggest business group in Spain.

We hope this Conference will provide an excellent opportunity to bring together researchers from different countries and backgrounds to create new networks and to foster relationships.

We want to close this brief welcome by thanking the entire Reser Council and Community to make this Conference a reality.

Welcome to the Basque Country, to Bilbao, and to Reser 2017 Conference!

We all hope that you learn a lot and have a great experience as well.



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COMMITTEES:

ORGANISING COMMITTEE

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SCIENTIFIC COMMITTEE

Tim Baines. Aston University (UK)

Ali Bigdeli. Aston University (UK)

Andy Neely. University of Cambridge (UK)

Kieron Flanagan. Manchester University (UK)

Alejandra Vilalta y Perdomo. Instituto Tecnológico y de Estudios Superiores de Monterrey (MX).

Jean Michel Larrasquet. Université de Pau et Pays de l'Adour – ESTIA (FR)

Markus Scheuer. RWI – Leibniz-Institut für Wirtschaftsforschung Hohenzollernstraße (DE)

Rajala Risto. Aalto University (FI)

Marie-Christine Monnoyer. Université Toulouse (FR)

Tiziana Russo Spina. Università degli Studi di Napoli Federico II (IT)

José Luis Navarro Espigares. University of Granada (ES).

Savona Maria. University of Sussex (UK)

Céline Brogniart-Merlin. Université de Lille 1 (FR).

Laurentiu Tachiciu. Bucharest Academy of Economic Studies (RO)

Pedro Costa. DINÂMIA' CET – IUL, Centre for Socioeconomic and Territorial Studies (PT)

Alexander Schletz. Fraunhofer IAO (DE)

Lars Fuglsang. Roskilde University (DK)

Gisela Di Meglio. UCM Universidad Complutense de Madrid (ES).

Patrik Ström. University of Gothenburg (SE)

Luna Leoni. University of Rome "Tor Vergata" (IT)

Luis Rubalcaba. Universidad de Alcalá (ES)

David Gago. Universidad CEU San Pablo (ES)

Bart Kamp. Orkestra – Basque Institute of Competitiveness (ES)

Eduardo Sisti. Orkestra – Basque Institute of Competitiveness (ES)

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Estibaliz Hernandez. Mondragon University (ES)

David Sánchez. Mondragon University (ES)

Urko López. Mondragon University (ES)

Saioa Arando. Mondragon University (ES)

Eduardo Castellanos. Mondragon University (ES)

Ion Iriarte. Mondragon University (ES)

KEYNOTE SPEAKERS



ANDREAS SCHROEDER

Dr Andreas Schroeder is Senior Lecturer at Aston Business School and a core member of the Advanced Services Group (ASG) at Aston University, UK. At ASG he leads the research on the role and value of data and the Internet of Things in the context of Advanced Services. His research specifically focuses on the development of Advanced Services business models, technology affordances and product digitalization for manufacturing businesses.



NANNO MULDER

Nanno Mulder is Chief of the International Trade Unit of the United Nations Economic Commission for Latin America and the Caribbean. His research focuses on Latin America's participation in global services trade. He worked at the Economic Cooperation and Development (OECD) (2002-2005) and the French Centre for Prospective and International Studies (CEPII) (1996 -2002). He has a PhD in economics from the University of Groningen, the Netherlands, and chairs the Latin American network for research and policy on services.



NORMAN ROSE

Norman Rose is a solicitor experienced in competition, contract and procurement law and corporate governance. His work over the past 25 years has included high-level engagement in outsourced business processing (EDS and BSA), and business services (through representing 20 of the major corporate providers of these services in Europe). Norman is the founding Chairman of the European Business Services Round Table. He is currently taking the lead in developing the services and membership of the Centre Européenne des Services d'Entreprises (the European Centre for Business Services) which incorporates two existing organisations - ECFM (Facility Management) and EP4 (Public Procurement).

PROGRAMME AT A GLANCE

VENUE: EUSKALDUNA CONFERENCE CENTRE

THURSDAY, 7TH SEPTEMBER 2017

8:00-9:00 Registration

9:00-9:30 **Opening the conference.** ("E" Auditory)
Juan Mari Aburto. Mayor of Bilbao
Vicente Atxa. University Rector of Mondragon University
Patrik Ström. Reser President

9:30-10:30 **Keynote Speaker** ("E" Auditory)
Prof. Andreas Schroeder. Aston Business School - Advanced Service Group (ASG)
Manufacturer's servitization towards Advanced Services: a transformation perspective
Chair: Estibaliz Hernandez. Mondragon University

10:30-11:00 Coffee Break (Foyer)

11:00-12:30 Parallel Sessions I

E

C3

B TERRAZA 1

B TERRAZA 2

D 3.1

D 3.2

12:30-14:00 Lunch Break (Jauregia Restaurant)

14:00-15:30 Parallel Sessions II

E

C3

B TERRAZA 1

B TERRAZA 2

D 3.1

D 3.2

15:30-16:00 Coffee Break (Foyer)

16:00-17:00 Parallel Sessions III

E

C3

B TERRAZA 1

B TERRAZA 2

D 3.1

D 3.2

17:00-18:00 **Plenary Session:** The strategy for KIBS development in Bilbao (Bilbao Ekintza). ("E" Auditory)
Nora Sarasola. General Manager of Bilbao Ekintza

19:00 Welcome reception in Bilbao's Town Hall. (Ernesto Erkoreka Plaza, 1, 48007 Bilbao)

FRIDAY, 8TH SEPTEMBER 2017

8:30-9:30	Registration					
9:30-10:30	Parallel Sessions IV					
	E	C3	B TERRAZA 1	B TERRAZA 2	D 3.1	D 3.2
10:30-11:00	Coffee Break (Foyer)					
11:00-12:30	Parallel Sessions V					
	E	C3	B TERRAZA 1	B TERRAZA 2	D 3.1	
12:30-14:00	Lunch Break (Foyer)					
14:00-14:45	Keynote Speaker ("E" Auditory) Norman Rose. <i>Vice-Chairman High Level Group on Business Services & Chairman European Business Services Round Table</i> Developing best practice standards to facilitate cross-border service delivery in a changing Europe Chair: David Sanchez. Mondragon University					
14:45-15:30	Keynote Speaker ("E" Auditory) Nanno Mulder. <i>Chief of the International Trade Unit in the Division of International Trade and Integration of the United Nations Economic Commission for Latin America and the Caribbean</i> Innovation and internationalization in Latin American Services Chair: Saioa Arando. Mondragon University					
15:30-15:45	Coffee Break (Foyer)					
15:45-17:15	Parallel Sessions VI					
	E	C3	B TERRAZA 1			
17:15-17:45	Closing address. RESER 2018					
17:30-18:30	Plenary session: Servitization Strategy of Mondragon Corporation. ("E" Auditory) Naiara Goia. <i>Senior Manager - Innovation & Technology. Mondragon Corporation</i>					
20:00	Gala Dinner (Iberdrola Tower. Euskadi Plaza, 5. 48009 Bilbao)					

VENUE: BBF MONDRAGON UNIVERSITY

SATURDAY, 9TH SEPTEMBER 2017

9:00-11:30	General Assembly
11:30-12:00	Coffee Break
12:15	Social Event - Guided tour to the Guggenheim Museum. Meeting point: Guggenheim Museum's main entrance

PROGRAMME

THURSDAY, 7TH SEPTEMBER

8:00-9:00	Registration
9:00-9:30	Opening the conference. Juan Mari Aburto. Mayor of Bilbao Vicente Atxa. University Rector of Mondragon University Patrik Ström. Reser President
9:30-10:30	Keynote Speaker Prof. Andreas Schroeder. Aston Business School - Advanced Service Group (ASG) Manufacturer's servitization towards Advanced Services: a transformation perspective Chair: Estibaliz Hernandez. Mondragon University
10:30-11:00	Coffee Break

11:00-12:30 Parallel Sessions I					
E Auditory	C3 Room	B1 Terraza Room	B2 Terraza Room	3-1 Office	3-2 Office
A: City Service	B: Servitization	C: Service ecosystems	D: Service Innovation	E: International Perspectives	F: Value Creation
Session A1	Session B1	Session C1	Session D1	Session E1	Session F1
Chair: Luis Rubalcaba	Chair: David Sánchez Bote	Chair: Marja Toivonen	Chair: Marie-Christine Monnoyer	Chair: Faïz Gallouj	Chair: Markus Scheuer
A1.1	B1.1	C1.1	D1.1	E1.1	F1.1
A1.2	B1.2	C1.2	D1.2		F1.2
	B1.3	C1.3	D1.3		F1.3

A: CITY SERVICE

Session A1 Policy issues

Chair: Luis Rubalcaba

A1.1 KIBS Regional Specialisation Patters: a Comparison between Three European Regions

Urko López, Luna Leoni, Luis Rubalcaba, Mariangélica Martínez Chávez

A1.2. Motivators and Inhibitors of E-Residency Adoption for Entrepreneurial Purposes

Linda Uljala, Ada Scupola

B: SERVITIZATION

Session B1: Local & Regional impact

Chair: David Sánchez Bote

B1.1 Assessing the meso-economic relationship between ITC services and manufacturing resilience: insights from the Basque Country

Bart Kamp, Eduardo Sisti

B1.2 Innovative Regional Development Based on Transdisciplinary Approach in 4.0 Industry Framework in a Local Service Ecosystem

Heikki Ruohomaa, Mikko Mäntyneva, Vesa Salminen

B1.3 The process of service infusion in manufacturing companies and the impact on corporate strategies in the service solutions market – driving forces and components

Jørn Møller

C: SERVICE ECOSYSTEMS

Session C1: Public Services

Chair: Marja Toivonen

C1.1 Challenges linked to the experimental development of public services

Johanna Leväsluoto, Kirsi Hyytinen, Marja Toivonen

C1.2 New Perspectives in Public service innovation

Annaflavia Bianchi, Antonello Zanfei, Giovanni Marin

C1.3 Renewal of pre-primary education as an example of user-centric services and resource integration in the public sector

Kirsi Hyytinen, Marja Toivonen

D: SERVICE INNOVATION

Session D1: New practices to improve innovation

Chair: Metka Stare

D1.1 Sensitive, Networked Professional - Service Advisors as Agents between Citizens and Digitalized Services

Eveliina Saari, Sari Käpykangas, Mervi Hasu

D1.2 Collaborative practices in coworking spaces

Kristin Undheim

D1.3 Effects of demand heterogeneity and problem decomposability on the organization of service innovation

Sampsa Ruutu, Paul Windrum, Kirsi Hyytinen, Marja Toivonen, Hannamajja Määttä

E: INTERNATIONAL PERSPECTIVES

Session E1: Post Crisis international agenda

Chair: Faiz Gallouj

E1.1 The new spatial hybridization of TNCs? The blending of corporate locational dynamics across mature and emerging markets

Andrew Jones, Patrik Ström

F: VALUE CREATION

Session F1: Healthcare experiences

Chair: Markus Scheuer

F1.1 e-health platforms and insurance funds in France and Germany

Markus Scheuer

F1.2 Predicting high and low customer engagement in health services

Rodoula H. Tsiotsou

F1.3 eHealth Services Value Proposition for Healthcare Providers: A Case Study of Three Large Hospitals in New Delhi

Ridhi Bhatia, Udita Taneja

12:30–14:00 Lunch Break

14:00-15:30 Parallel Sessions II

E Auditory	C3 Room	B1 Terraza Room	B2 Terraza Room	3-1 Office	3-2 Office
A: City Service	B: Servitization	C: Service ecosystems	D: Service Innovation	F: Value Creation	REDLASTRACK
Session A2	Session B2	Session C2	Session D2	Session F2	Session REDLAS
Chair: Patrik Ström	Chair: Jan Bröchner	Chair: Tiziana Russo Spena	Chair: Bart Kamp	Chair: Zhang Zhuo	Chair: Nanno Mulder
A2.1	B2.1	C2.1	D2.1	F2.1	REDLAS1:
A2.2	B2.2	C2.2	D2.2	F2.2	REDLAS2:
		C2.3	D2.3	F2.3	REDLAS3:

A: CITY SERVICE

Session A2: Smart Cities; Digital and Ecological Issues

Chair: Patrik Ström

A2.1 A Conceptual price model for smart cities

Alessandro Cinque, Paolino Madotto, Luna Leoni

A2.2 What efficient and workable incentive scheme for municipal kerbside waste services? Lessons drawn from the economic literature and French cities experience

Broussolle Damien

B: SERVICITIZATION

Session B2: Developing new value propositions

Chair: Jan Bröchner

B2.1 An information system for context-aware service engineering

Michael Becker, Stephan Klingner, Julia Friedrich

B2.2 Comparing performance measurement for facility management and industrial maintenance

Jan Bröchner

C: SERVICE ECOSYSTEMS

Session C2: User centered service development

Chair: Tiziana Russo Spina

C2.1 A framework to assess the level of customer centricity in manufacturing companies

Federico Adrodegari, Daniela Bonetti, Nicola Sacconi

C2.2 Patients, doctors and e-Health-mediaries: smart roles in changing practices

Cristina Mele, Tiziana Russo Spina, Mariarosaria Coppola, Marialuisa Marzullo

C2.3 Value cocreation in service ecosystems - an analysis of refugee settlement and inclusion

Maria Røhnebæk, Marit Engen, Trude Hella Eide

D: SERVICE INNOVATION

Session D2: Manufacturing & Digitalization

Chair: Bart Kamp

D2.1 The digital servitization of manufacturing: a literature review and research agenda

Theoni Paschou, Federico Adrodegari, Marco Perona, Nicola Sacconi

D2.2 Examining the moderating effects of firm generated content on online social brand engagement

Kofi Osei-Frimpong, Graeme McLean

D2.3 Evolutions among Basque manufacturing sectors in terms of service-based turnover

Bart Kamp, Eduardo Sisti

F: VALUE CREATION

Session F2: User experience

Chair: Zhang Zhuo

F2.1 Innovation in retail: impact on consumer behavior. Determinants of use M-shopping and loyalty of drive shopper

Pierre-Yves Léo, Jean Philippe, Kenan Wassouf, Zhang Zhuo

F2.2 Experience Context Capturer (ECC): New approach to analyse the user experience context within the industrial HMI environments

Erik Aranburu, Ganix Laso, Jon Kepa Gerrikagoitia, Maitane Mazmela

TRACK REDLAS

Session REDLAS: on Services in Developing Countries

Chair: Nanno Mulder

REDLAS.1: Concentration of income in the Service Sharing Economy. Platform Cases in Mexico

Leonel Corona

REDLAS.2: Public and private trade promotion of offshore services in the Pacific Alliance: bad governance of good-policies?

Nanno Mulder, Osvaldo Marinao

REDLAS.3: Latin America's faltering manufacturing competitiveness: what role for intermediate services?

Nanno Mulder, Filippo Bontadini, Rolando Avendaño

15:30 – 16:00 Coffee Break

16:00-17:00 Parallel Sessions III

E Auditory	C3 Room	B1 Terraza Room	B2 Terraza Room	3-1 Office
A: City Service	B: Servitization	C: Service ecosystems	D: Service Innovation	F: Value Creation
Session A3	Session B3	Session C3	Session D3	Session F3
Chair: Pedro Costa	Chair: Ion Iriarte	Chair: Flemming Sørensen	Chair: Céline Broignart-Merlin	Chair: Saioa Arando
A3.1	B3.1	C3.1	D3.1	F3.1
A3.2	B3.2	C3.2	D3.2	

A: CITY SERVICE

Session A3: Culture & Tourism services

Chair: Pedro Costa

A3.1 Determinants of cities and towns spending on culture. Analysis for Poland

Agnieszka Kopańska

A3.2 Connecting the dots: contributions to the dynamics of Creative Tourism in Portugal

Pedro Costa, Ana Rita Cruz, Margarida Perestrelo, Maria Assunção Gato

B: SERVITIZATION

Session B3: New perspectives in the servitization context

Chair: Ion Iriarte

B3.1 Can service prototyping help manufacturers to servitize?

Ion Iriarte, Maite Anaya, Maitane Mazmela, Ester Val

B3.2 When the service scape is the value proposition: A study of the servitization of Swedish real estate companies' CSR offerings

Peter Ekman, Jimmie Røndell

C: SERVICE ECOSYSTEMS

Session C3: Networks & Platforms

Chair: Flemming Sørensen

C3.1 Business Network Services and the Network Ambivalence Trap

Flemming Sørensen, Niels Nolsøe Grunbaum, Ada Scupola

C3.2 Platform creation and development, a strategic and necessary vehicle for IoT product and IoT process

Arbia Chatmi, Karim Elasri

D: SERVICE INNOVATION

Session D3: Environmental based value propositions

Chair: Céline Broignart-Merlin

D3.1 Service Innovation in Energy Efficiency Consulting: A Business Model and Service Portfolio Definition

Antti Lilleberg, Jussi Kantola, Vesa Salminen

D3.2 Environmental innovation in service activities: the French case

Céline Broignart-Merlin, Simon Nadel

F: VALUE CREATION

Session F3: Employee centered value creation

Chair: Saioa Arando

F3.1 Value creation through employee behavior and organizational capabilities

Minna Saunila, Juhani Ukko, Tero Rantala, Hannu Rantanen

17:00-18:00 **Plenary Session:** The strategy for KIBS development in Bilbao (Bilbao Ekintza). (*"E" Auditory*)
Nora Sarasola. *General Manager of Bilbao Ekintza*

19:00 Welcome reception in Bilbao's Town Hall. (Ernesto Erkoreka Plaza, 1, 48007 Bilbao)

FRIDAY, 8TH SEPTEMBER

8:30–9:30 Registration

9:30–10:30 Parallel Sessions IV

E Auditory	C3 Room	B1 Terraza Room	B2 Terraza Room	3-1 Office	3-2 Office
Special Track: European Industrial Service Projects	D: Service Innovation	C: Service ecosystems	D: Service Innovation	C: Service ecosystems	F: Value Creation
Session ST1	Session D4	Session C4	Session D5	Session C5	Session F4
Chair: Eduardo Castellano	Chair: Urko López	Chair: Bart Kamp	Chair: Christian Bourret	Chair: Metka Stare	Chair: Tiziana Russo Spena
ST1	D4.1	C4.1	D5.1	C5.1	F4.1
ST2		C4.2	D5.2	C5.2	F4.2
ST3		C4.3			F4.3

D: SERVICE INNOVATION

Session D4: Sectorial contributions

Chair: Urko López

D4.1 Is safety a value proposition? The case of fire inspection

Anne Vorre Hansen, Ada Scupola

C: SERVICE ECOSYSTEMS

Session C4: International perspective

Chair: Bart Kamp

C4.1 Can advanced services spur the international (service) business of machine tool builders?

Bart Kamp

C4.2 Success stories of regional innovation ecosystems

Janina Evers, Markus Schroll, Joachim Hafkesbrink

C4.3 Making sense of institutional structures in value co-creation practices: 'zooming in' and 'zooming out' continued

Lars Fuglsang

D: SERVICE INNOVATION

Session D5: Digital Customer Experience

Chair: Christian Bourret

D5.1 Challenges in Integrating Assistive Technologies into Elderly-Care Services: Comparative Study between Japan and Finland

Kentaro Watanabe, Kirsi Hyytinen, Hannamajja Määttä

D5.2 Smart Cities and New Services to Users-Citizens in Healthcare Systems. The case of Patients' Medical Records : Comparative Study between DIRAYA (Andalucia / Spain) and DMP (France)

Christian Bourret, José Maria Biedma, Jessica Gheller

C: SERVICE ECOSYSTEMS

Session C5: Social Innovation

Chair: Metka Stare

C5.1 CSR as a value proposition: Exploring the effects and drivers of Swedish real estate firms' green building certificates

Peter Dahlin, Peter Ekman, Ossi Pesämaa, Jimmie Rödell

C5.2 Facilitating circular change with services

Metka Stare

F: VALUE CREATION

Session F4: CoCreation as value driver

Chair: Tiziana Russo Spena

F4.1 A Review of Place Marketing from a Service-Dominant Logic view: Co-creation, Antecedents, and Outcomes

Ainhize Eletxigerra, José M. Barrutia, Carmen Echebarria

F4.2 The impact of co-creation and service experience on the loyalty of football club supporters

Monali Hota, Véronique Pauwels-delassus, Louis Burette

F4.3 Resources and capabilities as enablers of value co-creation in service innovation

Gintarė Valkauskienė, Liudmila Bagdoniene

SPECIAL TRACK: EUROPEAN INDUSTRIAL SERVICE PROJECTS

Special Track Session: Smart specialization & service innovation

Chair: Eduardo Castellano

ST1 Bilbao AS Fabrik Alliance for smart specialisation in advanced services towards the digital transformation of the industry

Luis Berasategi, David Sánchez, Eduardo Castellano

ST2 FALCON Feedback mechanisms Across the Lifecycle for Customer-driven Optimization of iNnovative product-service design

Patricia Ortiz

ST3 PSYMBIOSYS Product-Service sYMBIOtic SYStems

Oscar Lazaro, Lara Gonzalez, Patricia Ortiz

10:30 – 11:00 Coffee Break

11:00-12:30 Parallel Sessions V

E Auditory	C3 Room	B1 Terraza Room	B2 Terraza Room	3-1 Office
Special Track: European Industrial Service Projects	D: Service Innovation	C: Service ecosystems	D: Service Innovation	F: Value Creation
Session ST2	Session D6	Session C6	Session D7	Session F5
Chair: Eduardo Castellano	Chair: José Luis Navarro-Espigares	Chair: Jon Sundbo	Chair: Pedro Costa	Chair: Lars Fuglsang
ST3	D6.1	C6.1	D7.1	F5.1
ST4	D6.2	C6.2	D7.2	F5.2
ST5		C6.3	D7.3	F5.3

D: SERVICE INNOVATION

Session D6: Healthcare service innovation

Chair: José Luis Navarro-Espigares

D6.1 The Healthcare Pathway Management in Organisations acting as Interfaces between the Hospital and the Ambulatory Medical and Social Services

Therese Depeyrot-Ficatier, Christian Bourret, Claudie Meyer

D6.2 Healthcare services sustainability and the development of personalised medicine

José Luis Navarro Espigares, Elisa Hernández Torres, Rafael Esteban, Margarita Martínez Atienza, José Antonio Castilla Alcalá, Juan Antonio Bravo Soto

C: SERVICE ECOSYSTEMS

Session C6: New perspectives in the service research area

Chair: Jon Sundbo

C6.1 Manifestation of intent in product-service systems: a study of type of sensing in collaborative robots

Cheryl Cordeiro

C6.2 Management challenges with the maintenance of tourism experience concept innovations: Toward a new research agenda

Dorthe Eide, Lars Fuglsang, Jon Sundbo

C6.3 Human Rights in Multinational Enterprises according to their Sustainability Reports

José Aureliano Martín Segura, César Pérez, José Luis Navarro Espigares

D: SERVICE INNOVATION

Session D7: Learning & Evaluation Strategies

Chair: Pedro Costa

D7.1 Service innovation for business competitiveness and its linkages with open and social innovation: analytical framework and implications for policy and new metrics

Luis Rubalcaba, David Gago, Jorge Gallego

D7.2 Studies on service innovation and performance: an analysis of measures

Nathália Santos, Rayssa Farias, Eda Souza

D7.3 Services Supporting the Customer: Actor Constellations and Interaction Mechanisms

Ida Gremyr, Juliana Hsuan, Arni Halldorsson

F: VALUE CREATION

Session F5: Measuring experiences & preferences in tourism

Chair: Lars Fuglsang

F5.1: A Survey Instrument for Measuring Experiential Value of Employee-tourist Encounters

Jan Mattsson, Flemming Sørensen, Jens Friis Jensen, Stuart Barnes

F5.2: Study of the preferences of tourists through conjoint analysis: the case of Ceuta

José Aureliano Martín Segura, Eulogio Cordon-Pozo, César Pérez

F5.3: Implementation of public-private partnership (ppp) on the local level - development of sheltered housing in Ljubljana

Janez Grom, Miha Konjar, Sabina Mijkić, Matej Nikšič, Alenka Fikfak

SPECIAL TRACK: EUROPEAN INDUSTRIAL SERVICE PROJECTS

Session Special Track: Product-service systems

Chair: Eduardo Castellano

ST3 MEMAN Integral Material and Energy flow MANAGEMENT in MANufacturing metal mechanic sector

Joseba Bilbatua, Eduardo Beltrán

ST4 EASE-R3 Integrated framework for a cost-effective and ease of Repair, Renovation and Re-use of machine tools within modern factory

Raffaele Ricatto, Alessia Focareta, Juan Antonio Arrieta

ST5 T-REX Lifecycle Extension Through Product Redesign And Repair, Renovation, Reuse, Recycle Strategies For Usage & Reusage-Oriented Business Models

Aitor Arnaiz, Oscar Revilla

12:30-14:00 Lunch Break

14:00-14:45 Keynote Speaker

Norman Rose. Chairman European Business Services Round Table

Developing best practice standards to facilitate cross-border service delivery in a changing Europe

Chair: David Sánchez

14:45-15:30 Keynote Speaker

Nanno Mulder. Chief of the International Trade Unit in the Division of International Trade and Integration of the United Nations Economic Commission for Latin America and the Caribbean

Innovation and internationalization in Latin American Services

Chair: Saioa Arando

15:30-15:45 Coffee Break

15:45-17:15 Parallel Sessions VI

E Auditory	C3 Room	B1 Terraza Room
Special Track: European Industrial Service Projects	C: Service ecosystems y G1 Methodological	D: Service Innovation
Session ST3	Session C7	Session D8
Chair: Eduardo Castellano	Chair: Jan Mattsson	Chair: Luis Rubalcaba
ST7	C7.1	D8.1
Discussion Panel	C7.2	D8.2
	G1.1	

C: SERVICE ECOSYSTEMS Y G1 METHODOLOGICAL CHALLENGES IN SERVICE STUDIES: COMPLEXITY, PLURALISM AND INTERDISCIPLINARY

Session C7: New approaches to value creation in service ecosystems

Chair: Jan Mattsson

C7.1 Benefits and Challenges of Product Service System Application – A Review

Alexander Richter, Johanna Schoblik, Bernhard Kölmel, Rebecca Bulander

C7.2 Managing value propositions in service ecosystems

Julian Boha, Julia M. Jonas, Kathrin M. Moeslein

G1.1 Human-centered co-evaluation method for digital service experiments

Kirsi Hyytinen, Eveliina Saari, Johanna Leväsluoto, Mervi Hasu, Sari Käpykangas, Helinä Melkas, Satu Pekkarinen, Mirva Hyypiä, Pirjo Korvela, Anne Nordlund, Marja Toivonen

D: SERVICE INNOVATION

Session D8: Service Design

Chair: Luis Rubalcaba

D8.1 Design of service simulation experiments using QFD

Shuki Dror

D8.2 Service Design: A Way to Tuning Service Parameters

Saed Imran, Dieter Häberle, Christian van Husen

SPECIAL TRACK: EUROPEAN INDUSTRIAL SERVICE PROJECTS

Session Special Track: Industrial service innovation & discussion panel

Chair: Eduardo Castellano

ST7 REBORN Innovative Reuse of modular knowledge Based devices and technologies for Old, Renewed and New factories

Michael Peschl

Discussion Panel [All projects' representatives]

17:15-17:45	Closing address. RESER 2018
17:45-18:30	Plenary session: New opportunities for advanced services in industry. Naiara Goia. Senior Manager - Innovation & Technology. Mondragon Corporation
20:00	Gala Dinner

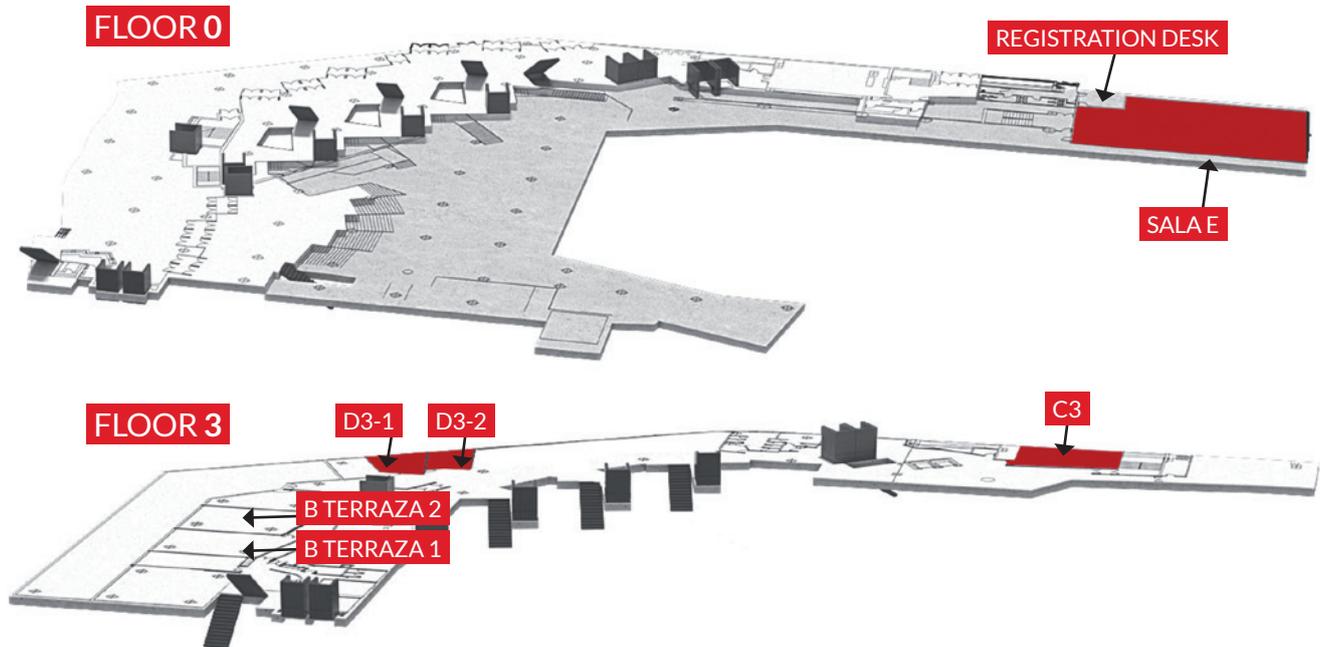
SATURDAY, 9TH SEPTEMBER 2017

9:00-11:30	General Assembly (BBF MONDRAGON UNIVERSITY)
11:30-12:00	Coffee Break
12:15	Social Event - Guided tour to the Guggenheim Museum. Meeting point: Guggenheim Museum's main entrance

GENERAL INFORMATION

VENUE:

7-8 SEP 2017: CONFERENCE
Euskalduna Conference Centre
Av. Abandoibarra, 4. 48011 Bilbao



9 SEP 2017: ASSEMBLY
BBF Mondragon Unibertsitatea
Uribitarte Kalea, 6. 48001 Bilbao

TECHNICAL ORGANIZATION:



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REGISTRATION:

Every attendee must pick-up his/her accreditation at the registration desk that is located at the entrance of "E" Room. To gain access to the site, attendees must visibly bear their personal registration to be supplied along with the documents. Authors and Keynotes Speakers: Authors of contributed talks and Keynotes Speakers must register themselves on the regular registration desk.

PRESENTATIONS

Authors and Keynotes Speakers: Please come to your room at least 30 minutes prior to the lecture, in order to assure enough time to load your presentation. If you need to do any change on your presentation, please contact with Technical Organization (elena.marinan@mondragon.edu).

Every contributed talk will have **20 minutes** to present their oral communication and there will be **5 minutes** where the audience will be able to discuss the topic and ask questions. The presentation will take place in different rooms, the order of the contributed talk is listed on the Programme beside all the information about the sessions.

CERTIFICATES:

Important note: Certificates for authors have been prepared based on information provided by them. As such, no new certificates will be issued unless an error has been made by the organization.

Certificates will be sent by e-mail once the conference has finished.

AWARDS:

Reser Founders award to PhD students will be given during the Gala Dinner.

INTERNET

Free WI-FI access will be available for attendees at the venue.

User: **RESER2017**

Password: **reser2017**

COFFEE BREAK AND LUNCH:

Coffee break will be served in the foyer.

7th September 2017: Lunch will be served in the Jauregi Restaurant (Level 1)

8th September 2017: Lunch will be served in the foyer.

SOCIAL PROGRAMME:

6th September 2017: Doctoral Colloquium. BBF Mondragon Unibertsitatea (Bilbao).

7th September 2017: 19:00h Welcome Reception. Bilbao's Town Hall.

8th September 2017: 20:30h Gala Dinner: Iberdrola Tower. 24th Floor (Euskadi Plaza, 5. 48009 Bilbao).

9th September 2017: 12:15h Guggenheim Museum Cultural Visit. Meeting point:Guggenheim Museum's main entrance.

REGISTRATIONS FEES:

RESER 2017 Conference	Early-bird Registration (before 30th June)	Conference Fee
Delegate regular fee	300€	400€
Students incl. PhDs (Accreditation will be requested)	250€	320€

The registration includes: access to the conference, documentation, lunches, Welcome Reception and Gala dinner.

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