



European Association for  
Research on Services

# WHAT'S AHEAD IN SERVICE RESEARCH?

## New perspectives for business and society

### CHAIRPERSONS

**Tiziana Russo-Spena**, Assistant Professor, University of Naples "Federico II"

**Cristina Mele**, Full Professor, University of Naples "Federico II"

**26th Annual RESER Conference, 2016**

September 8/10 - 2016 Naples - Italy

Congress Center Federico II, Via Parthenope, 36, 80121, Naples

Organised by



UNIVERSITA' DEGLI STUDI DI NAPOLI  
**FEDERICO II**

## INDEX

INDEX.....	1
WELCOME FROM CHAIRS .....	2
KEY NOTE SPEAKER.....	3
SKELETON PROGRAMME .....	4
SESSION LIST.....	6
VENUE .....	12
Congress Center Floor plan.....	13
LIST OF PARTICIPANTS.....	16
GENERAL INFO .....	20
WIFI .....	21

## WELCOME FROM CHAIRS

### What's ahead in Service Research

#### New perspectives for Business and Society

The challenge for service scholars in the 21st Century is to contribute to the understanding of the economics and society. The New Millennium brings a new complexity of systems, interactions, networks, technology and social issues at the core of developed and developing economies and societies and the need of rethinking the relationships between businesses, organizations and public actors.

The RESER 2016 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 societies as complex networks and systems of services.

This Conference is a forum for presentation and discussion of inter-disciplinary, innovative studies in service research. Scholars and practitioners of management, marketing, engineering, economics, sociology, geography, are invited to submit papers that explore and develop a multidisciplinary understanding of various service issues.

**Reser 2016** will provide the opportunity to meet with peers and exchange ideas to ensure that our work can have impact.

A specific strength of the RESER conferences has been their multidisciplinary nature.

The University Federico II of Naples, welcomes you to join us to continue this tradition. Thus, we can expect a 2016 Conference with a vibrant atmosphere that enables border-crossing insights and challenges our current views in a way that takes the service research forward.

Conference participants will also have the opportunities to explore and enjoy the ancient city of Naples and its historical center listed by UNESCO as a World Heritage Site.

Thank you for your contributions to the 2016 Reser Conference and warmly welcome to Naples.

*Tiziana Russo Spina and Cristina Mele*

## KEY NOTE SPEAKER



Dr. **ERIC ARNOULD** is Professor of Marketing at the Aalto University Business School and Adjunct Professor at EMLYON France. He formerly held a social science chair in Danish Institute for Advanced Studies (DIAS). He has pursued a career in applied social science since receiving his BA in 1973, receiving a PhD in anthropology from the University of Arizona in 1982. Eric's research on consumer culture, cultural marketing strategy, qualitative research methods, services marketing and marketing and development appears in over 90 articles and chapters in major social science and managerial periodicals and books.

## SKELETON PROGRAMME

<b>Thursday 8th September 2016</b>						
8.00–9.00	Registration					
9.00-9.10	Opening of the Conference - <b>Meeting Room</b> President of RESER- Patrik Ström					
	Opening Session: Meeting Room					
9.10.- 9.30	Dean of Department of Economics, Management Institution: Prof.ssa Adele Caldarelli Chairs: Tiziana Russo Spena and Cristina Mele					
09.30-10.30	Keynote speaker: <b>Meeting Room</b> <i>Two neglected cultural constructs for service research.</i> <b>Prof. Eric Arnould</b> - Aalto University Business School					
10.30-11.00	Coffee break (3rd Floor)					
	Parallel Sessions					
11.00-12.30	<b>Meeting Room</b>	<b>Room A</b>	<b>Room B</b>	<b>Sea Room</b>	<b>Room C</b>	<b>Library Room</b>
	A1	B1	C1	D1	E1	F1
	A1.1	B1.1	C1.1	D1.1	E1.1	F1.1
	A1.2	B1.2	C1.2	D1.2	E1.2	F1.2
	A1.3	B1.3	C1.3	D1.3	E1.3	F1.3
	A1.4	B1.4				F1.4
12.30-14.00	Lunch break (3rd Floor)					
	Parallel Sessions					
14.00-15.30	<b>Meeting Room</b>	<b>Room A</b>	<b>Room B</b>	<b>Sea Room</b>	<b>Room C</b>	<b>Library Room</b>
	A2	B2	C2	D2	E2	F2
	A2.1	B2.1	C2.1	D2.1	E2.1	F2.1
	A2.2	B2.2	C2.2	D2.2	E2.2	F2.2
	A2.3	B2.3	C2.3	D2.3	E2.3	F2.3
	A2.4	B2.4	C2.4			
15.30-16.00	Coffee break (3rd Floor)					
	Parallel Sessions					
16.00-17.30	<b>Meeting Room</b>	<b>Room A</b>	<b>Room B</b>	<b>Sea Room</b>	<b>Room C</b>	<b>Library Room</b>
	A3	B3	C3	D3	E3	F3
	A3.1	B3.1	C3.1	D3.1	E3.1	F3.1
	A3.2	B3.2	C3.2	D3.2	E3.2	F3.2
	A3.3	B3.3	C3.3	D3.3	E3.3	F3.3
20.00	Welcome reception <b>Pizzeria Rosso Pomodoro</b> , Via Partenope 11, 80121 Napoli					

---

**Friday- 9th September 2016**


---

9.00-10.30	<b>Meeting Room</b>	<b>Room A</b>	<b>Room B</b>	<b>Sea Room</b>	<b>Room C</b>	<b>Library Room</b>
	A4	B4	C4	D4	E4	F4
	A4.1	B4.1	C4.1	D4.1	E4.1	F4.1
	A4.2	B4.2	C4.2	D4.2	E4.2	F4.2
	A4.3	B4.3	C4.3	D4.3	E4.3	F4.3
	A4.4	B4.4	C4.4			

---

10.30-11.00 *Coffee break (3rd Floor)*

*Parallel Sessions*

11.00-12.30	<b>Meeting Room</b>	<b>Room A</b>	<b>Room B</b>	<b>Sea Room</b>	<b>Room C</b>	<b>Library Room</b>
	A5	B5	C5	E5	G5	A5 bis
	A5.1	B5.1	C5.1	E5.1	G5.1	A5 bis.1
	A5.2	B5.2	C5.2	E5.2	G5.2	A5 bis.2
	A5.3	B5.3	C5.3	E5.3	G5.3	A5 bis.3
	A5.4	B5.4	C5.4			

---

12.30-14.00 *Lunch break (3rd Floor)*

Meeting Room

14.00-15.15 ***Executive Roundtable: Service Challenges for Business and Society***  
Chairman Ing. Francesco Castagna

---

15.15-15.45 *Coffee break (3rd Floor)*

*Parallel Sessions*

15.45-17.15	<b>Meeting Room</b>	<b>Room A</b>	<b>Room B</b>	<b>Sea Room</b>	<b>Room C</b>	<b>Library Room</b>
	A6	B6	C6	G6	G6 bis	B6 bis
	A6.1	B6.1	C6.1	G6.1	G6 bis.1	B6 bis.1
	A6.2	B6.2	C6.2	G6.2	G6 bis.2	B6 bis.2
	A6.3	B6.3	C6.3	G6.3	G6 bis.3	B6 bis.3

---

17.15-17.45 *Closing address and the presentation of the RESER 2017 conference- Meeting Room*

---

20.00 Gala Dinner – **Royal Hotel, Room Posillipo**, Via Partenope, 38/44 Naples

---



---

**Saturday 10th September 2016**


---

9.00-11.30 RESER General Assembly - **Royal Continental Hotel**

---

Social Event –

11.30-13.00 **National Archaeological Museum of Naples:** A breathtaking journey into the ancient past.  
Departure point: Royal Continental Hotel

---

## SESSION LIST

The Conference starts on **Thursday 8th September** in the **Meeting Room** at **9.00**

8.00–9.00	Registration
9.00-9.10	Opening of the Conference - <b>Meeting Room</b> President of RESER- Patrik Ström
9.10.- 9.30	Opening Session: Meeting Room Dean of Department of Economics Management Institution: Prof.ssa Adele Caldarelli Chairs: Tiziana Russo Spina and Cristina Mele
09.30-10.30	Keynote speaker: <b>Meeting Room</b> <i>Two neglected cultural constructs for service research.</i> Prof. Eric Arnould - Aalto University Business School

11:00 - 12:30- Thursday- 8th September 2016: SESSION 1					
Meeting Room	Room: A	Room: B	Sea Room	Room C	Library Room
A.	B.	C.	D.	E.	F.
Service Ecosystems: strategy and management issues	Smart technologies and Service innovation	Well-being and value (co)creation	Service innovation in Emerging Markets	Internationalization and geographies of services	Market Creation
<i>A.1 - Institutions in service ecosystems</i>	<i>B.1 - ICT and new service experience</i>	<i>C.1 - Value and value-co-creation</i>	<i>D.1 - Typology of services in emerging markets</i>	<i>E.1 - Forms of internationalization in services</i>	<i>F.1 - Market creation in cultural services</i>
<i>Chair: Lars Fuglsang</i>	<i>Chair: Maria Colurcio</i>	<i>Chair: Marco Tregua</i>	<i>Chair: Marco Ferruzca</i>	<i>Chair: Patrik Ström</i>	<i>Chair: Francesco Bifulco</i>
<i>A1.1- Markets as evolving institutional problem-solution configurations</i>	<i>B.1.1-The Customer Experience... Is there an App for that? A conceptual understanding of the customer experience with m-commerce mobile applications</i>	<i>C.1.1-Perspectives on value-in-use in service research</i>	<i>D1.1-Educating the future generation of service innovators in emerging markets: A tale from the land of 100000 lakes</i>	<i>E.1.1-The new spatial hybridization of TNCs? The blending of corporate locational dynamics across mature and emerging markets.</i>	<i>F1.1-Profiling cultural tourists. The case of High Technology Cultural District in Naples</i>
<i>Kaisa Koskela-Huotari, Per Skälén</i>	<i>Graeme McLean, Khalid Al-Nabhani, Alan Wilson</i>	<i>Gustav Medberg, Johanna Gummerus, MarcoTregua</i>	<i>Marco Ferruzca, Päivi Tossavainen, Virpi Kaartti</i>	<i>Andre Jones, Patrik Ström</i>	<i>Valentina Della Corte, Giovanna Del Gaudio</i>
<i>A1.2- Influence of institutions in resource integration and value creation in a multi-level context of service ecosystems</i>	<i>B.1.2-Creating service experience in digital business</i>	<i>C.1.2-The Core Task Approach to modelling the dynamics of value co-creation and innovation activity</i>	<i>D1.2-Sustainable tourism and the materiality of accommodation services</i>	<i>E1.2- Internationalisation Theory Perspective of Product-Service Innovation: The Gotheborg IV Model</i>	<i>F1.2-The role of meta-organization in the private real estate management. Interorganizational dynamics in the historic centre of Naples.</i>
<i>Luis Ferreira, João Menezes</i>	<i>Tero Rantala, Juhani Ukko, Minna Saunila, Hanna Puolakoski, Hannu Rantanen</i>	<i>Inka Lappalainen, Maaria Nuutinen</i>	<i>Yuli Della Volpi, Sonia Paulino</i>	<i>Cheryl Marie Cordeiro</i>	<i>Mariavittoria Cicellin, Stefano Consiglio, Riccardo Staffa</i>
<i>A1.3- Value proposing as institutional work</i>	<i>B.1.3-Smart Tools and Service Opportunities for Child Protection Ecosystem in the Future. Case Family View.</i>	<i>C.1.3- Conceptualizing resource integration in value co-creation using theories of motivation</i>	<i>D1.3-User as a new component of production: Typology of Services from the perspective of the Labour process.</i>	<i>E1.3-Multi-dimensional role of services in global value chains: Implications for theory and practice</i>	<i>F1.3-A comparative case study of culture-based regeneration plans of cities. Strategic evidences and best practices.</i>
<i>Lars Fuglsang, Maria Rønnebak</i>	<i>Tarja Meristö, Tarja Kantola, Merja Lankinen-Lifländer</i>	<i>Rolf Findsrud, Bård Tronvoll, Bo Edvardsson</i>	<i>Leonel Corona-Treviño</i>	<i>Metka Stare</i>	<i>Nicola Cirillo</i>
<i>A.1.4-Building legitimacy for entrepreneurial innovations in health service ecosystem – an institutional approach</i>	<i>B.1.4-Technology as a service enabler in retail environments</i>				<i>F1.4-Level of smartness in urban contexts: open issues in measurement</i>
<i>Arto Wallin</i>	<i>Stefan Wolpert, Angela Roth</i>				<i>Cristina-Caterina Amitrano, Francesco Bifulco</i>

14:00 - 15:30 Thursday- 8th September 2016: SESSION 2					
Meeting Room	Room: A	Room: B	Sea Room	Room C	Library Room
A.	B.	C.	D.	E.	F.
Service Ecosystems: strategy and management issues	Smart technologies and Service innovation	Well-being and value (co)creation	Service innovation in Emerging Markets	Internationalization and geographies of services	Market Creation
<b>A.2-Service networks and service ecosystems</b>	<b>B.2-Service Innovation and new Technologies</b>	<b>C.2-Value co-creation: critical perspectives</b>	<b>D.2-Services in economic development</b>	<b>E.2-Types of Services in national and regional economies</b>	<b>F.2-Networking effects in markets shaping</b>
<b>Chair: Kaisa Koskela-Huotari</b>	<b>Chair: Marie-Christine Monnoyer</b>	<b>Chair: Marja Toivonen</b>	<b>Chair: Pier Paolo Testa</b>	<b>Chair: Celine Merlin-Brogniart</b>	<b>Chair: Nanno Mulder</b>
A.2.1-Call Centres to 'Contact' Centres: Shifting Paradigms of Customer Service Systems and Research  <i>Vishal Parikh</i>	B2.1- Innovating in E-Health Practices. The wearable case  <i>Cristina Mele, Tiziana Russo-Spena, Valeria Improta</i>	C2.1-How human risk could lead to value destruction in services: an exploratory study about occupational stress in the Swiss wealth management sector  <i>Magali Dubosson, Emmanuel Fragniere, Marilyne Pasquier, Cyrille Reynard</i>	D2.1-How does Innovator's DNA work in Service System for new Entrepreneurship Acceleration?  <i>Luigi Cantone, Pierpaolo Testa, Giacinto Dario Di Sarno</i>	E2.1-Municipal services in the framework of LA21: A comparison between Norway and Spain  <i>Jose Luis Navarro Espigares, Marcus Buck, Guillermo Maraver-Tarifa, José Aureliano Martín-Segura, Tor Midtbø, Cesar Pérez López, Mari Ann Saethre</i>	F2.1- Understanding the transformation of urban public services systems in a smart city initiative: a multilevel approach  <i>Milena-Jael Silva-Morales</i>
A.2.2-Co-creating the Service Recovery Experience – A New Lens on Service Recovery  <i>Jasenko Arsenovic, Bo Edvardsson, Thorsten Gruber, Maria Åkesson, Bård Tronvoll</i>	B2.2-Fifteen advances and fifteen challenges for service innovation studies  <i>Faridah Djellal, Faïz Gallouj</i>	C2.2-Self-services, service co-creation and customer integration: Do fairness perceptions influence relevant outcomes?  <i>Mario Schaarschmidt, Gianfranco Walsh, David Dose, Matthias Bertram, Bjoern Hoeber</i>	D2.2-Repeated Service Recovery: Dynamics of Justice Dimensions  <i>Anirban Chakraborty</i>	E2.2-Coupling Mechanism and Influence Path of Producer Services Agglomeration on Manufacturing Upgrade : PLS-SEM Analysis of China's above Prefecture Level Cities  <i>Yi Liu</i>	F2.2-Local food and tourism. An entrepreneurial network approach  <i>Morten Boesen, Donna Sundbo, Jon Sundbo</i>
A2.3-Approaches for Enhancing Productivity of Networked Service Delivery: A Review and Assessment  <i>Christofer Daiberl, Angela Roth, Kathrin M. Möslein</i>	B2.3-Sectoral determinism for (inbound open) innovation patterns?  <i>Jorge Gallego, Gisela Di Meglio</i>	C2.3- Value co-destruction in the Service Ecosystem: the Volkswagen Scandal  <i>Cristina Mele, Mariarosaria Coppola, Tiziana Russo-Spena Marco Tregua</i>	D2.3-A Coherent Set of Customer Experience Factors for the Developers of Industrial Product Services  <i>Carsten Droll, Saed Imran, Miriam Sämann, Christian Van Husen, Dieter Haerberle, Abdul Rahman Abdel Razeq</i>	E2.3- Innovation Forms and innovation trajectories of New (green) Business models and role of services : A focus on Industrial ecology and Functional Service Economy  <i>Celine Merlin-Brogniart</i>	F2.3-The Mediated Effect of Psychological Ownership on Loyalty in Access-Based Consumption: The Case of Carsharing.  <i>Natalia Sowik, Sven Henkel, Kira Huesken</i>
A2.4-Co-creating Well-being Services in Ecosystems: Two Case Studies  <i>Päivi Pöyry-Lassila, Tarja Kantola, Marika Noso, Soile Pohjonen, Tarja Meristö, Merja Lankinen-Lifländer</i>	B2.4-Connecting smart technologies and ecosystems through the Internet of Things  <i>Cristina-Caterina Amitrano, Marco Tregua, Francesco Bifulco</i>	C2.4-A critical discussion of the concept of value co-creation  <i>Anne Vorre Hansen</i>			



<b>16:00 - 17:30 Thursday- 8th September 2016: SESSION 3</b>					
Meeting Room	Room: A	Room: B	Sea Room	Room C	Library Room
A.	B.	C.	D.	E.	F.
Service Ecosystems: strategy and management issues	Smart technologies and Service innovation	C. Well-being and value (co)creation	Service innovation in Emerging Markets	Internationalization and geographies of services	Market Creation
<i>A.3-Innovation in Public Service Ecosystems</i>	<i>B.3-Innovation in public, health and care services</i>	<i>C.3-Value co-creation in health services</i>	<i>D.3-Services growth in emerging economies</i>	<i>E.3-Glocal impact in services</i>	<i>F.3-Practices in market creation</i>
<i>Chair: Per Skälén</i>	<i>Chair: Jean Philippe</i>	<i>Chair: Inka Lappalainen</i>	<i>Chair: Nanno Mulder</i>	<i>Chair: Domenico Curcio</i>	<i>Chair: Maria Colurcio</i>
<b>A.3.1-Holistic Service Development in the Public Sector – Case Study from Finland</b>	<b>B3.1-Public innovation in the digital era: new opportunities for multidisciplinary collaboration and citizen empowerment</b>	<b>C3.1-Evaluating Learning Disability Case Management from a Service Delivery Network Perspective</b>	<b>D3.1-Use of knowledge services in the Chilean wine industry</b>	<b>E3.1-Attractiveness of host countries: The range of knowledge-intensive services offshorable</b>	<b>F3.1-Enabling a resource integration practice through the crowd</b>
<i>Maria Laukkanen, Raija Komppula</i>	<i>Johanna Leväsluoto, Kirsi Hyytinen, Marja Toivonen</i>	<i>Mark Spurrell, Luis Araujo, Nathan Proudlove</i>	<i>Nanno Mulder</i>	<i>Arbia Chatmi, Karim Elasri</i>	<i>Maria Colurcio, Monia Melia, Angela Caridà, Stella Carè</i>
<b>A.3.2-Public Service Innovation: A Public Service-Dominant Logic View</b>	<b>B3.2-Technology in caring practices. How actors descript and domesticate the social alarm.</b>	<b>C3.2-Differences and similarities among volunteers contributing towards the long-term care sector in Norway</b>	<b>D3.2-Service firm innovation: Disaggregated classification analysis for México</b>	<b>E3.2-Do Global Markets imply common fear?</b>	<b>F3.2-The effects of value co-creation on consumer trust in the context of service failures</b>
<i>Per Skälén, Marit Engen, Peter Magnusson, Linda Bergkvist, Jenny Karlsson</i>	<i>Randi Stokke</i>	<i>Nina Beate Andfossen</i>	<i>Juan Carlos Zagaceta</i>	<i>Rosa Cocozza, Domenico Curcio, Fabio Casano</i>	<i>Josieli Lazzarotto, Angela Caridà, Kenny Basso</i>
<b>A.3.3-A Diversified Strategy to Modernize a Public Service by Associating Users: the case of the CAF (Family Allowances Organization) of Yvelines (Ile-de-France).</b>	<b>B3.3-Services Co-construction in the French Healthcare System within Patients' Digital Uses - An Approach through some Information Platforms</b>	<b>C3.3-How do German Hospitals Respond to Increasing Prices?</b>	<b>D3.3-Services for development? A Kaldorian approach</b>	<b>E3.3-Reviving DIY: the importance of do it yourself to the Portuguese alternative rock scene</b>	<b>F.3.3-The role of time in resource integration and value creation</b>
<i>Christian Bourret, Elodie Clair, Murielle Dassonville, Laura Suzzoni</i>	<i>Christian Bourret, Thérèse Depeyrot-Ficatier, Claudie Meyer</i>	<i>Markus Scheuer</i>	<i>Gisela Di Meglio, Jorge Gallego</i>	<i>Ana Oliveira, Paula Guerra, Pedro Costa</i>	<i>Paul Gemmel, Kotaiba Aal</i>

9:00 - 10:30 Friday- 9th September 2016: SESSION 4					
Meeting Room	Room: A	Room: B	Sea Room	Room C	Library Room
A.	B.	C.	D.	E.	F.
Service Ecosystems: strategy and management issues	Smart technologies and Service innovation	C. Well-being and value (co)creation	Service innovation in Emerging Markets	Internationalization and geographies of services	Market Creation
<i>A4- Strategy in evolving service ecosystems</i>	<i>B.4-Smart Service innovation</i>	<i>C4-Social dimension in value co-creation</i>	<i>D4- Service innovation and emerging markets</i>	<i>E4-Services in country-specific context</i>	<i>F4- Sharing economy and new markets form</i>
<i>Chair: Muhammad Mukarram</i>	<i>Chair: Paola Signori</i>	<i>Chair: Faïz Gallouj</i>	<i>Chair: Marie-Christine Monnoyer</i>	<i>Chair: Robert Bumbac</i>	<i>Chair: Pierre-Yves Léo</i>
<i>A4.1-Strategic matters of the customer value co-creation in service innovation</i>	<i>B4.1- Systematic innovation and service offering development in a knowledge-intensive project organization</i>	<i>C4.1-Social co-creation practices: gift-giving, sharing and mutuality</i>	<i>D4.1-Service innovation driven enterprises in Emerging markets: A contemporary new insight of firms in dynamic global context</i>	<i>E4.1-Servitization in Italy: evidences from the manufacturing firms of Lazio region.</i>	<i>F4.1-The sharing economy: What makes it attractive for consumers? A preliminary study in the context of hospitality services in France</i>
<i>Liudmila Bagdoniene, Gintare Valkauskiene</i>	<i>Seppo Kuula, Erkka Niemi</i>	<i>Cristina Mele, Anu Helkkula, Tiziana Russo-Spena</i>	<i>Amir Atarodian</i>	<i>Luna Leoni</i>	<i>Daisy Bertrand, Fabienne Chameroy, Pierre-Yves Léo, Jean Philippe</i>
<i>A4.2-From channel management in sales and distribution to co-evolving service ecosystems</i>	<i>B4.2-Using Digital Co-creation for Innovation Development</i>	<i>C4.2-The value (co)creation as peak of social pyramid</i>	<i>D4.2-Service innovation in emerging economies</i>	<i>E4.2-The Study on Nationality Structure of Services Imports in China: Based on the Value-added Trade Estimation</i>	<i>F4.2- Sharing the pie – An empirical examination of referral reward sharing on peer-to-peer platforms</i>
<i>Katariina Palomäki, Katri Valkokari, Taru Hakanen</i>	<i>Ruusa Ligthart, Jaakko Porokuokka, Krista Keränen</i>	<i>Francesco Polese, Francesco Caputo, Luca Carrubbo, Debora Sarno</i>	<i>Angela Caridà, Tiziana Russo-Spena, Maria Colurcio, Jay Kandampully</i>	<i>Wenxiu Li, Yan Liu</i>	<i>David Dose, Gianfranco Walsh</i>
<i>A4.3-Construction sector service ecosystems</i>	<i>B4.3-A note on services in the European Union regulations: is digital content a service?</i>	<i>C4.3-Co-creating an event through social networks. A different event planning strategy</i>	<i>D4.3-Infinity source of « Innovative Service »</i>	<i>E4.3-Regional Economic Patterns and Service Innovation Discrepancies: Challenges for a Cohesive Perspective</i>	<i>F4.3-The more, the merrier: Co-Working as practical expression of Value Co-Creation in Sharing Economy</i>
<i>Jan Broechner</i>	<i>Damien Broussolle</i>	<i>Maddalena Tammaro</i>	<i>Leisa Cristina Sena Moreno</i>	<i>Alina Elena Iosif, Laurentiu Tachiciu, Robert Bumbac</i>	<i>Orlando Troisi, Luca Carrubbo, Gennaro Maione, Carlo Torre,</i>
<i>A4.4- Mintzberg's Strategy Continuum: A Service Science Perspective</i>	<i>B4.4-Digitalization and Big Data Supporting Responsible Service Business Co-Evolution</i>	<i>C4.4-Social innovation and the environment: How do social innovations add to change towards sustainability?</i>			
<i>Muhammad Mukarram</i>	<i>Mikko Mäntyneva, Vesa Salminen, Heikki Ruohomaa</i>	<i>Doris Schartinger</i>			

<b>11:00 - 12:30 Friday- 9th September 2016: SESSION 5</b>					
<b>Meeting Room</b>	<b>Room: A</b>	<b>Room: B</b>	<b>Sea Room</b>	<b>Room C</b>	<b>Library Room</b>
<b>A.</b>	<b>B.</b>	<b>C.</b>	<b>E.</b>	<b>G.</b>	<b>Abis.</b>
<b>Service Ecosystems: strategy and management issues</b>	<b>Smart technologies and Service innovation</b>	<b>C. Well-being and value (co)creation</b>	<b>Internationalization and geographies of services</b>	<b>Methodological challenges in service studies:</b>	<b>Service Ecosystems: strategy and management issues</b>
<i>A5.- Managerial competences for service innovation</i>	<i>B5- Digital Smart Technologies</i>	<i>C5- Well being and value</i>	<i>E5- Internationalisation in Service development</i>	<i>G5- Service design and market dynamics</i>	<i>A5bis-Service Innovation and Service Ecosystem</i>
<i>Chair: Maaria Nuutinen</i>	<i>Chair: Mario Schaarschmidt</i>	<i>Chair: Magali Dubosson</i>	<i>Chair: Gisela di Meglio</i>	<i>Chair: Luca Carrubbo</i>	<i>Chair: Pedro Costa</i>
<b>A5.1</b> -The Cinderella Story - A Skilled Worker's Option in the Digitalization of Services  <i>Eveliina Saari, Sari Käpykangas, Mervi Hasu</i>	<b>B5.1</b> -Reservation of people-processing services: What does digitization change?  <i>Mario Schaarschmidt, Bjoern Hoerber, Harald Von Kortzfleisch</i>	<b>C5.1</b> -The role of leadership and employee well-being in organisational digitalisation  <i>Riitta-Liisa Larjovuori, Laura Bordi, Jaana-Piia Mäkineniemi, Kirsi Heikkilä-Tammi</i>	<b>E5.1</b> -Commoditization and Business and Professional Services: New Perspectives on the Changing Nature of Accountancy  <i>Emma Gardner, John Bryson</i>	<b>G5.1</b> -The House of Quality for Product Service Design  <i>Shuki Dror</i>	<b>A5bis.1</b> -New trends for service eco-systems analysis, a 'sustainable' approach: Implications for destination management  <i>Marco Tregua, Luca Carrubbo, Francesca Iandolo, Silvia Cosimato</i>
<b>A5.2</b> -What's next in brand management? The Effect of Brand Authenticity on Brand Love: A Qualitative Analysis focussing on Millennials  <i>Kira Huesken</i>	<b>B5.2</b> -Digital Marketing Innovations and their role in service ecosystems, the exchange of value and social impact  <i>Paola Signori, Daniel Flint</i>	<b>C5.2</b> -Narratives on value experience through activities of an individual's well-being  <i>Minna Lappi, Saara Pekkarinen</i>	<b>E5.2</b> -Envisioning Potential Value Creation through Managing Resource Becoming  <i>Mikael Gidhagen</i>	<b>G5.2</b> -Towards Method Fragments for Service Engineering  <i>Michael Becker, Stephan Klingner</i>	<b>A5bis.2</b> -Changes in the intellectual structure of service innovation and service system in the digital age: an interdisciplinary analysis from 1986 to 2015  <i>Milena-Jael Silva-Morales</i>
<b>A5.3</b> IT Professional Services – Managing Customization Services in the Hybrid Software Business  <i>Matthias Bertram, Mario Schaarschmidt, Harald Von Korflesch</i>	<b>B5.3</b> -Service Systems Engineering Triggered by Digitalization – Evidence from German Manufacturing SMEs  <i>Benedikt Höckmayr, Stefan Genennig, Angela Roth, Kathrin M. Möslein</i>	<b>C5.3</b> -Value Co-creation and Wellbeing in Interaction: An Employee Perspective  <i>Per Echeverri</i>	<b>E5.3</b> -Economic Impact of Healthcare Systems: An Inter-Country Input-Output Approach  <i>Jose Luis Navarro Espigares</i>	<b>G5.3</b> -Market dynamics: a Complex Adaptive Systems view  <i>Roberto Bruni, Luca Carrubbo, Ylenia Cavacece, Maria Di Muro</i>	<b>A5bis.3</b> -Innovation in Service Ecosystems - A Role Perspective  <i>Angela Roth, Julia Jonas, Stefan Genennig, Kathrin M. Möslein</i>
<b>A5.4</b> - Exploring the managerial competences for service innovation  <i>Daniela Corsaro, Roberta Sebastiani, Cristina Mele</i>	<b>B5.4</b> -Digital Service Innovation and Smart Technologies: Developing Digital Strategies based on Industry 4.0 and Product Service Systems for the Renewal Energy Sector  <i>Peter Weiß, Rebecca Bulander, Bernhard Koelmel</i>	<b>E5.4</b> -Public services in Portugal : from the austerity and the liberal reforms to the resurgence of social well-being politics  <i>Ricardo Tomé, José Afonso Teixeira</i>			

## Meeting Room

14.00-15.15

*Executive Roundtable: Service Challenges for Business and Society*

Chairman Ing. Francesco Castagna- CEO SMS Engineering

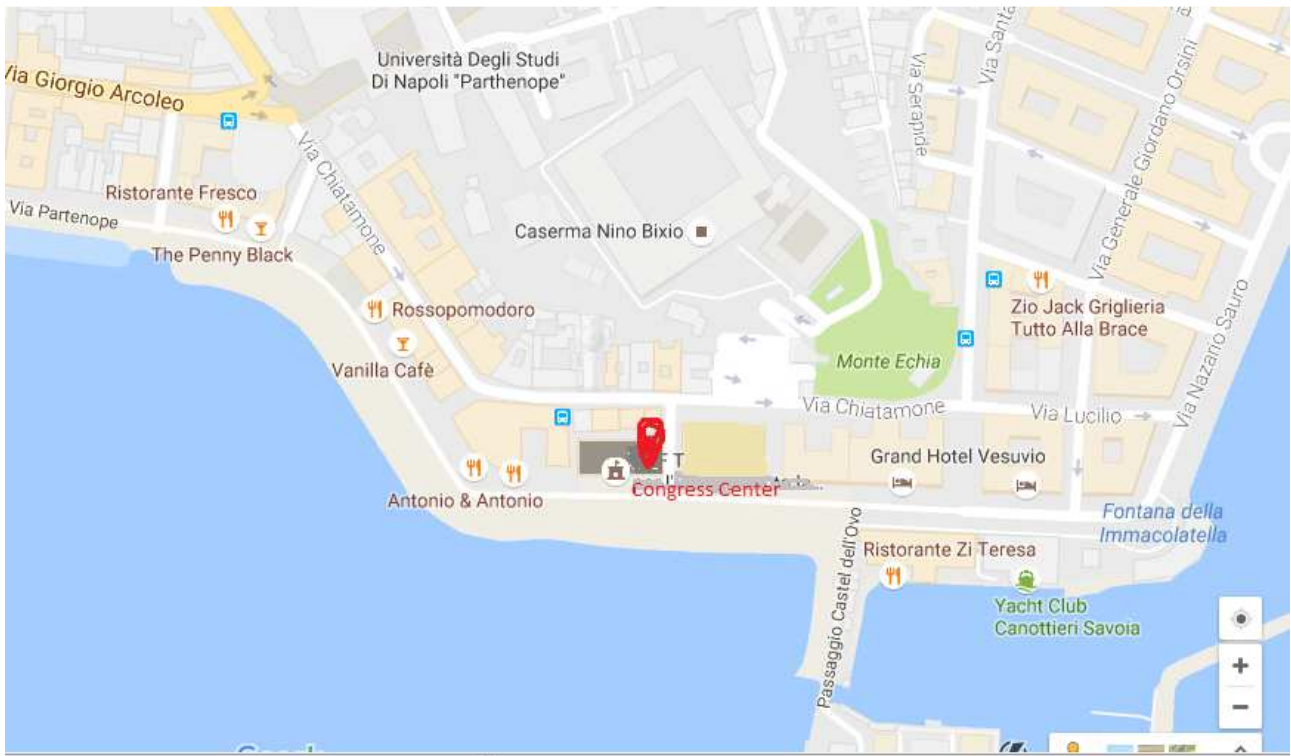
<b>15.45-17.15 Friday- 9th September 2016: SESSION 6</b>					
Meeting Room	Room: A	Room: B	Sea Room	Room C	Library Room
<b>A.</b> Service Ecosystems: strategy and management issues	<b>B. Smart</b> technologies and Service innovation	<b>C.</b> <b>C. Well-being and</b> value (co)creation	<b>G.</b> <b>Methodological</b> challenges in service studies:	<b>Gbis.</b> <b>Methodological</b> challenges in service studies:	<b>Bbis.</b> <b>Smart</b> technologies and Service innovation
<i>A6-Sustainability in Service Ecosystem</i>	<i>B6- Innovation models in service industries</i>	<i>C6-Value in service experience</i>	<i>G6-Service Experience Models</i>	<i>G6bis-Contemporary service methodology</i>	<i>B6bis-Smart Innovation in service industries</i>
<i>Chair: Jose Luis Navarro Espigares</i>	<i>Chair: Peter Weiß</i>	<i>Chair: Gianfranco Walsh</i>	<i>Chair: Brozovic</i>	<i>Chair: Laura Castaldi</i>	<i>Chair: Angela Caridà</i>
<b>A6.1-Sustainability</b> Reports by Service Sector Companies in the decade of Climate Change	<b>B6.1-Innovation and</b> sustainability in touristic services: the worlds of tourism and the limits of ecotourism	<b>C6.1-Service-script</b> usage in two jobs: Effects on off-job recovery and innovative work behavior	<b>G6.1-The Service</b> Experience Modelling Method: An Innovative Three-Level Approach for Effective Service Modelling	<b>G6bis1-</b> Adopting a "practice lens" to understand Service Innovation: the contribution of Organizational Routines Research	<b>B6bis1-</b> The Organization of Companies Involved in Drone Activities
<i>José Aureliano Martín Segura, César Pérez López, Jose Luis Navarro Espigares</i>	<i>Claudia Fernanda Franceschi Klement, Faiz Gallouj</i>	<i>Mario Schaarschmidt, Gianfranco Walsh, David Dose</i>	<i>Erik Kolek</i>	<i>Luisa Errichiello, Markus Becker, Francesco Zirpoli</i>	<i>Filomena Egizio, Claudia Russo</i>
<b>A6.2-Lean healthcare may</b> endanger sustainable performance improvement if Service-Dominant logic is excluded	<b>B6.2-Service</b> Dominant Architecture based on S-D logic for Mastering Digital Transformation: The Case of an Insurance Company	<b>C6.2-Exploiting</b> Triggers for Customer Behaviour Modification	<b>G6.2-Do you see</b> what I see? Web application as a method for creating a shared context in employee-driven innovation	<b>G6bis2-In Situ</b> Research: Statements on Contemporary Service Research Methodology	<b>B6bis1- ICT and</b> New Service Experience in Italian Insurance Industry
<i>Laura Castrén</i>	<i>Peter Weiß, Andreas Zolnowski, Markus Warg, Ronald Engel</i>	<i>Wataru Uémoto</i>	<i>Katriina Lahtinen, Marika Järvinen</i>	<i>Per Echeverri</i>	<i>Antonio Coviello, Giovanni Di Trapani</i>
<b>A6.3-Service ecosystems</b> as frameworks to elaborate sustainable futures	<b>B6.3-Challenges and</b> Benefits of Developing a Service-Oriented Business Model in small firms - A Case Study from Finland	<b>C6.3-From customer</b> value to customer wisdom – Managing and measuring customer value co- creation in digital service systems	<b>G6.3-Developing a</b> scale to measure emotional responses to buying complex services – A case of occupational disability insurance	<b>G6bis3- Servitization: a</b> Content Analysis. Results from Multiple Correspondance Analysis and Cluster Analysis	<b>B6bis1- Service</b> orientation and technology innovation in museum: Museo Archeologico Nazionale of Naples case study.
<i>Päivi Pelli</i>	<i>Helen Reijonen, Raija Komppula, Henna Kokkonen, Harri Ryyänänen</i>	<i>Juhani Ukko, Minna Saunila, Tero Rantala</i>	<i>Lisa Mützel, Thomas Kilian, Gianfranco Walsh</i>	<i>Alessandro Augurio, Laura Castaldi</i>	<i>Filomena Izzo, Mario Mustilli, Ludovico Solima, Pasquale Sasso</i>

## VENUE



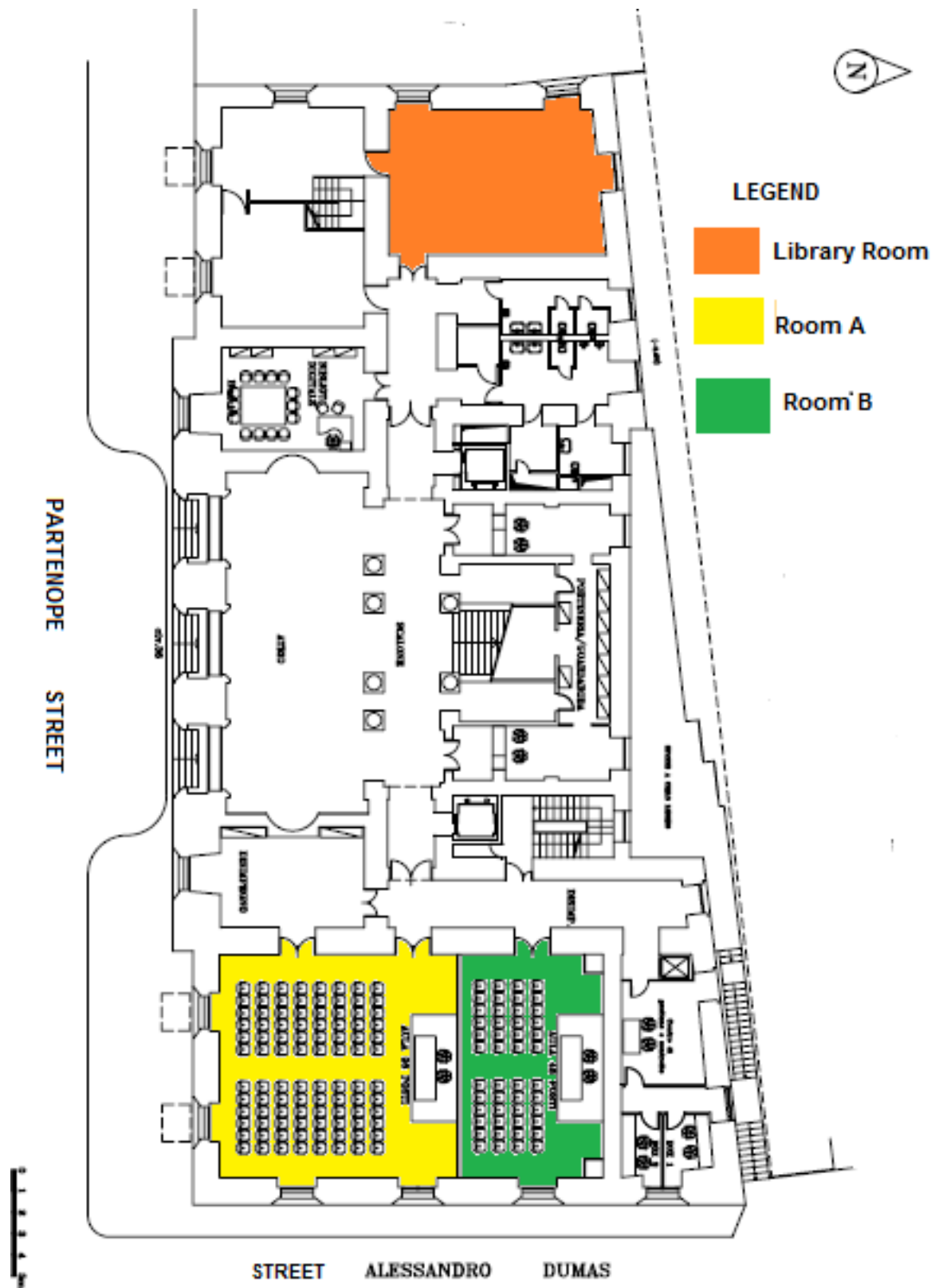
CONGRESS CENTER- UNIVERSITY OF NAPLES FEDERICO II  
via Partenope, 36, 80121, Naples

The Congress Center of University Naples Federico II is situated on the seafront central and panoramic area of Naples, and close to the best hotels of the city.

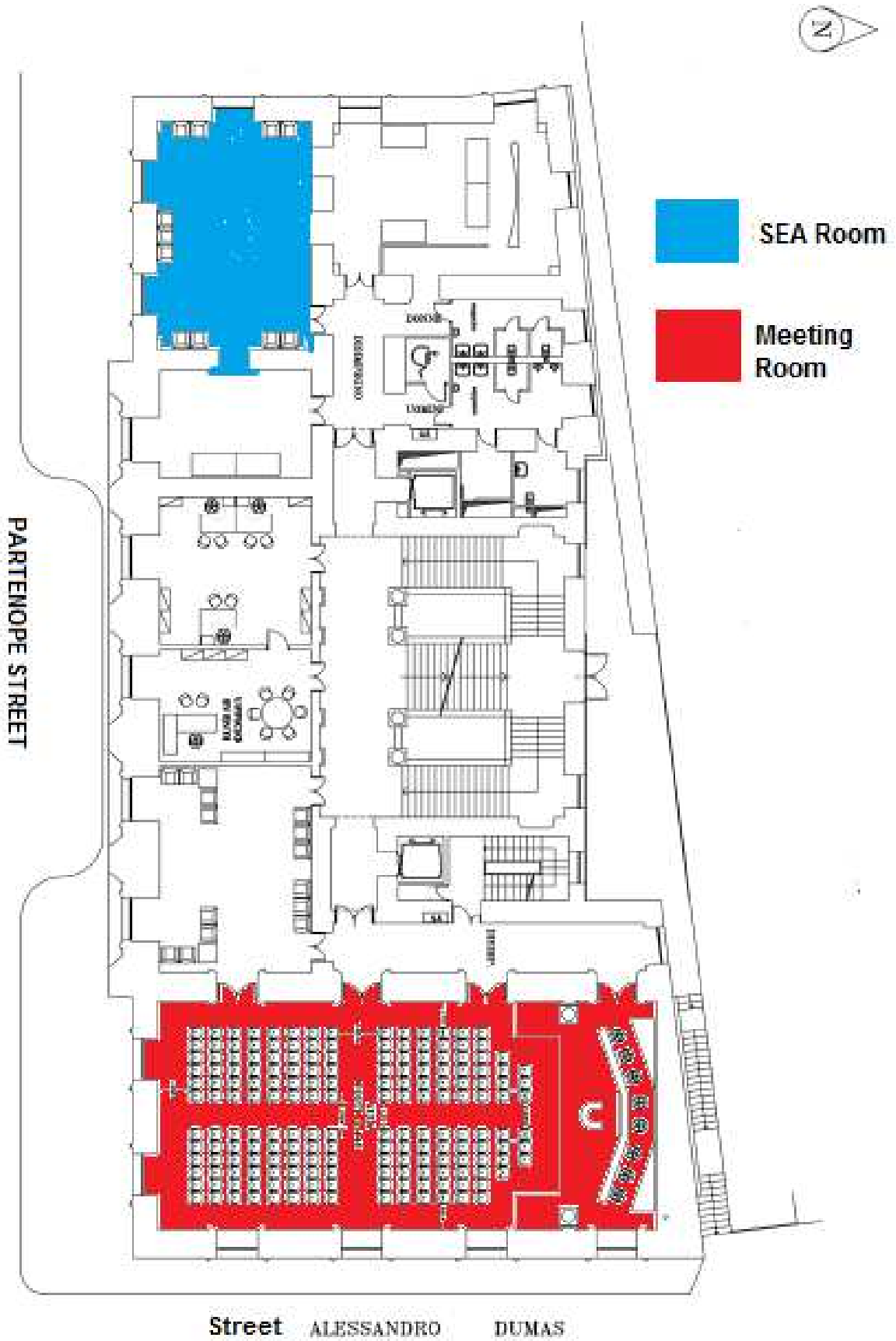


# Congress Center Floor plan

## GROUND FLOOR

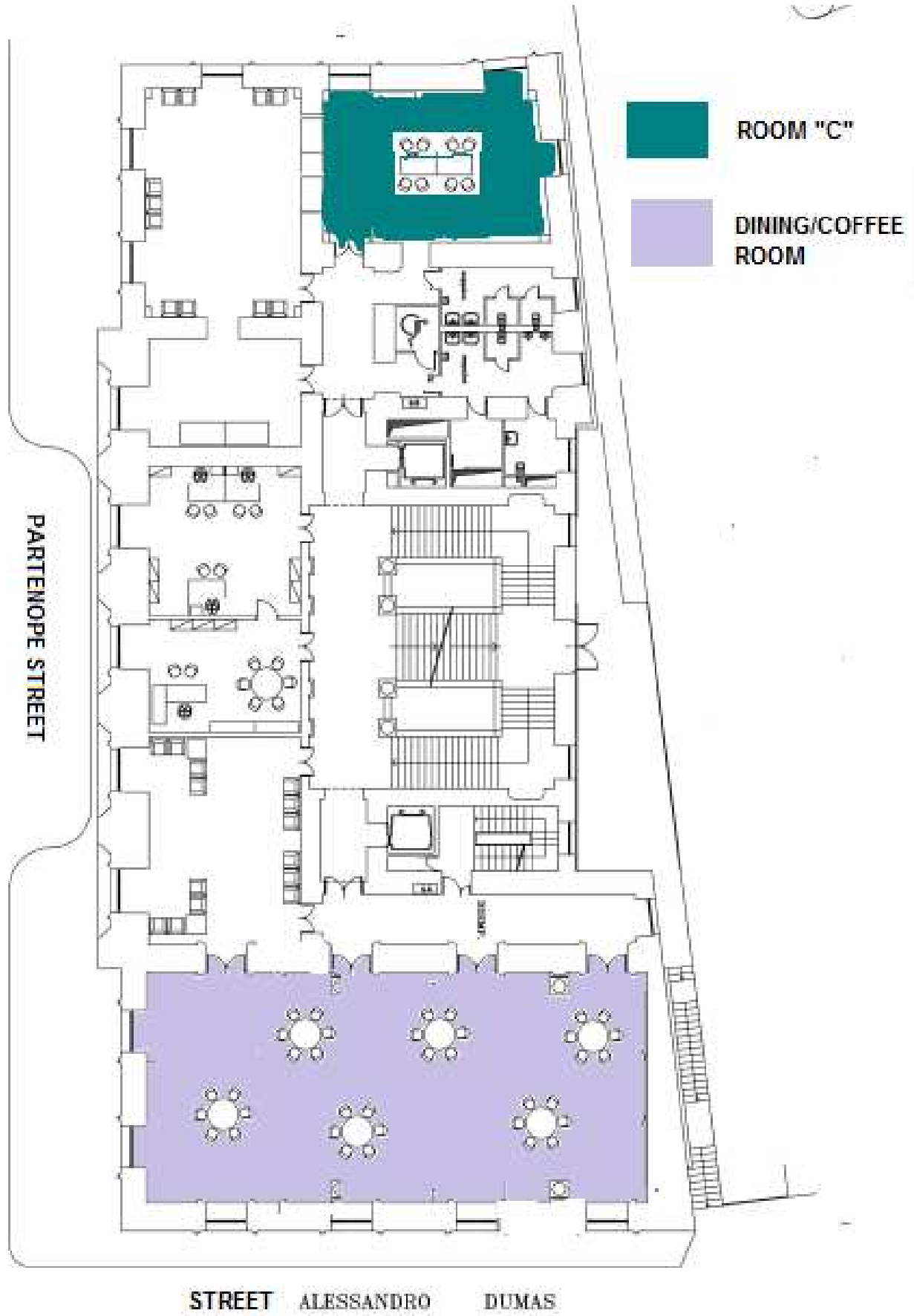


# 1st FLOOR





### 3rd FLOOR





## LIST OF PARTICIPANTS

<b>Amir ATARODIAN</b>	<i>Amir.atarodian@unina.it</i>	University of Naples, Federico II, Italy
<b>Andrew JONES</b>	<i>andrew.jones@city.ac.uk</i>	City University London, United Kingdom
<b>Angela CARIDÀ</b>	<i>angela.carida@unicz.it</i>	University Magna Graecia of Catanzaro, Italy
<b>Anirban CHAKRABORTY</b>	<i>anirban@iiml.ac.in</i>	Indian Institute of Management Lucknow, India
<b>Antony RUHUMBIKA</b>	<i>inno42@yahoo.com</i>	Convent Holdings
<b>Anu HELKKULA</b>	<i>anu.helkkula@hanken.fi</i>	CERS, Hanken School of Economics, Helsinki, Finland
<b>Arbia CHATMI</b>	<i>arbia.chatmi@gmail.com</i>	SKEMA Business School, Sophia Antipolis, France
<b>Arto WALLIN</b>	<i>arto.wallin@vtt.fi</i>	VTT Technical Research Centre of Finland Ltd, Finland
<b>Bård Tronvoll</b>	<i>bard.tronvoll@hihm.no</i>	CTF, Service Research Center, Karlstad University, Sweden
<b>Benedikt HÖCKMAYR</b>	<i>benedikt.hoeckmayr@fau.de</i>	Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany
<b>Bjoern HOEBER</b>	<i>bhoeber@uni-koblenz.de</i>	University of Koblenz-Landau, Germany
<b>Celine MERLIN-BROGNIART</b>	<i>celine.merlin@univ-lille1.fr</i>	CLERSE, University of Lille 1, France
<b>Cesar PÉREZ LÓPEZ</b>	<i>cesar.perez@ief.minhap.es</i>	Universidad Complutense de Madrid, Spain
<b>Cheryl Marie CORDEIRO</b>	<i>cheryl.cordeiro@handels.gu.se</i>	University of Gothenburg, Sweden
<b>Christian BOURRET</b>	<i>christian.bourret@u-pem.fr</i>	University of Paris East Marne-la-Vallée, France
<b>Christofer DAIBERL</b>	<i>christofer.daiberl@fau.de</i>	Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany
<b>Claudia Fernanda Franceschi KLEMENT</b>	<i>claudia.klement@gmail.com</i>	Universidade Presbiteriana Mackenzie, Brazil
<b>Claudia RUSSO</b>	<i>claudia.russo@unina.it</i>	University of Naples Federico II, Italy
<b>Cristina MELE</b>	<i>cristina.mele@unina.it</i>	University of Naples Federico II, Italy
<b>Cristina-Caterina AMITRANO</b>	<i>cristinacaterina.amitrano@unina.it</i>	University of Naples Federico II, Italy
<b>Cyrille REYNARD</b>	<i>c.reynard@oprisko.ch</i>	University of Applied Sciences Western Switzerland, Switzerland
<b>Daisy BERTRAND</b>	<i>daisy.bertrand@univ-amu.fr</i>	Aix-Marseille-Université, France
<b>Damien BROUSSOLLE</b>	<i>damien.broussolle@unistra.fr</i>	University of Strasbourg, France
<b>Danilo BROZOVIC</b>	<i>dbr@sbs.su.se</i>	Stockholm Business School, Sweden
<b>David DOSE</b>	<i>david.dose@uni-jena.de</i>	University of Jena, Germany
<b>David SÀNCHEZ</b>	<i>dsanchez@mondragon.edu</i>	MIK technological center of Mondragon Corporation, Spain
<b>Domenico CURCIO</b>	<i>domenico.curcio@unina.it</i>	University of Naples Federico II, Italy
<b>Donna SUNDBO</b>	<i>dosu@ucsj.dk</i>	University College, Zealand
<b>Doris SCHARTINGER</b>	<i>doris.schartinger@ait.ac.at</i>	AIT Austrian Institute of Technology GmbH, Austria
<b>Emma GARDNER</b>	<i>ecg867@bham.ac.uk</i>	University of Birmingham, United Kingdom
<b>Emmanuel FRAGNIERE</b>	<i>emmanuel.fragniere@hevs.ch</i>	University of Bath, Switzerland
<b>Erik KOLEK</b>	<i>erik.kolek@uni-hildesheim.de</i>	University of Hildesheim, Germany
<b>Estibaliz HERNANDEZ</b>		MIK technological center of Mondragon Corporation, Spain
<b>Fabienne CHAMEROY</b>	<i>fabienne.chameroy@univ-amu.fr</i>	Aix-Marseille-Université, France
<b>Faiz GALLOUJ</b>	<i>faiz.gallouj@univ-lille1.fr</i>	University of Lille 1, France
<b>Filomena EGIZIO</b>	<i>filomena.egizio@unina.it</i>	University of Naples Federico II, Italy
<b>Filomena IZZO</b>	<i>filomena.izzo@unina2.it</i>	Second University of Naples, Italy

<b>Francesco BIFULCO</b>	<i>francesco.bifulco@unina.it</i>	University of Naples Federico II, Italy
<b>Francesco CAPUTO</b>	<i>fcaputo@mail.muni.cz</i>	Masaryk University, Czech Republic
<b>Giacinto Dario DI SARNO</b>	<i>giacintodario.disarno@unina.it</i>	University of Naples Federico II, Italy
<b>Gianfranco WALSH</b>	<i>walsh@uni-jena.de</i>	University of Jena, Germany
<b>Gintare VALKAUSKIENE</b>	<i>gintare.valkauskiene@ktu.lt</i>	Kaunas University of Technology, Lithuania
<b>Giovanna DEL GAUDIO</b>	<i>giovanna.delgaudio@unina.it</i>	University of Naples Federico II; Italy
<b>Giovanni DI TRAPANI</b>	<i>g.ditrapani@iriss.cnr.it</i>	National Research Council of Italy; Italy
<b>Gisela DI MEGLIO</b>	<i>gdimeglio@ccee.ucm.es</i>	Complutense University of Madrid, Spain
<b>Graeme MCLEAN</b>	<i>graeme.mclean@uws.ac.uk</i>	University of the West of Scotland, Scotland
<b>Guillermo MARAVER-TARIFA</b>	<i>gmaraver@ugr.es</i>	University of Granada, Spain
<b>Inka LAPPALAINEN</b>	<i>inka.lappalainen@vtt.fi</i>	VTT Technical Research Centre of Finland Ltd; Finland
<b>Jan BROECHNER</b>	<i>jan.brochner@chalmers.se</i>	Chalmers University of Technology, SE-412 96 Goteborg, Sweden
<b>Jasenko ARSENOVIC</b>	<i>jasenko.arsenovic@kau.se</i>	CTF, Service Research Center, Karlstad University, Sweden
<b>Jean PHILIPPE</b>	<i>jean.philippe@univ-amu.fr</i>	Aix-Marseille-Université, France
<b>João MENEZES</b>	<i>joao.menezes@iscte.pt</i>	Lisbon University Institute, Portugal
<b>Johanna LEVÄSLUOTO</b>	<i>johanna.levasluoto@vtt.fi</i>	VTT Technical Research Centre of Finland Ltd, Finland
<b>Jon SUNDBO</b>	<i>sundbo@ruc.dk</i>	Roskilde University, Denmark
<b>Jorge GALLEGO</b>	<i>jorge.gallego@uam.es</i>	Autonomous University of Madrid, Spain
<b>José Afonso TEIXEIRA</b>	<i>tja@fcs.unl.pt</i>	Centro Interdisciplinar de Ciências Sociais, FCSH-NOVA, Portugal
<b>José Aureliano MARTÍN SEGURA</b>	<i>aurelianomartin@ugr.es</i>	University of Granada, Spain
<b>Jose Luis NAVARRO EPIGARES</b>	<i>jnavarro@ugr.es</i>	University of Granada/Andalusian Healthcare Service, Spain
<b>Juan Carlos ZAGACETA</b>	<i>jczagaceta@iteso.mx</i>	CLERSE, University of Lille 1, France
<b>Juhani UKKO</b>	<i>juhani.ukko@lut.fi</i>	Lappeenranta University of Technology, Finland
<b>Kaisa KOSKELA-HUOTARI</b>	<i>kaisa.koskela-huotari@kau.se</i>	CTF – Service Research Center, Karlstad University, Sweden
<b>Karim ELASRI</b>	<i>karim.elasri@gmail.com</i>	Aix Marseille Université, France
<b>Katriina PALOMÄKI</b>	<i>katariina.palomaki@vtt.fi</i>	VTT Technical Research Centre of Finland Ltd, Finland
<b>Katriina LAHTINEN</b>	<i>katriina.lahtinen@jyu.fi</i>	University of Jyväskylä, Finland
<b>Kira HUESKEN</b>	<i>kira.huesken@ebs.edu</i>	EBS Universität für Wirtschaft und Recht, Germany
<b>Kirsi HYYTINEN</b>	<i>kirsi.hyytinen@vtt.fi</i>	VTT Technical Research Centre of Finland Ltd, Finland
<b>Krista KERÄNEN</b>	<i>krista.keranen@laurea.fi</i>	Laurea University of Applied Sciences, Finland
<b>Lars FUGLSANG</b>	<i>fuglsang@ruc.dk</i>	Roskilde University, Denmark
<b>Laura CASTALDI</b>	<i>laura.castaldi@unina2.it</i>	Second University of Naples, Italy
<b>Laura CASTREN</b>	<i>laura.castren@aalto.fi</i>	Aalto University, Finland
<b>Leisa MORENO</b>	<i>mscleis@hotmail.com</i>	Ryukoku University Kyoto, Japan
<b>Leonel CORONA</b>	<i>leonel.corona.trevino@gmail.com</i>	UNAM UNIVERSIDAD NACIONAL AUTONOMA DE MEXICO, Mexico
<b>Lisa MÜTZEL</b>	<i>lmuettel@uni-koblenz.de</i>	University of Koblenz-Landau, Germany
<b>Liudmila BAGDONIENE</b>	<i>liudmila.bagdoniene@ktu.lt</i>	Kaunas University of Technology, Lithuania
<b>Luca CARRUBBO</b>	<i>lcarrubbo@unisa.it</i>	University of Salerno, Italy
<b>Luisa ERRICHELLO</b>	<i>l.errichiello@iriss.cnr.it</i>	National Research Council of Italy
<b>Luna LEONI</b>	<i>luna.leoni@uniroma2.it</i>	Tor Vergata University of Rome, Italy
<b>Maaria NUUTINEN</b>	<i>maaria.nuutinen@vtt.fi</i>	VTT Technical Research Centre of Finland Ltd; Finland

<b>Maddalena TAMMARO</b>	<i>maddalena.tammaro@alice.it</i>	University of Naples Federico II, Italy
<b>Magali DUBOSSON</b>	<i>magali.dubosson@hefr.ch</i>	University of Applied Sciences Western Switzerland, Switzerland
<b>Marco FERRUZCA</b>	<i>marco.ferruzca@gmail.com</i>	Universidad Autónoma Metropolitana, Mexico; Laurea University of Applied Sciences, Finland
<b>Marco TREGUA</b>	<i>tremark@libero.it</i>	University of Naples Federico II, Italy
<b>Maria COLURCIO</b>	<i>mariacolurcio@unicz.it</i>	University Magna Graecia of Catanzaro, Italy
<b>Maria DI MURO</b>	<i>mdimuro@unisa.it</i>	University of Salerno, Italy
<b>Maria LAUKKANEN</b>	<i>maria.laukkanen@uef.fi</i>	University of Eastern Finland, Finland
<b>Maria RØHNEBÆK</b>	<i>mr@ostforsk.no</i>	Eastern Norway Research Institute, Norway
<b>Mariarosaria COPPOLA</b>	<i>mariarosaria.coppola4@unina.it</i>	University of Naples, Federico II; Italy
<b>Mariavittoria CICELLIN</b>	<i>mariavittoria.cicellin@unina.it</i>	University of Naples Federico II, Italy
<b>Marie-Christine MONNOYER</b>	<i>marie-christine.monnoyer@univ-tlse1.fr</i>	IAE Toulouse 1 capitole University, France
<b>Marilyne PASQUIER</b>	<i>marilyne.pasquier@hefr.ch</i>	University of Applied Sciences Western Switzerland, Switzerland
<b>Mario SCHAARSCHMIDT</b>	<i>mario.schaarschmidt@uni-koblenz.de</i>	University of Cologne, Germany
<b>Marit ENGEN</b>	<i>marit.engen@hil.no</i>	Lillehammer University College, Norway
<b>Marja TOIVONEN</b>	<i>marja.toivonen@vtt.fi</i>	VTT Technical Research Centre of Finland Ltd, Finland
<b>Mark SPURRELL</b>	<i>markspurrell247@gmail.com</i>	University of Manchester, United Kingdom
<b>Markus SCHEUER</b>	<i>scheuer@rwi-essen.de</i>	RWI - Rheinisch-Westfälisches Institut für Wirtschaftsforschung Essen, Germany
<b>Matthias BERTRAM</b>	<i>matthias.bertram@uni-koblenz.de</i>	University of Koblenz-Landau, Germany
<b>Metka STARE</b>	<i>metka.stare@guest.arnes.si</i>	University of Ljubljana, Slovenia
<b>Michael BECKER</b>	<i>becker@infai.org</i>	Institut für Angewandte Informatik e.V., Germany
<b>Mikael GIDHAGEN</b>	<i>mikael.gidhagen@fek.uu.se</i>	Uppsala University, Sweden
<b>Mikko MÄNTYNEVA</b>	<i>mikko.mantyneva@hamk.fi</i>	Häme University of Applied Sciences, Finland
<b>Milena-Jael SILVA-MORALES</b>	<i>milena.jael@gmail.com</i>	Grenoble University, France
<b>Minna LAPPI</b>	<i>minna.lappi@oulu.fi</i>	Oulu Business School, University of Oulu, Finland
<b>Minna SAUNILA</b>	<i>minna.saunila@lut.fi</i>	Lappeenranta University of Technology, Finland
<b>Monia MELIA</b>	<i>monia.melia@unicz.it</i>	University Magna Graecia of Catanzaro, Italy
<b>Muhammad MUKARRAM</b>	<i>muhammad.mukarram@superior.edu.pk</i>	Superior University Lahore, Pakistan
<b>Nanno MULDER</b>	<i>nanno.mulder@cepal.org</i>	ECLAC, Chile
<b>Nicola CIRILLO</b>	<i>nicola.cirillo@unina.it</i>	University of Naples Federico II, Italy
<b>Nina Beate ANDFOSSEN</b>	<i>nina.b.andfossen@ntnu.no</i>	NTNU - Norwegian University of Science and Technology, Norway
<b>Orlando TROISI</b>	<i>otroisi@unisa.it</i>	University of Salerno, Italy
<b>Päivi PELLI</b>	<i>paivi.pelli@uef.fi</i>	University of Eastern, Finland
<b>Paola SIGNORI</b>	<i>paola.signori@univr.it</i>	University of Verona, Italy
<b>Paolo STAMPACCHIA</b>	<i>stampacc@unina.it</i>	University of Naples Federico II; Italy
<b>Patrik STRÖM</b>	<i>patrik.strom@geography.gu.se</i>	University of Gothenburg, Sweden
<b>Paul GEMMEL</b>	<i>paul.gemmel@ugent.be</i>	Ghent University, Belgium
<b>Per ECHEVERRI</b>	<i>per.echeverri@kau.se</i>	CTF – Service Research Center, Karlstad University; Sweden
<b>Per SKALEN</b>	<i>per.skalen@kau.se</i>	CTF – Service Research Center, Karlstad University, Sweden
<b>Peter WEIß</b>	<i>peter.weiss@web.de</i>	Pforzheim University, Germany
<b>Pierpaolo TESTA</b>	<i>p.testa@unina.it</i>	University of Naples Federico II, Italy
<b>Pierre-Yves LÉO</b>	<i>pyl199@gmail.com</i>	Aix-Marseille-Université, France

<b>Raija KOMPPULA</b>	<i>raija.komppula@uef.fi</i>	University of Eastern Finland, Finland
<b>Randi STOKKE</b>	<i>randi.stokke@ntnu.no</i>	NTNU Norwegian University of Science and Technology, Norway
<b>Rebecca BULANDER</b>	<i>rebecca.bulander@hs-pforzheim.de</i>	Pforzheim University, Germany
<b>Riitta-Liisa LARJOVUORI</b>	<i>riitta-liisa.larjovuori@uta.fi</i>	University of Tampere, Finland
<b>Robert BUMBAC</b>	<i>robert.bumbac@com.ase.ro</i>	The Bucharest University of Economic Studies, Romania
<b>Rolf FINDSRUD</b>	<i>rolf.findsrud@hihm.no</i>	Hedmark University College, Norway
<b>Ruusa LIGTHART</b>		Laurea University of Applied Sciences, Finland
<b>Saed IMRAN</b>	<i>ima@hs-furtwangen.de</i>	Furtwangen University, Germany
<b>Sandra Carolina RIVERA-TORRES</b>	<i>scriverat@gmail.com</i>	Universidad Nacional de Colombia, Colombia
<b>Sari KÄPYKANGAS</b>	<i>sari.kapykangas@ttl.fi</i>	Finnish Institute of Occupational Health, Finland
<b>Seppo KUULA</b>	<i>seppo.kuula@siili.com</i>	(University of Oulu, Industrial Engineering and Management)
<b>Shuki DROR</b>	<i>dror@braude.ac.il</i>	Ort Braude College, Karmiel, Israel
<b>Silvia COSIMATO</b>	<i>scosimato@unisa.it</i>	University of Salerno, Italy
<b>Stefan GENENNIG</b>	<i>stefan.genennig@fau.de</i>	Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany
<b>Stefan WOLPERT</b>	<i>stefan.wolpert@fau.de</i>	Friedrich-Alexander-University Erlangen-Nuremberg, Germany
<b>Tarja KANTOLA</b>	<i>tarja.kantola@laurea.fi</i>	Laurea University of Applied Sciences, Finland
<b>Tarja MERISTÖ</b>	<i>tarja.meristo@laurea.fi</i>	Laurea University of Applied Sciences, Finland
<b>Thérèse DEPEYROT - FICATIER</b>	<i>therese.depeyrot@u-pem.fr</i>	University of Paris East Marne-la-Vallée, France
<b>Thomas KILIAN</b>	<i>kilian@uni-koblenz.de</i>	University of Koblenz-Landau, Germany
<b>Tiziana RUSSO-SPENA</b>	<i>russospe@unina.it</i>	University of Naples Federico II, Italy
<b>Valeria IMPROTA</b>	<i>valeria.improta13@gmail.com</i>	University of Naples Federico II, Italy
<b>Vishal PARIKH</b>	<i>v.parikh@shu.ac.uk</i>	Sheffield Hallam University, United Kingdom
<b>Wataru UÉMOTO</b>	<i>wuemoto@reitaku-u.ac.jp</i>	Reitaku University, Japan
<b>Wenxiu LI</b>	<i>zhmp2004@126.com</i>	Guangdong University of Finance, China
<b>Yi LIU</b>	<i>julieliu_cass@126.com</i>	Chinese Academy of Social Sciences, China
<b>Yuli DELLA VOLPI</b>	<i>yuli.volpi@usp.br</i>	University of São Paulo (USP), Brazil

## GENERAL INFO

**Naples Tourist Offices:** Piazza dei Martiri, 58: Ph. +390814107211  
informazionituristiche@eptnapoli.info

Garibaldi Station: Ph. +39081268779  
informazionituristiche@eptnapoli.info

**Emergency Numbers:** Ph. 112 (Emergency Telephone Number)  
Ph. 118 (Ambulance)

**Transport in Naples** <http://www.napoliunplugged.com>

**Radio Taxi** Radiotaxi Napoli: +39 081 5707070  
Radiotaxi Napoli: +39 081 5564444  
Radio Partenope: +39 081 5560202

**Transport Outside Naples** Trains: **Freccia Rossa** (<http://www.trenitalia.com/>)  
**Italo** (<http://www.italotreno.it/en>)  
**Capodichino International Airport**  
(<http://www.aeroportoedinapoli.it/en>)

**Post Office** **Post Office, Via Orsini Generale, 19, 80132 Napoli NA (closet to Congress Center)**

**Pharmacy** Nearby Congress Center Federico II (5 minutes walking) there are several pharmacies in via **Santa Lucia** and in **via Lucilio**.

More info are available at Conference Website: [www.reser2016.com](http://www.reser2016.com)

## WIFI

SSID (service set identifier):

**guestpartenope**

PASSWORS:

**xs4571516**

under the patronage:



AIDEA



with the support of:

