



# WHAT'S AHEAD IN SERVICE RESEARCH?

## New perspectives for business and society

*September 8-10, 2016 Naples Italy  
At Congress Center - University Federico II of Naples*

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 society as complex networks and systems of services.

Service scholars face new challenges within a more complex and inter-dependent world that needs to achieve a balanced, inclusive and sustainable growth. New technologies bring people and businesses closer together and overcome traditional distinction between producers and consumers. Collaboration becomes part of everyday activities with an increasing network effect. By interacting and integrating resources, social and economic actors co-create mutual value.

Broadening the research domain, the unit of analysis is not anymore the product or service but the well-being of both individuals and societies.

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. Papers can be based on literature reviews, conceptual and empirical studies using qualitative, quantitative and mixed methods.

The RESER 2016 conference is organized around seven main themes, but welcomes contributions that are close to these areas.

### **1. Service Ecosystems: strategy and management issues**

The shift from product-based business models to networked and service-based business model leads to the emergence of Service Ecosystems, i.e. complex systems highlighting



interactions and collaborations between actors. How service ecosystems emerge and what are the challenges they place to traditional business logic are hot topics calling for more research efforts and conceptualization. We welcome contributions to the following sub-themes:

- The emergence of service ecosystems
- Service networks and service ecosystems
- Governance and viability of ecosystems
- Innovation in service-ecosystems
- Role of agency and structure in service ecosystems

## 2. Smart technologies and Service innovation

New technologies not only transform the existing business models, but also influence innovation patterns. Smart technologies promote links across highly multiple knowledge domains and enable different actors to participate actively into innovation. Contributions providing new evidences to capture how smart technologies support the transformative power of service innovation are welcome. The following topics exemplify the main interest:

- The role of smart technologies in service creations
- Human-centered innovation and new innovation models
- Users generated content and community based innovation
- ICT and new service experience
- Internet of things and Internet of Everything

## 3. Well-being and value (co)creation

In a complex and interconnected world, it becomes increasingly clear that actors rely on exchange of applied skills and competences for their mutual value co-creation. However, while the networked and systemic nature of value co-creation has been widely recognized and investigated, less is known on how actors co-create not only individual but collective values and benefits. Well-being is emerging as a new conceptualization of value to capture its multi-faceted dimensions related to superior and wider benefits (happiness, health, inclusions, lower income inequality, empowering, etc.). Further research is needed to provide a better understanding of the link between well-being and value co-creation.

The focus is on:

- The conceptualization of well-being
- Values and well-being
- Well-being and value-co-creation
- Social and cultural dimensions in service experience



#### **4. Service innovation in Emerging Markets: managing practices and shaping the effects (track supported by REDLAS)**

REDLAS (The Latin American Network for Research on Services - [www.redlas.net](http://www.redlas.net)) is a network of research groups and individuals active in services research and policy formulation, mainly located in Latin America and Caribbean. This network started as a response to the Latin American societies' demands for better understanding of the role of services in economic development. RESER strongly supports the emergence REDLAS within the global landscape of research on services.

In recent years, emerging economies have transformed the global competitive landscape. Structural transformations have occurred at a rapid pace in emerging Asia, Latin America and Africa. Service sectors have boomed alongside flourishing manufacturing industries. The successful development and launch of innovative services is not only becoming key for services enterprises to survive and succeed in developing and sustaining competitive advantage, but is also considered to be an important trigger for the extension of services business and a new source of competitive advantage for manufacturing firms.

However, the need to innovate in emerging market has to be complemented with the creation of new business models based on local actors' needs, that include consideration of social legal and institutional constraints, as well as on the development of new practices. How to prompt technological and economic innovation with changes in business and social practices comes to the forefront. Contributions on the following topics are welcome:

- Structural transformation and services growth in emerging economies
- Models of service innovation for emerging markets
- The role of institutions in service innovation
- Social innovation and new forms of service innovations in emerging countries
- New metrics for service innovation evaluation
- Disruptive innovation: enablers and threats

#### **5. Internationalization and geographies of services**

The globalization process experienced in the last decades bears a very direct relation with services and the internationalization of services is leading to a new phase of globalization. The internationalization of services, including an increased mobility of capital, people, know-how and other resources, increase the interdependency of economies. This process in turns changes the geography of services and requires an in-depth understanding of how services emergence and locate in certain local, urban, and dense areas. Many studies address the internationalization of services in terms of Foreign Direct Investment; International Trade in Services; Multinational enterprises.



Additional research focuses on the spatial aspects and impacts of service development. Contributions to the following and related issues are thus welcome:

- Internalization strategy of service companies
- New types of service multinationals
- Knowledge intensive services: geographic characteristics and development
- Impacts of service industry growth in regional development

## 6. Market creation in service research

In mainstream economics, the concept of a market is any structure that allows buyers and sellers to exchange any type of goods, services and information. The entrepreneurs and managers have been seen as the main actors dealing with the problem of the new market creation. In the sharing economy several actors come into play (i.e. customers, consumers, partners, intermediaries). Based on the network effect, the more people use a peer-to-peer service, the more valuable the service becomes, attracting still more users. The sharing economy spills new market forms.

Future research is needed to emancipate service scholars and practitioners from product-based market thinking, to create subjective market definitions and to think in terms of non-predictive strategies. Contributions in this track should deal with the following topics:

- Sharing economy and new markets forms
- Network and collaboration effects in markets shaping
- Market dynamics and interdependences among markets, actors and institutions
- New market practices

## 7. Methodological challenges in service studies: complexity, pluralism and interdisciplinary

The ontological, epistemological and methodological foundations of service studies is a new challenge that scholars are invited to take up to provide directions for ongoing service research.

This track aims at providing evidence of new research approaches based on interdisciplinary and pluralist research approaches. It strives to map out how in the research process different principles, methods, techniques and tools could be integrated to deeper better the understanding of inherent complexity of society. Following topics should be investigated

- Pluralist epistemology to service research
- Practice-based study methods
- Complexity theory
- Mixed methods



## **Industry Track: Special invited speakers from Business and Economic Institutions**

### **DEADLINES**

- April 30 Submission of abstracts
- May 30 Notification of acceptance to authors
- June 30 Last day for early registration
- August 5 Submission of final papers
- September 7 Doctoral colloquium
- September 8-10 Reser2016 Conference

### **CONFERENCE WEB SITE:**

Information on the Conference is available at [www.reser2016.com](http://www.reser2016.com)

### **CONFERENCE VENUE**

Congress Center - University Federico II of Naples  
Via Partenope 36 - 80121 Naples, Italy (e-mail: [eventi@unina.it](mailto:eventi@unina.it))

### **FEE**

- Early registration fee: 400 €
- Late registration fee 500 €

### **CONFERENCE CHAIRS**

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