

**EARLY-BIRD REGISTRATION IS ALREADY OPEN AT HERE EARLY PRICING ENDS ON JULY, 17TH**  
**UPDATED INFORMATION ON TRIP AND ACCOMMODATION IN GENERAL INFO – TRAVELLING TO CEUTA**



# RESER

European Association for Research on Services

## 29<sup>TH</sup> RESER CONFERENCE

### CEUTA • SEP 12-14 2019

## PROGRAMME

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| THURSDAY 12/09/19 |   |   |   |  |  |
|-------------------|---|---|---|--|--|
| 8:00-9:00         | Registration  | Location  |   |  |  |
| 9:00              | Conference Opening  | Location  |   |  |  |
|                   | Speaker 1   |   |   |  |  |
|                   | Speaker 2   |   |   |  |  |
|                   | RESER President   |   |   |  |  |
| 9:30              | Keynote speaker   | Location  |   |  |  |
|                   | Prof. J. Alberto Aragón Correa                              |   |   |  |  |
|                   | Sustainability and Firms: Past, Evolution and Future        |   |   |  |  |
| 11:00             | Coffee break  | Location  |   |  |  |
| 11:30-13:00       | Parallel Sessions I   | Classroom #1  | Classroom #2  | Classroom #3   | Classroom #4   |
|                   |   | New services – New jobs   | Services activities and economic development  | Internationalization of services and services in emerging markets  | Services workforce and robotization  |
|                   |   | Mr Aitor Ruiz de la Torre, Prof David Sanchez #3 Customer Needs and Key Factors in the Development of Business Models Focused on Servitization (Industry 4.0.). A Case Study.   | Mr Alexander Schütz, Mr Rudolf Fischer, Dr Anne-Sophie Tombel #4 Making Business model co-creation more efficient   | Dr Daisy Bertrand, Dr Pierra-Ves Léa, Prof Jean PHILIPPE #5 Peer to peer service platforms a new way for service internationalization? Insights from the accommodation sector.                       | Dr Mariușuța Marullo, Dr Adriana Carotenuto #11 Artificial Intelligence and Machine Learning: Holobotics Experience Model  |
|                   |   | Mr Morten Bosen, Mr Peter Krüger #6 Using digital technologies to improve the customer experience in credence services: lessons from the automotive industry  | Dr Ellen Harpel #7 Gig and Independent Work in US Metropolitan Economies and Service Industries   | Dr Leonel Corona #18 Challenges for Service innovation in developing countries. The case of Mexico   | Ms Jurga Vesterte, Prof Ilona Skackauskiene #14 Exploring the methodological potential for decision-making in service modularization planning  |
|                   |   | Ms Birutė Vilčiauskaitė #16 Rethinking of Older Talents' Re-careering Trajectories in Later Life  | Prof Jon Sundbo, Prof Luis Rubalcaba Bermejo, Prof Falz Galloway #9 Servitization in the Creative and Culture Industries. Suggestion of a Model.  | Mr Nikolay Chichkanov #31 Impact of Knowledge Coproduction on Innovation in Knowledge-Intensive Business Services  | Ms Silvia Gillem, Ms Magdalena Stuebner, Ms Klara Jael Silva Morales #17 Influence Factors of self-perceived Customer Orientation of Frontline Employees in Optician Shops   |
| 13:00-14:00       | Lunch   |   |   |  |  |
| 14:00-15:30       | Parallel Sessions II  | Classroom #1  | Classroom #2  | Classroom #3   | Classroom #4   |
|                   |   | New services – New jobs   | Services activities and economic development  | Geographical aspects of services   | Services workforce and robotization  |
|                   |   | Prof Ida Gremyr, Dr Frida Smith, Prof Mattias Elg, Dr Erik Eriksson, Prof Arni Halldósson, Dr Susanne Gustavsson #19 New roles in healthcare services resulting from increased patient involvement  | Dr Benoît Desmarchelier, Prof Faridha Djellal, Prof Falz Galloway #10 Innovation in Public Services in the Light of Public Administration Paradigms and Service Innovation Perspectives | Prof Metka Stare, Prof Andreja Jaklic, Mr Klemen Knez #24 Is international trade in services changing the position of CEECs in GVC?  | Ms Veronika Belousova, Ms Dzhamila Abuzayarova, Ms Zhakiin Kravushkina, Ms Yulia Loshchikova, Ms Ekaterina Nikiforova, Mr Nikolay Chichkanov #32 A Reinforced Role of Human Capital for Science, Technology and Innovation |
|                   |   | Ms Ane Bast, Dr Marit Engen, Dr Maria Röhnebaek #20 Transforming and Co-creating Dementia care  | Mr Gard Ringen Høibjerg #12 The Use and Abuse of Vegetational Concepts and Terms Revisited: Rethinking Service Systems and Ecosystems   | Prof José Aureliano Martín #26 Cross-Border Trade from Ceuta to Morocco. Analysis of its Impact on the Local Economy   | Dr Takeshi Takenaka #35 Re-design of service systems based on employee satisfaction, customer satisfaction and labour productivity   |
|                   |   |   | Prof Jose Maria Biedma, Prof Christian Bourret, Dr Nathalie Fabry, Dr Sylvain Zeghini #13 Data Use Issues in the Health and Tourism Interfaces as New Services                          | Dr Ingrid Fasshauer #30 Living lab, a device for "smart" rural territories?  | Mr Jose Luis Navarro Espigares #21 Workforce Trends in Health Care Services  |
|                   |   |   |   |  | Dr Jørn Møller #41 Digitalization and Servitization in the Offshore Wind Industry  |
| 15:30-16:00       | Coffee break  |   |   |  |  |
| 16:00-17:30       | Parallel Sessions III                                       | Classroom #1  | Classroom #2  | Classroom #3   | Classroom #4   |
|                   |   | New services – New jobs   | Services activities and economic development  | Geographical aspects of services   | Internationalization of services and services in emerging markets  |
|                   |   | Prof Magali Dubosson, Prof Emmanuel Fragniere, Prof Anne-Sylvaine Heritier, Mr Samuele Meier, Mr Charles Wainwright #27 A call for more socialization (SEC) to counter growing inequalities and impatience of end users through a human risk framework dedicated to front-liners  | Dr Céline Merlin-Brogiani #15 Social Innovation networks, co-creation and innovation dynamics: the case of civic service projects   | Dr Dioní Elche, Dr Ángela Martínez-Pérez, Dr Pedro M. García-Villaverde #67 Social capital and market dynamism as determinants of pioneering orientation   | Dr Mervin Jones, Prof Patrick Ström #42 Service economy integration in Latin America – international connection and value chain upgrading.   |
|                   |   | Prof Magali Dubosson, Prof Emmanuel Fragniere, Dr Denis Rochat, Mr Marshall Sitten, Mr Eric Berdeaus #33 Developing an AI and digitization service typology to take into account the particularities of new jobs and/or organizations according to different sectors of activity: an empirical study conducted in Switzerland | Prof Ludmila Bagdoniene #22 Does resource scarcity encourage co-located organizations to cooperate in co-creating service innovation?   | Dr Davide Consoli, Dr Dioní Elche, Dr Mabel Sanchez-Barrilouengo #68 From brown to brains: manufacturing-KIBS interdependency  | Dr Clara Belén Marbó Martínez, Dr Marta Muñoz Guasasa #47 Importance of Intellectual Capital for KIS to be Born Global since its creation: Mixed Methods Approach  |
|                   |   |   | Dr Oscar Montes Pineda, Prof Falz Galloway, Prof Luis Rubalcaba Bermejo #39 Social Innovation and Educational Services  |  | Mr Manik Batta, Udit Taneja #49 Perceived Service Quality and Patient Satisfaction: A Study of Hospitals in a Developing Country   |
| 17:30-19:00       | Parallel Sessions IV  | Classroom #1  | Classroom #2  | Classroom #3   | Classroom #4   |
|                   |   | New services – New jobs   | Services activities and economic development  | New services – New jobs  | Services activities and economic development   |
|                   |   | Dr Kenan Wassouf, Dr Noama Abbas #54 Les facteurs déterminants la fidélité du consommateur au système Drive : une étude appliquée à Carrefour Drive.  | Mr José Aureliano Martín Segura #25 Socio-Economic Impact of the Granada Science Park on the local economy  | Dr David Gago #60 Co-creating the future of work: the role of living labs as spaces of interaction   | Ms Raquel Ferrero Prieto, Dr Jose Manuel de la Torre, Dr Eulogio Cordon-Pozo, Dr María Dolores Vidal #36 Effect of Compensation Information on Compensation Effectiveness  |
|                   |   | Prof Yi Liu, Prof Wenzu Li #45 Rebalancing and Air Pollution: Evidence from Didichuxing   | Prof Maria Coluccio, Dr Fabiola Siodera, Prof Isabella Mingo, Prof Alberto Mattiacci #34 Service Ecosystem design: the role of technology   | Dr Marco Tregua, Dr Cristina Caterina Amintino, Dr Roberta Gargiulo, Prof Tiziana Russo Spina, Prof Francesco Bifulco #59 From the Wall to the Screen: Artworks at the Box Office                    | Dr Mervi Rajahonka, Mrs Kajja Villman #37 From lifelong learning to lifelong meaning – Perspectives to lifelong learning and sustainable careers of women in service businesses  |
|                   |   | Mrs Charlotte Feraille, Dr Claudie Beyer, Prof Christian Bourret #48 Innovative Services and Creation of new Ecosystems: the Case of two Tourism Platforms and their Impacts on Workforces.   |   | Prof Alberto Pastore, Dr Angela Carida, Prof Maria Corcuera, Prof Bo Edvardsson, Dr Monia Melia #58 Fueling Novel And Sustainable Service Ecosystems: The Orchestrating Role of Engagement Platforms | Dr Mervi Rajahonka, Mrs Kajja Villman #38 A Maturity Model for Service Development for SMEs  |
| 19:00-19:15       | Presentation 2020 RESER Conference Prof. Luis Rubalcaba     | Location  |   |  |  |
| 19:15             | End of session's day 1                                      |   |   |  |  |
| 19:30             | City walk   | Meeting point   |   |  |  |
| 21:30             | Social activity: Ceuta Research Institute / Ceuta City Hall | Meeting point   |   |  |  |

## FRIDAY 09/13/19

|             |                             |  |   |   |              |
|-------------|-----------------------------|--|---|---|--------------|
| 8:30-10:00  | Parallel Sessions IV        | Classroom #1   | Classroom #2  | Classroom #3  | Classroom #4 |
|             |                             | New services – New jobs  | Services activities and economic development  |   |              |
|             |                             | Dr Eduardo Castellano, Dr Urko Lopez #61 Design process of a servitization Roadmap for Basque manufacturing cooperatives   | Mr Pablo Ortega Carrasco, Dr Vera Ferrón Vilchez #29 The suitable organizational characteristics for signalling Corporate Social Responsibility practices in industrial and services companies  |   |              |
|             |                             | Mr Morten Hansen, Mr Niels Christoffersen, Mr Per Laustsen #63 Developing E-government solutions in Denmark – balancing public/private and civic/customer perspectives   | Dr Benoît Desmarchelier, Prof Faridha Djellal, Prof Falz Galloway #51 Mapping Social Innovation Networks  |   |              |
|             |                             | Mr Fabio Iannone, Dr Vera Ferrón Vilchez #69 The importance of environmental training on green public procurement  | Dr Eulogio Cordon-Pozo, Dr Jose Manuel de la Torre, Dr María Dolores Vidal, Ms Raquel Ferrero Prieto, Prof José Aureliano Martín #56 More is not always better! Innovation Training and the performance of innovation in the financial sector |   |              |
| 10:00-10:30 |                             | Coffee break   |   |   |              |
| 10:30-12:00 |                             | Round table: Services and the future of the workforce  |   |   |              |
|             |                             | Chair: Marie-Christine Monnoyer (Doyen de la Faculte de Droit en Institut Catholique de Toulouse – RESER Council and Founder Member)   |   |   |              |
|             |                             | Fernando Trujillo Sáez (University of Granada)   |   |   |              |
|             |                             | Irene Falla Ruiz (Personal Data de Helity Aerospace Engineer)  |   |   |              |
|             |                             | Olaf Johannsmann (Plant Manager – KNAUF Spain)   |   |   |              |
|             |                             | Guillermo Martínez González ( Financial Controller and Solutions Leader for Health Systems, Philips Iberia)  |   |   |              |
| 12:00-13:30 |                             | Keynote speaker  |   |   |              |
|             |                             | Jorge Casillas, PHD Associate Professor Dept. Computer Science and Artificial Intelligence University of Granada   |   |   |              |
|             |                             | All that glitters is not gold in Artificial Intelligence; welcome to its dark side   |   |   |              |
| 13:30-14:30 |                             | Lunch  |   |   |              |
| 14:30-16:00 | Parallel Sessions V         | Classroom #1   | Classroom #2  | Classroom #3  | Classroom #4 |
|             |                             | New services – New jobs  | Services activities and economic development  | New services – New jobs   |              |
|             |                             | Ms Milena-Jael Silva Morales, Ms Silvia Gillem, Ms Magdalena Stuebner, Prof Camal Galloway #70 Multi-service urban digital platforms as a system of balancing the advent of smart service systems for smart cities: What challenges are new ways of working? | Dr Francisco Rejón-Guardia, Prof Guillermo Maraver-Tarifa #62 Measurement model proposal for the evaluation of teaching performance by the students according to the conceptual framework of the dominant service logic theory.               | Mr Christophe Said, Prof Giuseppe Strina, Dr Feriha Özdemir #64 Developing digital service system innovators in SME especially crafts   |              |
|             |                             | Prof Tiziana Russo Spina #71 Nudging Innovation  | Dr Martín Falcó #65 Hotels benefit from stricter Airbnb regulations   | Mr Pedro Costa, Ms Elisabete Tomaz, Ms Maria Amunçao Gato, Ms Margarida Perestrelo, Ms Ana Rita Cruz #73 Assessing creative tourism initiatives in small cities and rural areas of Portugal: an integrative model for local impacts |              |
|             |                             | Ms M <sup>re</sup> Trinidad Montes, Mr Gabriel García-Parada #72 Entrepreneurial senior, option or obligation?   | Ms Estibaliz Hernandez Eleno, Ms Itziar Fernandez #66 A multidimensional model to assess knowledge intensive business services (KIBS) competitiveness   | Ms Silvia Stuchi, Ms Sonia Paulino #76 Towards Sustainable Urban Mobility: service innovation and tactical urbanism initiatives   |              |
|             |                             | Mrs Francesca Spinelli #77 Trade Policy Reforms, Firms Heterogeneity and Labour Market Outcomes  |   | Ms Marilynne Pasquier, Ms Sacha Varone, Prof Magali Dubosson #78 A dynamic matchmaking approach applied on the real estate market: The challenge of finding the right tenant for the right landlord and viceversa                   |              |
| 16:00-16:15 | Closing session. RESER 2019 |  |   |   |              |
| 16:15-16:45 | Coffee break                |  |   |   |              |
| 16:45-18:30 | General Assembly            |  |   |   |              |
| 18:30       | End of session's day 2      |  |   |   |              |
| 19:30       | City walk                   |  |   |   |              |
| 21:30       | Gala Dinner                 |  |   |   |              |

### EARLY-BIRD REGISTRATION

#### Early-bird registration

Already open  
at <https://reser2019.exordo.com/>

Early pricing ends on July, 17th

#### Updated information

GENERAL INFO – TRAVELLING TO CEUTA



RESER (The European Association for REsearch on SERvices) is a network of research groups and individuals active in services research and policy formulation, mainly located in European countries.

The Association was established in 1988 at a time when knowledge on service employment and industries was scarce and there was a limited understanding of the role of services in economic and social restructuring