



Virtual

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30th RESER International Congress

**Value Co-creation and
Innovation in the
New Service Economy**

January 21st-22nd 2021
University of Alcalá
Alcalá de Henares (Madrid)



RESEARCH TRACKS

- TRACK 1:** VALUE CO-CREATION IN PUBLIC SERVICES
Chair: **Kirsty Strokosch and Edwina Yida Zhu**, University of Edinburgh, UK
- TRACK 1b:** VALUE CO-CREATION IN PRIVATE SERVICES
Chair: **Marie Christine Monnoyer**, University of Toulouse, France and **Javier Reynoso**, EGADE Business School, Monterrey
- TRACK 2:** SERVICE INNOVATION AND INNOVATION ECOSYSTEMS IN SERVICES
Chair: **Faiz Gallouj**, Lille University, France
- TRACK 3:** DIGITAL TRANSFORMATION IN PUBLIC SERVICES
Chair: **Ines Mergel**, University of Konstanz, Germany
- TRACK 4:** MEASURING VALUE CO-CREATION AND INNOVATION IN SERVICES
Chair: **Anthony Arundel**, Maastricht University, Netherlands
- TRACK 5:** SERVICE DESIGN AND CO-CREATION METHODS FOR SERVICES
Chair: **Maria Røhnebak and Rolf Rønning**, Inland Norway University of Applied Sciences, Norway
- TRACK 6:** LIVING-LABS AND CO-CREATION SPACES FOR SERVICES
Chair: **Lars Fuglsang**, Roskilde University, Denmark
- TRACK 7:** SERVICITIZATION, SMART SERVICES AND INDUSTRY 4.0
Chair: **Walter Ganz**, Fraunhofer Institute, Germany
- TRACK 8:** SERVICES GLOBALIZATION AND TRADE
Chair: **Nanno Mulder**, ECLAC, United Nations, Chile
- TRACK 8b:** ECONOMIC GEOGRAPHY OF SERVICES
Chair: **Pedro Costa**, ISCTE, University of Lisbon, Portugal
- TRACK 9:** NEW PATHS IN SERVICES RESEARCH: DIGITALIZATION AND JOBS
Chair: **Marja Toivonen**, Aalto University, Finland
- PRACTITIONERS TRACK**
- TRACK 10:** POLICY ACTIONS AND CASES FOR PUBLIC SECTOR TRANSFORMATION
Chair: **David Osimo and Francesco Mureddu**, Lisbon Council, Belgium

ABSTRACT SUBMISSION

All participants are invited to send abstracts with the results of their research work for its presentation during the celebration of the 30th RESER International Congress. Abstracts must be submitted via the Congress website www.reser2020.com according to the published instructions.

Deadline for submitting abstracts is **October 30th 2020**. We strongly encourage submissions in advance of this date. Acceptance decisions will be made no later than **November 10th 2020**. Deadline for submitting paper or extended abstract is **December 10th 2020**.

REGISTRATION FEES	Early bird before November 30 th 2020	After November 30 th 2020
RESER CONGRESS & COVAL CONFERENCE (January 21st-22nd 2021)		
Regular full access standard	Free	50,00 €
Regular premium	100,00 €	150,00 €
Student full access standard	Free	30,00 €
Student premium	60,00 €	110,00 €
Co-VAL Conference (Plenary sessions 21st January)	Free	Free

Standard registration includes full access to all sessions (plenary and parallel).
Premium registration also includes certificate of participation, e-book of abstracts and RESER annual membership



VENUE

The Congress will be virtual and organized by the University of Alcalá

ORGANIZING COMMITTEE (University of Alcalá)

Luis Rubalcaba. President

TECHNICAL SECRETARIAT

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ORGANIZED BY:



THE RESER INTERNATIONAL CONGRESS IS IN COLLABORATION WITH:



THE JOINT RESER-COVAL CONFERENCE IS SUPPORTED BY:



Co-VAL CONFERENCE



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DAY 1 - THURSDAY, 21st JANUARY 2021

VALUE CO-CREATION, INNOVATION AND DIGITAL TRANSFORMATION IN PUBLIC SERVICES

- 08:15 **ARRIVAL & VIRTUAL REGISTRATION**
- 08:30 **WELCOME SESSION AND OPENING:**
Chair: **José Vicente Saz**. UAH Chancellor
Organizers welcome: **Markus Scheuer**. RESER
Anna Triantafillou. COVAL; **Luis Rubalcaba**. UAH
Fernando de Pablo. Ex-Secretary General for Digital Transformation in Spain
- 09:00 **KEY-NOTES: “The future of public innovation and digital services”**
Chair: **Luis Rubalcaba**. University of Alcalá
Moving beyond sporadic innovation: Lessons learned from OPSI
Alex Roberts. OECD
The Digital Innovation Challenge
Emanuele Baldacci. Director at DG DIGIT, European Commission
- 10:00 **COFFEE BREAK TIME**
- 10:15 **COVAL SESSION. *New avenues on value cocreation and service design***
Chair: **Rolf Ronning**. University of Lillehammer, Norway
Jakob Trischler. CTF Service Research Center, Karlstad, Sweden
Selected CO-VAL findings:
Stephen Osborne, on value co-creation. University of Edinburg, UK
Maria Röhnebak, on service design. University of Lillehammer, Norway
- 11:30 **COVAL SESSION. *New avenues on digital transformation***
Chair: **Anna Triantafillou**. ATC, Greece
Gianluca Misuraca. Danube University Krems, Austria
Discussion: selected CO-VAL findings by:
Ines Mergel. Konstanz University, Germany
Concluding remarks by:
David Osimo and **Francesco Mureddu**. Lisbon Council, Belgium
- 12:45 **LUNCH TIME**
- 13:30 **COVAL SESSION. *H2020 projects on public sector: sharing progress and exploring synergies***
Chair: **Asa Barton**. DG CNECT H4, European Commission
COVAL - **Anna Triantafillou**. ATC, Greece
COGOV - **Keith Shaw**. Northumbria University, UK
ENLARGE - **Cristina Vasilescu** and **Erica Melloni**. Institute for Social Research, Italy
CITADEL & TOKEN - **Marcos Fernández Gutiérrez**. University of Cantabria, Spain
TROPICO - **Lise Hellebø Rykkja** and **Line Marie Sørsdal**. University of Bergen, Norway
- 15:00 **COFFEE BREAK TIME**

- 15:15 **SPECIAL SESSION ROUND TABLE ON WOMEN FOR LEADING PUBLIC INNOVATION**
Chair: **Anne Vorre Hansen**. Roskilde University
A dialogue with:
Concepción Campos. President of the Spanish Women for Public Innovation
Lea Giménez. IDB and Ex Paraguay vice minister and previous member a WBG poverty and gender team
Mary Feeny. Professor of ethics in public affairs Arizona State University and author of “Power in Editorial Positions: A Feminist Critique of Public Administration”
- 16:30 **KEY-NOTE: “People, knowledge and innovation for public value”**
Chair: **Luis Rubalcaba**. University of Alcalá
Mary Feeny. Arizona State University, School for Public Affairs, US
- 18:00 **CLOSE**

DAY 2 - FRIDAY, 22nd JANUARY 2021

SERVICES WORLDS, VALUE CREATION AND INNOVATION, RESEARCH AND POLICY AGENDAS

- 08:00 **RESER-SFS SPECIAL SESSION ON: *Cross-cultural aspects of digitalization and service innovation***
(joint session with Society for Serviceology)
Chair: **Kentaro Watanabe**. National Institute of Advance Industrial Science and Technology (AIST), Japan
Marja Toivonen. Aalto University, Finland
- 09:30 **COVAL SESSION. *New avenues on public service innovation***
Chair: **Paul Windrum**. University of Nottingham, UK
“Public Innovation”
Marja Toivonen. Aalto University, Finland
Faiz Gallouj, on innovation networks. University of Lille, France
Selected CO-VAL findings:
Anthony Arundel, on public innovation metrics. UNU-Merit, The Netherlands
Lars Fuglsang, on living labs. Roskilde University, Denmark
Faiz Gallouj, on networks for social innovation. University of Lille, France
- 11:15 **SPECIAL SESSION “MEETING THE EDITORS”**
RESER Session A): *Innovation and services journals*
Maria Savona. Editor of *Research Policy*
Levent Altinay. Editor of the *Services Industries Journal*
Faiz Gallouj. *European Review of Service Economics and Management*
COVAL Session B): *Public administration journals*
Stephen Osborne. Editor of *Public Management Review*
Mary K. Feeny. Editor of the *Journal of Public Administration Research and Theory* (tbc)
Paolo Roberto Graziano. Editor of *Governance*
Edoardo Ongaro. Open University. Editor of *Public Policy and Administration*

- 12:30 **LUNCH TIME**
- 14:00 **ROUND TABLE ON POLICIES FOR GOVERNANCE IN DEVELOPING ECONOMIES**
Chair: **Nanno Mulder**. CEPAL-ECLAC and REDLAS
Lea Giménez. IDB, Institutions for Development, Innovation for Citizen Services
World Bank Group. Representative tbc
Carlos Santiso. Director for the Digital Innovation in Government Department
Francisco Velázquez. CLAD
- 15:30 **COFFEE BREAK TIME**
- 15:45 **COVAL-IBM POLICY AND STAKEHOLDER'S SESSION: ROUND TABLE ON THE FUTURE OF PUBLIC SERVICES TRANSFORMATIONS AND POLICY AND RESEARCH AGENDAS**
Chair: **David Osimo**. The Lisbon Council, Belgium
Co-chair: **Dan Chenok**. C. for The Business of Government. IBM Global, US

15:45-17:00 *The view from different organizations*
Walter Ganz. Fraunhofer Institute, IAO, Germany
Miquel Estape. LivingGob, Barcelona
Francisco Rojas. Novagob e Innolabs
Dan Chenok. Center for The Business of Government. IBM, US
Gianluca Misuraca. Danube University Krems, Austria
Francesco Mureddu. The Lisbon Council

17:00-17:30 *Policy and research agenda*
Debate towards a policy agenda and research agenda
- 17:30 **CLOSING SESSION AND CONGRESS AWARDS**
Debate towards a research agenda

DAY 3 - SATURDAY, 23rd JANUARY 2021

- 09:30 **RESER GENERAL ASSEMBLY** (open to all participants)

