Virtual

VALUE CO-CREATION AND INNOVATION IN THE NEW SERVICE ECONOMY

30th RESER
International Congress
January 21st-22nd 2021

Universidad de Alcalá. Alcalá de Henares, Madrid, Spain.

www.reser2020.com

Including
COVAL Conference
**Value co-creation, innovation
and digital transformation
in public services**

Organized by:

COVAL

RESER
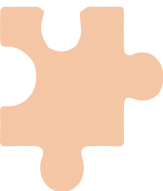
Universidad de Alcalá

Presentation of the RESER Congress

Research in services is moving from a sector and supply approach to an activity and demand perspective, where services generate value in any social and economic activity, with users playing a leading role. Any company, industry, sector, city, region, or country can generate business, economic, or social value when integrating new or improved services. Services generate value by building on new forms of interaction between users and providers, organizations and individuals, the public, business, and the third sector. These interactions increasingly involve co-creation and innovation, for which new technologies are of the utmost importance. This is the case with servitization processes, smart services, Industry 4.0 and digital transformation in public services.

The **30th RESER Congress**, which will take place on January 21st-22nd in virtually mode, focuses on value co-creation and innovation as new dynamics shaping services today and aimed at improving the transformative power of services in modern societies: new avenues for a new services world.

The RESER Congress includes several activities, before and during the Congress days, related to public and private services. Particular mention has to be made to the RESER-COVAL conference on Value co-creation, innovation and digital transformation in public services, on Thursday, January 21st and Friday, 22nd, 2021, the International Workshop on Servitization, Smart Services and Industry 4.0 that will take place before the conference, on Wednesday, January 20th, and the Winter School on Services Innovation on Monday, January 18th, Tuesday, 19th and Wednesday, 20th, 2021.

The Organizing Committee

Presentation of the COVAL Conference

The challenges that the public sector needs to address in the 21st century include providing efficient and high-quality public services, as well as improving the public sector's ability to deal with societal demands. Oftentimes, designing public services following the internal logic of government does not meet the changing needs of citizens. Public sector transformation requires thinking of inclusive ways of citizen engagement. The traditional view of top-down and supply-driven public administrations is no longer appropriate for the creation of public value. There is a need for a demand-driven design of public services that incorporates the opportunities, provided by new technologies, for the effective engagement of citizens and organizations. A key element for a public sector transformation is a paradigm shift from designing and delivering services solely based on the internal logic of public administrations to an external, open and collaborative logic.

An understanding of participatory value creation and innovation promotes a new paradigm of service provision: One that integrates the co-production and multiagent perspectives with an emerging new public service logic. This can be aligned with the on-going work on digital transformation through the use of ICT. The new paradigm fosters technological and nontechnological innovation based on changing organizational procedures. Moreover, it demands a mentality open to innovation and user participation in the development of public goods and services.

Value is increasingly co-created through the involvement of all stakeholders in multiple phases of the service process: Co-planning, co-design, co-implementation, co-delivery and coevaluation. This process can transform public administrations.

Thus, a new research agenda is needed in order to help unlock this transformative power.

This conference builds on the work undertaken by the H2020 research project Co-VAL (www.co-val.eu) on value co-creation and innovation in European public administrations. The project goals are to i) provide a comprehensive and holistic theoretical framework, ii) measure and monitor transformative innovations in the public sector, iii) deliver research outcomes on four areas of public service transformation (digital transformation, service design, living-labs and public-private networks for social innovation), and iv) build practical tools and a tracking system for helping policy design, monitoring and evaluation of existing initiatives to support public service transformation.

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Francisco Rojas	NovaGob, Spain
Paz Sánchez	Andalusian Institute for Public Administration, Spain
Concepción Campos	Network Localis, Spain
Mercedes Rodríguez	University of Granada, Spain
Annaflavia Bianchi	StarPIN, University of Urbino, Italy
Fernando Merino de Lucas	University of Murcia, Spain

PROGRAM

08:15 **ARRIVAL & VIRTUAL REGISTRATION**

08:30 **OPENING SESSION & WELCOME**
Chair: **José Vicente Saz**. UAH Chancellor
Organizers welcome:
Markus Scheuer. RESER
Anna Triantafillou. COVAL
Luis Rubalcaba. UAH
Fernando de Pablo. Digital Office Director, municipality of Madrid. Ex-Secretary General for Digital Transformation in Spain

09:00 **PLENARY PROGRAM: 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 **PLENARY PROGRAM – 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 Røhnebæk, **on service design**. University of Lillehammer, Norway

10:15 **PARALLEL PROGRAM**
 Track 7: Servitization, smart services and Industry 4.0 (SERVIT)
   Session 1. Servitization
 Track 9: New paths in services research: digitalization and jobs (PATHS)
   Session 1. PATHS: Marketing and Experience
 Track 10 Practitioners: Policy actions and cases for public sector transformation (PRACTICE)
   Session 1. PRACTICE: Education

11:30 **PLENARY – COVAL SESSION.** *New avenues on digital transformation*

Chair: **Anna Triantafilliou**. 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

11:30 **PARALLEL PROGRAM**

Track 1: VALUE co-creation in public services
Session 1. Value cocreation and participation
Track 2: VALUE co-creation in public services
Session 1. Social innovation
Track 7: Service Servitization, smart services and Industry 4.0 (SERVIT)
Session 2: Digital servitization
Track 9: New paths in services research: digitalization and jobs (PATHS)
Session 2_PATHS. Trends in KIBS

12:45 **LUNCH TIME**

13:30 **PLENARY – 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

13:30 **PARALLEL PROGRAM**

Track 2: Service INNOVATION and innovation ecosystems in services
Session 2.Innovation for management
Track 3: DIGITAL transformation in public services
Session 1: Digital transformation framework
Track 5: Service DESIGN and co-creation methods for services
Session 1. Business & ecosystems
Track 7: Servitization, smart services and Industry 4.0 (SERVIT)
Session 3. Value co-creation
Track 8: Services globalization and trade; Economic geography of services
Session 1. Territorial
Track 9: New paths in services research: digitalization and jobs (PATHS)
Session 3. Public and network services
Track 10: Practitioners:Policy actions and cases for public sector transformation (PRACTICE)
Session 2. Municipal challenges

15:00 COFFEE BREAK TIME

15:15 PLENARY – ROUND TABLE ON WOMEN FOR LEADING PUBLIC INNOVATION

Chair: **Ada Scupola.** Roskilde University

A dialogue with:

Paz Sánchez. Spanish Women for Public Innovation Association

Mary Feeney. Professor of ethics in public affairs Arizona State University and author of "Power in Editorial Positions: A Feminist Critique of Public Administration"

Tuija Hirvikoski, President Of EnOLL (European Network Of LivingLabs) (tbc)

15:15 PARALLEL PROGRAM

Track 1: VALUE co-creation in public services
　　　Session 2. Challenges for public value cocreation
Track 2: Service INNOVATION and innovation ecosystems in services
　　　Session 3. Innovation Networks
Track 3: DIGITAL transformation in public services
　　　Session 2. Local digital
Track 5: Service DESIGN and co-creation methods for services
　　　Session 2. Public cases
Track 6: Living LABS and co-creation spaces for services
　　　Session 1. Case studies on Labs (I)
Track 7: Servitization, smart services and Industry 4.0 (SERVIT)
　　　Session 4
MISCELANEA (in Spanish) Sesión en español
Track 9: New paths in services research: digitalization and jobs (PATHS)
　　　Session 4. PATHS. Towards social research
Track 10 Practitioners: Policy actions and cases for public sector transformation (PRACTICE)
　　　Session 3. Developing economies

16:30 PLENARY – 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 RESER LIFETIME ACHIEVEMENT AWARD TO PROF. MARJA TOIVONEN, Aalto University

Introduced by Markus Scheuer. RESER president
and **Jon Sundbo**. Roskilde University

RESER FOUNDERS´PHD AWARD
Introduced by Marie-Christine Monnoyer. ICT Toulouse, France
and **Estíbaliz Hernández**. Mondragon University

18:30 CLOSE

08:00 **PLENARY RESER-SFS SPECIAL SESSION ON:** *Cross-cultural aspects of digitalization and service innovation* (joint session with Society for Serviceology)

Chairs: **Kentaro Watanabe**. National Institute of Advance Industrial Science and Technology (AIST), Japan
and **Marja Toivonen.** Aalto University, Finland

Spring Han. Kyoto University, Japan

Walter Ganz. Fraunhofer Institute, IAO, Germany

Kirsi Hyytinen. VTT Technical Research Centre of Finland, Finland

08:00 **PARALLEL PROGRAM**

Track 1: VALUE co-creation in public services
Session 3. The territorial and social dimension

Track 2: Service INNOVATION and innovation ecosystems in services
Session 4. Gender issues & social enterpreneurship

Track 3: DIGITAL transformation in public services
Session 3. Artificial intelligence open data

Track 4: Measuring value co-creation and innovation in services (METRICS)
Session 1

Track 5: Service DESIGN and co-creation methods for services
Session 3. Framework

Track 6: Living LABS and co-creation spaces for services
Session 2. Labs and value cocreation

09:30 **PLENARY COVAL SESSION.** *New avenues on public service innovation*

Chair: **Paul Windrum.** University of Nottingham, UK

"Public Innovation"

Marja Toivonen. Aalto University, Finland

Faïz 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

Faïz Gallouj, on networks for social innovation. University of Lille, France

09:30 **PARALLEL PROGRAM**

Track 3: DIGITAL transformation in public services
Session 4. Digital transformation cases

Track 5: Service design and co-creation methods for services
Session 4

Track 10: Practitioners: Policy actions and cases for public sector transformation (PRACTICE)
Session 4. Design, data and health

11:15   PLENARY – SPECIAL SESSION "MEETING THE EDITORS"

RESER Session A): *Innovation and services journals*

Chair: **Faïz Gallouj.** *European Review of Service Economics and Management*

> **Maria Savona.** Editor of *Research Policy*
> **Levent Altinay.** Editor of the *Services Industries Journal*
> **Faïz Gallouj.** *European Review of Service Economics and Management*

Special Issue in Foresight and STI Governance: new directions for KIBS and KIBS research

Guest editors:

> **Ian Miles.** University of Manchester
> **Veroniuka Belousova.** ISSEK, Higher School of Economics, Moscow

COVAL Session B):*Public administration journals*

Chair: **Stephen Osborne**. Editor of *Public Management Review*

> **Stephen Osborne**. Editor of *Public Management Review*
> **Anders Ryom Villadsen.** *Journal of Public Administration Research and Theory*
> **Paolo Roberto Graziano**. Editor of *Governance*

Special Issue at Administrative Sciences. Insights on value co-creation in the public sector

Guest editors:

> **Luis Rubalcaba**
> **Kirsty Strokosch**
> **Maria Røhnebæk**
> **Anne Vorre Hansen**
> **Christine Liefooghe**

11:15   SPECIAL SESSION: *Innovation procurement in Europe and the Procure2Innovate Network*

> **Marlene Grauer.** International Project Manager - KOINNO, German Competence Centre for innovation procurement
>
> **Beatriz Torralba.** Innovation Procurement Office CDTI, Spanish Ministry of Science and Innovation - Spanish Competence Centre for innovation procurement
>
> **Rolf Zeldenrust.** Senior Advisor Innovation Procurement - PIANOo, Dutch Competence Centre for innovation procurement
>
> Facilitated by ICLEI - Local Governments for Sustainability

11:15   PARALLEL PROGRAM

Track 1: VALUE co-creation in public services
> Session 4. Business vs Public Cocreation

Track 2: Service INNOVATION and innovation ecosystems in services
> Session 5. Resources cases

Track 3: DIGITAL transformation in public services
> Session 5. Digital capacities

Track 4: Measuring value co-creation and innovation in services (METRICS)
Session 2

Track 5: Service DESIGN and co-creation methods for services
Session 5. Health

Track 6: Living LABS and co-creation spaces for services
Session 3. Case studies on Labs (II)

Track 7: Servitization, smart services and Industry 4.0 (SERVIT)
Session 5. Artificial intelligence and industry 4.0

Track 10 Practitioners: Policy actions and cases for public sector transformation (PRACTICE)
Session 5. Co-creating public services

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
Zahid Hasnain. Global Lead on Public Institutions Reform, the World Bank Group
Carlos Santiso. Director for the Digital Innovation in Government Department
Francisco Velázquez. CLAD

15:30 COFEE 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.** Center for The Business of Government. IBM Global, US

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
Charlotte van Ooijen. The Lisbon Council

17:00 POLICY AND RESEARCH AGENDA

17:30 CLOSING SESSION AND PRESENTATION OF THE NEXT RESER CONGRESS

PRESENTATIONS

Track 1: VALUE co-creation in public services	
Thursday, 21st January 2021	**Friday, 22nd January 2021**

VALUE_Session 1. Value cocreation and participation **11:30 – 12:45** **Chair: Rolf Ronning**	**VALUE_Session 3. The territorial and social dimensión** **08:00 - 09:30** **Chair: Metka Stare**
Co-creation and co-destruction of value in public services – A struggle between conflicting interests Magnussen, Siv; Rønning, Rolf	**Students' and parents' co-production in compulsory education: insights and challenges for public services** Díaz-Fuentes, Daniel; Fernández-Gutiérrez, Marcos
Value creation through intrinsic participation: the importance of context Strokosch, Kirsty; Osborne, Stephen; Zhu, Edwina Yida	**From City to City-as-a-Service exploring the transformation through the lenses of servitization and service-dominant logic** Viljakainen, Anna; Hyytinen, Kirsi; Toivonen, Marja
Levers of citizen participation in co-creation Zadra-Veil, Cathy, Fragny, Benjamin	**Organizations CSR strategies: A long-run sustainability value creation model** Moreno, Manuel; Mañas, Elena; Montes, Óscar René; Fernández, Beatriz
Radical value co-creation in public services: A Pragmatist case Kaszynska, Patrycja	**Social innovation in extreme institutional contexts: a case study of Non-government organization in Palestine** Morrar, Rabeh; Sofiane Baba
VALUE_Session 2. Challenges for public value cocreation **15:15 – 16:30** **Chair: György Drotos**	**VALUE_Session 4. Business vs Public Cocreation** **11.15 – 12:30** **Chair: Jakob Mickelsson**
Political and Cultural Determinants of Public Sector Innovation and Value Co-creation. The Case of Hungary Drótos, György; Miklós, Rosta	**Co-creation challenges in public sector - what can we learn from private sector?** Lindland, Kristiane Marie Fjaer
Interactive value formation: exploring the literature on the side dark of the service experience from the perspective of value co-destruction, (VCD) Silva Farias, Josivania; Calhau Codá, Renato; Freitas, Dias, Gilmara; Celis Leon, Andrea; Oliveira Militão, Luciana; Miranda Martins, Isabela	**Transformation towards service(s) in Public Research and Technology Organizations** Viljakainen, Anna; Hyytinen, Kirsi; Toivonen, Marja
The evolution of public management at the Spanish National Health System García-Goñi, Manuel	**The Continuing Evolution of Value Research in Service Marketing** Mickelsson, Jacob; Medberg, Gustav
Understanding the Dynamics and Challenges of Multi-Actor Collaborations in the Co-creation of Public Value Yuan, Qianli; Gasco-Hernandez, Mila; Gil-Garcia, J. Ramon	**Value co-creation and innovation: the case of Portuguese firms** Madeira, João Pedro; Torres, Preto Miguel

Track 2: Service INNOVATION and innovation ecosystems in services

Thursday, 21st January 2021	Friday, 22nd January 2021

INNOVATION_Session 1. Social innovation

11:30 – 12:45

Chair: Celine Merlin-Brogniart

A European state-of-the-art of Public Service Innovation Network for Social innovation

Merlin-Brogniart, Céline; Fuglsang, Lars; Magnussen, Siv; Peralta, Alberto; Rønning, Rolf; Scupola, Ada

The role of the State in the emergence and scaling-up process of social innovation networks

Rosta, Miklós; Merlin-Brogniart, Céline; Katona, Márton; Liefooghe, Christine

Social innovation impacts in European public administrations

Rubalcaba, Luis; Gallouj, Faïz; Merino, Fernando; Katona, Marton

Social Innovation in Active Mobility Public Services

Stuchi, Silvia; Paulino, Sonia

INNOVATION_Session 2. Innovation for management

13:30 – 15:00

Chair: Marja Toivonen

Value co-creation and impacts in service ecosystems

Hyytinen, Kirsi; Nousiainen, Anu; Toivonen, Marja

A Conceptual Framework for Consumer Inventory Management Services

Heumann, Christian

"Platforming": a historical perspective of designing and delivering innovative logistical services

Paché, Gilles

Innovation in Public Services. Mexico transformation of government's policies 2019-2020

Corona-Treviño, Leonel; Camacho, Alexis

INNOVATION_Session 3. Innovation Networks

15:15 – 16:30

Chair: Faiz Gallouj

Collaborating for social innovation in public services: public service innovation networks for social innovation (PSINSIs)

Gallouj, Faïz Desmarchelier, Benoît; Djellal, Faridah

Public Service Innovation Network for Social Innovation: A european overview

Merlin, Celine; Fuglsang, Lars; Katona , Márton; Magnussen, Siv; Peralta, Alberto; Rønning, Rolf; Rosta, Miklós; Scupola, Ada

Modelling public networks for collaborative social innovation: a quantitative exploration of the employment and social public services

Peralta, Alberto; Rubalcaba, Luis

Network Co-production of Public Service: Interaction of Multiple Agents in Digital Platforms of the European Union and Brazil

Oliveira Militão, Luciana; Celis Leon, Andrea Juliet; Miranda Martins, Isabela; de Freitas Dias, Gilmara Aparecida; Calhau Codá, Renato

INNOVATION_Session 4. Gender issues & social entrepreneurship

08:00 – 09:30

Chair: Ada Scupola

Power, participation and public service innovation funding: findings from 'Gender and Nesta's Innovation Support'

Callaghan, Robert; Lewis, James

Women's innovation in European public administration

Suárez, Cristina; Scupola, Ada; Bazah, Naja; Polo, Laura; Solano, Ernesto; Rubalcaba, Luis

Thanks but no thanks - an empirical analysis on the role of middle managers and their experiences with social entrepreneurship in a public organization

Isaksen, Kjersti

Social Entrepreneurs – The motor behind public service innovation networks for social innovation?

Hansen, Anne Vorre; Gallouj, Faïz; Fuglsang, Lars; Scupola, Ada

INNOVATION_Session 5. Ressources cases

11:15 – 12:30

Chair: Marie-Christine Monnoyer

FASTER Project: development of innovation in rescue tehcnologies for international disasters

Cintora Sanz, Ana María; Gomez de la Oliva, Soledad; Ruiz Palomino, Julio; Aldea Reyes, Ana María; Izquierdo, Susana; Coll, Annika

Innovation in Designing Territorial Platforms for Elderly Homecare Services

Bourret, Christian; Depeyrot - Ficatier, Thérèse

Universities as strategic actors to decarbonise the economy

Monnoyer, Marie-Christine

The Configuration of Service Innovation Capabilities

Crispim, Rafael; Zawislak, Paulo

Track 3: DIGITAL transformation in public services

Thursday, 21st January 2021

DIGITAL_Session 1. Digital transformation framework
13:30 – 15:00
Chair: Ines Mergel

Digital transformation in the public sector: A systematic literature review and future research agenda
Dan, Sorin; Vancauwenberghe, Glenn

Understanding collaborative innovation in public sector: a case for increasing scholarship dialogue
Tangi, Luca; Marijn, Janssen; Vanini, Irene; Michele, Benedetti; Giuliano, Noci

Co-Value Creation and Digital Service Transformation: The case of Denmark
Scupola, Ada; Mergel, Ines

DIGITAL_Session 2. Local digital
15:15 – 16:30
Chair: Christine Liefooghe

Social media in local governments: Comparing determinants of adoption and use across multiple platforms
Yuan, Qianli; Gasco-Hernandez, Mila; Gil-Garcia, J. Ramon

Uncovering the intertwined nature of collaborative processes and structures in the digital transformation of state governments
Gasco-Hernandez, Mila; Gil-Garcia, J. Ramon; Luna-Reyes, Luis

Government strategies used in the development of citizens competencies to complete the income tax return in E-Gov
Silva Farias, Josivania; Freitas Dias, Gilmara; Miranda Martins, Isabela; Celis Leon, Andrea; Oliveira Militão, Luciana; Calhau Codá, Renato; Martins Cruz, Geisa

The digital transformation of French public services: from the government to local public agents. Tools, methods and limits
Liefooghe, Christine

Friday, 22nd January 2021

DIGITAL_Session 3. Artificial Inteligence open data
08:00 – 09:30
Chair: Rannveig Roeste

AI, data scientists and wicked problems: a case study of collaborative teams in the Norwegian Labour and Welfare Administration
Roeste, Rannveig; Bjoerkquist, Catharina

City apps: A contribution to the fluidification of the digital administration information system
Mercier, Silvie; Meyer, Claudie; Bourret, Christian

The impact of blockchain in the public sector: a Systematic review
Cagigas, Diego; Clifton, Judith; Díaz-Fuentes, Daniel; Fernández-Gutierrez, Marcos

DIGITAL_Session 4. Digital transformation cases
09:30 – 11:15
Chair: Francisco Mureddu

Understanding How BOSA's DG DT is Implementing Digital Transformation within the Belgian Federal Government
Lepzczynki, Stéphanie; Mureddu, Francesco

Lights and shadows in the development and implementation of the National Platform for Data Verification
Eusamio Mazagatos, José Antonio; Fraile, Máximo

Doctor On Demand: Finnish Patients' Experiences of Online Medical Video Consultations
Medberg, Gustav

DIGITAL_Session 5. Digital capacities
11:15 – 12:30
Chair: Greta Nasi

Building government capacity through co-production. Evidence from a case of digital transformation
Oprea, Natalia; Nasi, Greta

Effectiveness of flexible working arrangement as a form of digital transformation from the perspective of government officials
Sirait, Emyana Ruth Eritha; Nugroho, Badar Agung

Getting non-profit organizations fit for digital transformation
Freitag, Mike; Ganz, Walter; Hämmerle, Oliver

Track 4: Measuring value co-creation and innovation in services (METRICS)

Friday, 22nd January 2021

METRICS_Session 1

08:00 – 09:30

Chair: Matthieu Belarouci

Efficiency of judicial conciliation activities in French courts: Evidence from a bad-output Data Envelopment Analysis (DEA) framework

Belarouci, Matthieu

Effect of strict graders on service scoring: An analysis with mystery shopper's data

Sasaki, Kohei; Hiroki, Takahashi; Nariaki, Nishino; Takeshi, Takenaka; Hiroshi, Nishikori

Basic payment accounts: an analysis of the transparency performance of financial institutions in Spain

Fernández-Olit, Beatriz; González Sanz, Gloria; Sierra Martín, Óscar; Ortega Díaz, Elena

METRICS_Session 2

11:15 – 12:30

Chair: Annaflavia Bianchi

Measuring Public Innovation in Europe.

The STARPIN Methodology

Bianchi, Annaflavia; Marin, Giovanni; Zanfei, Antonello

Human-centered co-evaluation method to support the renewal of public education

Hyytinen, Kirsi; Saari, Eveliina; Franstsi, Valtteri

The Educational and social impact of science museums.

The case of the Granada science park

Martín Segura, José Aureliano

The effects of user co-creation on innovation outcomes in the public sector: a QCA analysis of survey data

Jørgensen Nordli, Anne; Arundel, A.: Miklós, Rosta; Márton Tamás, Katona

Track 5: Service DESIGN and co-creation methods for services

Thursday, 21st January 2021

DESIGN_Session 1. Business & ecosystems
13:30 – 15:00
Chair: Markus Warg

Why co-creation in service ecosystems needs an architectural view
Warg, Markus; Deetjen, Ulrike

The co-creation strategy adapted to the type of service
Karim, Elasri; Arbia, Chatmi

A systems approach to understanding creative Innovation in gastronomy services
Cordeiro, Cheryl Marie; van Hal, Jaap W

DESIGN_Session 2. Public cases
15:15 – 16:30
Chair: Sami Kauppinen

Service design method in co-creation of public services on example of a polish pilot project representing the CoSIE project
Misniakiewicz, Anna

The changing role of healthcare professionals in the public services sector co-creation process
Kauppinen, Sami; Satu, Luojus; Elina, Kesäniemi

Friday, 22nd January 2021

DESIGN_Session 3. Framework
08:00 – 09:30
Chair: Maria Røhnebæk

Public Service Logic and Service Design - Value propositions through framing
Røhnebæk, Maria; Yida, Zhu; Francois, Valerie; Peralta, Alberto; Kiss, Norbert

Quick and dirty: misuse of design thinking and UX design in public action transformation. Lessons from State, regional or metropolitan administrations in France
Liefooghe, Christine; Garry, Olivier; Ramon-Daré, Marie

Caught in the middle: Frontline employees ambivalent role in service design
Bast, Ane; Engen, Marit; Røhnebæk, Maria

The organizing of the co-design process underlying assumptions and mechanisms: A conceptual framework and a research agenda
Lundesgaard, Daniela; Högström, Claes

DESIGN_Session 4
09:30 – 11:15
Chair: Norbert Kiss

Co-creation, power and democracy
Lindland, Kristiane Marie; Selvig, Therese

Catalysing systems thinking through service design doing
Wetter-Edman, Katarina

Service Design and Learning Experience Development in Higher Education
Fazekas, Nóra; Kiss, Norbert; Baráth, Tibor

Co-designing the client's civic queuing experience based on human ethology: the challenges of welcoming the homeless in a social public institution in Geneva
Fragniere, Emmanuel; Gouédard, Isis; Girard, Philippe; Reymond, Antonin

DESIGN_Session 5. Health
11:15 – 12:30
Chair: Marianne Storm

Home-living elderly´ experiences with eHealth technologies in care coordination: How the design thinking perspective can help
Fjellsaa, Hilde Marie H.; Storm, Marianne

User-testing and co-designing a mobile application for self-management of serious mental illness and service integration
Storm, Marianne; Fjellsaa, Hilde Marie H.; Skjearpe, Jorunn N.; Fortuna, Karen L.; Myers, Amanda

User-centered design in a school-based health education program
Kiss, Norbert; Boros, Judit; Drótos, György; Fazekas, Nóra; Révész, Éva

Scenario-Based Design Process for Digital Technology Assisted Service System
Tsunetomo, Kaito Watanabe, Kentaro; Kishita, Yusuke

Track 6: Living-LABS and co-creation spaces for services

Thursday, 21st January 2021

LABS_Session 1. Case studies on Labs (I)
15:15 – 16:30
Chair: David Gago

Living labs in response to the tensions of the circular economy
Fragny, Benjamin; Zadra-Veil, Cathy

Data-Driven Journalism Living Lab: Concepts and Challenges
Mantziari, Despoina; Sidiropoulos, Efstathios; Bratsas, Charalampos; Konstantinidis, Evdokimos; Dimoulas, Charalampos; Veglis, Andreas

Inception, activities and performance of Spanish living labs: a comparative approach
Gago, David; Rubalcaba, Luis

Social innovation in coordination of health services for people with serious mental illness
Skjaerpe, Jorunn Naerland; Storm, Marianne

Friday, 22nd January 2021

LABS_Session 2. Labs and value cocreation
08:00 – 09:30
Chair: Lars Fuglsang

Living Labs as a method for value co-creation
Haug, Nathalie; Mergel, Ines

Living labs as a path to public innovation and co-creation
Fuglsang, Lars; Hansen, Anne Vorre

Co-creating public services and policies leveraging on the opportunities provided by Living Labs
Magistretti, Stefano; Dell'Era, Claudio; Galasso, Giovanna; Garbasso, Giorgio; Lotti, Roberta; Senatore, Giancarlo

LABS_Session 3. Case studies on Labs (II)
11:15 – 12:30
Chair: Christine Liefooghe

Smart Campus Initiative: The Campus Approach to Living Labs and Co-creative Service Innovation
Prochazka, Veronika; Handrich, Melanie; Feike, Maximilian; Bienzeisler, Bernd

Simulating the social learning and innovation of living labs and social hackathons: the Living lab simulator
Peralta, Alberto; Rubalcaba, Luis

Living labs business models in France
Fasshauer, Ingrid

Living Labs and cocreation for new public services: the territorial dimension matters. The case of French metropolitan or regional Living Labs
Liefooghe, Christine

Living Labs as Co-Creation Environments for Value-Creating Public Services: The Case of Turkey
Sevinc Cubuk, Ecem Buse; Karkin, Naci

Track 7: Servitization, Smart services and Industry 4.0 (SERVIT)

Thursday, 21st January 2021

SERVIT_Session 1. Servitization
10:15 – 11:30
Chair: Luna Leoni

Data management for servitization: a new framework for manufacturing companies
Adrodegari, Federico; Saccani, Nicola; Janković, Anja

How are B2B Services Co-created? An Investigation of Servitizing Manufacturing Firms
Bakir, Lisa; Loohuis, Raymond; Nieuwenhuis, Lambert

SERVIT_Session 2. Digital servitization
11:30 – 12:45
Chair: Luna Leoni

Designing digital services through human-centred service design in the servitization context. A practical case in the packaging manufacturing industry
Uranga, Maitane; Iriarte, Ion

Drivers and barriers of digital servitization: Evidence from the textile manufacturing industry
Rösler, Jonathan; Sironi, Olga; Kalbaska, Nadzeya; Friedli, Thomas

Digital Transformation and Servitization in Offshore Wind Industry - Learnings from private sector (Ørsted A/S)
Møller, Jørn

Dynamic capabilities and (digital) servitization
Leoni, Luna; Chirumalla, Koteshwar

SERVIT_Session 3. Value co-creation
13:30 – 15:00
Chair: Liudmila Bagdoniene

Value co-creation in service innovation: how the firm can enable the client
Geguzyte, Gintare; Bagdoniene, Liudmila

Opportunities for Value Creation Enabled by Data Economy - Study in Five Domains
Korhonen, Heidi, Valtanen, Kristiina; Rantala, Tuija

Generating unique selling propositions through digital business innovations in SME especially crafts
Strina, Giuseppe; Said, Christophe; Özdemir, Feriha

SERVIT_Session 4
15:15 – 16:30
Chair: Liudmila Bagdoniene

Uncovering the possibilities of modularity by service system decomposition: the case of Public Employment Services
Dociūtė, Guoda; Bagdonienė, Liudmila

Patterns of Service Co-production: Evidence from KIBS-Clients Interactions.
Chichkanov, Nikolay

The cost of data lifecyle in the development process of after-sales industrial services
Mendizabal, Gorka; Castellano, Eduardo; Galfarsoro, Gurutz

Friday, 22nd January 2021

VALUE_Session 5. Artificial inteligence and Industry 4.0
11:15 – 12:30
Chair: Tiziana Russo

Artificial Intelligence in Smart Service Systems: A structured Quality Approach
Neuhüttler, Jens

Chatbots to enact value propositions
Russo Spena, Tiziana; Mele, Cristina; Tregua, Marco; Ranieri, Angel

Human-Centred Design in the context of Servitization in Industry 4.0. A Collaborative Approach
Nguyen Ngoc, Hien; Ganix, Lasa; Iriarte, Ion

Track 8: Services globalization and trade; Economic geography of services

Thursday, 21st January, 2021

GLOBAL_Session 1. Territorial
13:30 – 15:00
Chair: Pedro Costa

Public Choice and Decentralised Health Service Delivery in Lesotho: Assessment of views of service providers and users
Dick-Sagoe, Christopher

Recent developments in integration for services
Smith, Peter M

Challenging the measurement of value in cultural activities: a framework for territorial impacts assessment
Costa, Pedro

MISCELANEA (IN SPANISH) SESIÓN EN ESPAÑOL
15:15 – 16:30
Chair: Elena Mañas

Transformación Regional del Sector Terciario de la Economía, a partir de la Gestión del Turismo Rural Vivencial; Caso de Monterrey de San Carlos, Costa Rica, 2019-2020
Espinoza Góngora, José Ramón

Programa para la prevención, detección y actuación coordinada municipal ante la violencia de género más seguras, más iguales
Iniesta Pérez de Gracia, Elisa; Julián Edo, Ana María

Internationalization of the Knowledge Intensive Services "the Born Global Firms": mixed methods approach
Martos Martinez, Clara Belén; Muñoz Guarasa, Marta

Track 9: New paths in services research: digitalization and Jobs (PATHS)

Thursday, 21st January 2021

Session 1_PATHS. Marketing and Experience
10:15 – 11:30

Chair: Jean Philippe

Customer's experience of sharing hosting platform services: How to explain their intention to rebuy?

Bertrand, Daisy; Léo, Pierre-Yves; Philippe, Jean

Extending the influence of Brand Image, Service Quality, Patient Satisfaction on Loyalty with an Importance-Performance Map Analysis

Vimla; Udita, Taneja

Employer branding in times of sustainability and digitalization

Holzweber, Markus

Problems in Services Marketing

Holzweber, Markus

Session 2_PATHS. Trends in KIBS
11:30 – 12:45

Chair: Veronika Belousova

Artificial Intelligence (AI) in knowledge services and self-service (insourcing)

Sundbo, Jon

Sectoral consumption of KIBS services consumed across EU countries

Belousova, Veronika; Miles, Ian; Chichkanov, Nikolay; Kuzmin, Gleb

Sourcing great talent in the tourism industry

Hartleif, Lukas; Holzweber, Markus

Explanation of pressure against digital transformation in legal services

Gnusowski, Marek; Lawrynowicz, Maciej; Durczak, Krzysztof

Session 3_PATHS. Public and network services
13:30 – 15:00

Chair: Takeshi Takenaka

The Reason why Public Services Lag Behind the Private Sector in Terms of Sustainable Development (SD): An Exploratory Research Conducted in the Swiss Service Economy

Fragniere, Emmanuel; Dubosson, Magali; Rochat, Denis

Employee Health and Business Performance: A comprehensive approach with questionnaire survey to companies and economic lab experiments

Nishino, Nariaki; Takenaka, Takeshi; Gu, Jiewen

Small museums digitalisation: evidence from Italy

Leoni, Luna; Cristofaro, Matteo

Session 4_PATHS. Towards social research
15:15 – 16:30

Chair: Javier Reynoso

Exploring the co-creation of services in informal micro-businesses at the Base of the Pyramid

Cabrera, Karla; Reynoso Javier

Market Services Innovations Networks (MSINs):

Enriching the Network Lineage in Innovation Studies

Gallouj, Faïz; Desmarchelier, Benoît; Djellal, Faridah; Gallouj, Camal

Characteristics of cities and social entrepreneurship

Desmarchelier, Benoit; Djellal, Faridah; Gallouj, Faïz

Track 10: Practitioners Policy actions and cases for public sector transformation
(PRACTICE)

Thursday, 21st January 2021	Friday, 22nd January 2021

PRACTICE_Session 1. Education
10:15 – 11:30
Chair: Esteban Romero

Student-driven innovation- A driver for professional learning?
Stalheim, Odd Rune

NEXUS24 "Trousers" or the double innovation funnel model at Universitat Politècnica de Catalunya
Ferrer-Balas, Didac; Lazzerini, Ginevra Marina; Losantos, Pere; Rosas-Casals, Martí

Laboratory 717 - A platform to promote participation and democratic innovation in Andalusia
Romero-Frías, Esteban

The Effect of Sustainability in Older Talent's Career Development (in the case of Lithuanian Public Service Providers)
Vilčiauskaitė, Birutė

PRACTICE_Session 2. Municipal challenges
13:30 – 15:00
Chair: Wiltrud Terlau

Urban Risks and Challenges – Assessments of Transformation Paths and the Contribution of Social Innovations for a Resilient, Sustainable City
Terlau, Wiltrud

The merger of municipalities the most priority innovation in the administrations of Spain
Fraile, Maximo

From an Open Government to an Open State: Cross-Sector Collaboration and Innovation to Improve Government Services at the Municipal Level in Costa Rica?
Iriani, Rodrigo; Vega, Angelica

PRACTICE_Session 3. Developing economies
15:15 – 16:30
Chair: Alex Cavalcante

Learning from South America's New Innovator — Paraguay
Foster, Isabelle

Public Sector Reform in Brazil: changing human capital policies
Cavalcante Alves, Alex

PRACTICE_Session 4. Data, design and health
09:30 – 11:15
Chair: Gerhard Embacher-Köhle

Data Analytics for Citizens and Member States
Mureddu, Francesco; Vassilios, Peristeras; Osimo, David

Designing the future governmental Business Service Portal of Austria with Entrepreneurs
Embacher-Köhle, Gerhard; Lukas, Bernhard

CO-Creating Public Value through an integrated healthcare system
Guerra, Igone; Barandiaran, Xabier

Framing Value Based Healthcare in Practice
Spurrell, Mark

PRACTICE_Session 5. Co-creating public services
11:15 – 12:30
Chair: Francesco Molinari

Design thinking, local public policy and the "new normal"
Molinari, Francesco

Humanising the system - Using the knowledge of lived experience to co-create public services
Trowbridge, Hayley; Willoughby, Michael

Futureproof governance is about co-creation
Cherroud, Karim; Bambust, Fran

"The Suministro Inmediato de Información (SII) in the electronic management of the Spanish Value Added Tax (VAT): analysis and international comparison"
Camilo Lebón y Rocío Sánchez-Lissen

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