

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
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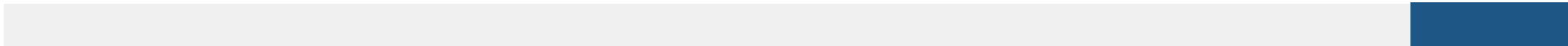
New services – New jobs

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 Schletz, Mr Rudolf Fischer, Dr Anne-Sophie Tombei #4 Making business model co-creation more efficient	Dr Daisy Bertrand, Dr Pierre-Yves Léo, Prof Jean PHILIPPE #5 Peer to peer service platforms a new way for service internationalization? Insights from the accommodation sector.	Dr Marialuisa Marzullo, Dr Adriana Carotenuto #11 Artificial Intelligence and Machine Learnig: Holobotics Experience Model	
	Mr Morten Boesen, 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 Faïz Gallouj #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 Gliem, Ms Magdalena Stuebner, Ms Milena 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	Clasroom #1	Clasroom #2	Clasroom #3	Clasroom #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	Dr Benoît Desmarchelier, Prof	Prof Metka Stare, Prof	Ms Veronika Belousova, Ms	



Mattias Elg, Dr Erik Eriksson, Prof Árni Halldórsson, Dr Susanne Gustavsson #19 New roles in healthcare services resulting from increased patient involvement

Faridah Djellal, Prof Faïz Gallouj #10 Innovation in Public Services in the Light of Public Administration Paradigms and Service Innovation Perspectives

Andreja Jaklic, Mr Klemen Knez #24 Is international trade in services changing the position of CEECs in GVC?

Dzhamilya Abuzyarova, Ms Zhaklin Krayushkina, Ms Yulia Lonshcikova, 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 Røhnebak #20 Transforming and Cocreating Dementia care

Mr Gard Ringen Høibjerg #12 The Use and Abuse of Vegetational Concepts and Terms Revisited: Rethinking Service Systems and Service Ecosystems

Prof José Aureliano Martin #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 Zeghni #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 #57 Workforce Trends in Health Care Services

Dr Jørn Møller #41 Digitalization and Servitization in the Offshore Wind Industry

15:30 Coffee break

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16:00

16:00 Parallel

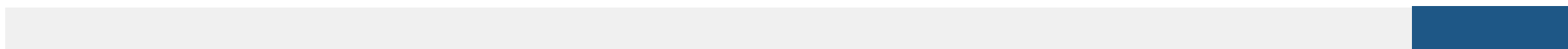
Classroom #1

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 (SECI) to counter growing incivilities and impatience of end users through a human risk framework dedicated to front-liners	Dr Céline Merlin-Brogniart #15 Social innovation networks, co-creation and innovation dynamics: the case of civic service projects	Dr Dioni Elche, Dr Ángela Martínez-Pérez, Dr. Pedro M. García-Villaverde #67 Social capital and market dynamism as determinants of pioneering orientation	Prof Andrew Jones, Prof Patrik 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 Berdeaux #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 Liudmila Bagdoniene #22 Does resource scarcity encourage co-located organizations to cooperate in co-creating service innovation?	Dr Davide Consoli, Dr Dioni Elche, Dr Mabel Sanchez-Barrioluengo #68 From brawn to brains: manufacturing-KIBS interdependency	Dr Clara Belén Martos Martínez, Dr Marta Muñoz Guarasa #47 Importance of Intellectual Capital for KIS to be Born Global since its creation: Mixed Methods Approach	
		Dr Oscar Montes Pineda, Prof Faïz Gallouj, Prof Luis Rubalcaba Bermejo #39 Social Innovation and Educational Services		Mr Manik Batra, Udit Taneja #49 Perceived Service Quality and Patient Satisfaction: A Study of Hospitals in a Developing Country	
17:30 –	Parallel Sessions IV	Clasroom #1	Clasroom #2	Clasroom #3	Clasroom #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 Martin 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 Wenxiu Li #45 Ridesharing and Air Pollution: Evidence from Didichuxing	Prof Maria Colurcio, Dr Fabiola Sfodera, Prof Isabella Mingo, Prof Alberto Mattiacci #34 Service Ecosystem design: the role of technology	Dr Marco Tregua, Dr Cristina Caterina Amitrano, 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 Kaija Villman #37 From lifelong earning to lifelong meaning – Perspectives to lifelong learning and sustainable careers of women in service businesses
	Mrs Charlotte Feraille, Dr Claudie Meyer, 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 Colurcio, Prof Bo Edvardsson, Dr Monia Melia #58 Fuelling Novel And Sustainable Service Ecosystems: The Orchestrating Role of Engagement Platforms	Dr Mervi Rajahonka, Mrs Kaija Villman #38 A Maturity Model for Service Development for SMEs
19:00	2020	Location		
–	Presentation			
19:15	Conference:			

Prof. Luis  
Rubalcaba

19:15 End of session's  
day 1

19:30 City walk Meeting point

21:30 Social activity: Meeting point  
Ceuta Research  
Institute / Ceuta  
City Hall

FRIDAY 09/13/19

8:30 – Parallel  
10:00 Sessions IV

Clasroom #1

Clasroom #2

Clasroom #3

Clasroom #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 Laugesen #63  
Developing E-government solutions in  
Denmark – balancing public/private and  
civic/customer perspectives

Dr Benoît Desmarchelier, Prof  
Faridah Djellal, Prof Faïz  
Gallouj #51 Mapping Social  
Innovation Networks

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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

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10:00 Coffee break

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10:30

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10:30 Round table:  
– Services and  
12:00 the future of the  
workforce

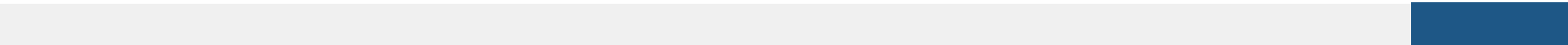
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Chair: Marie-  
Christine  
Monnoyer  
(Doyen de la  
Faculte de Droit  
en Institut  
Catholique de  
Toulouse –  
RESER Council  
and Founder  
Member)

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Joaquin Nieto  
(Head of the

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ILO office in  
Spain)

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Alexander  
Sheltz (Team  
Service  
Business  
Innovation –  
Fraunhofer  
Institut für  
Arbeitswirtschaft  
und  
Organisation –  
IAO)

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Olaf  
Johannsmann  
(Plant Manager  
– KNAUF  
Spain)

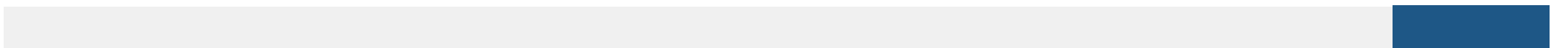
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Guillermo  
Martínez  
González (  
Financial  
Controller and  
Solutions  
Leader for  
Health Systems,  
Philips Iberia)

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12:00 Keynote  
– speaker  
13:30

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Jorge Casilla,  
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 Lunch  
–  
14:30

14:30 Parallel  
– Sessions V  
16:00

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 Gliem, Ms Magdalena Stuebner, Prof Camal Gallouj #70 Multi-service urban digital platforms as a system of systems to support the advent of smart service

Dr Francisco Rejón-Guardia, Prof Guillermo Maraver-Tarifa #62 Measurement model proposal for the evaluation of teaching performance by the students according to the

Mr Christophe Said, Prof Giuseppe Strina, Dr Feriha Özdemir #64 Developing digital service systems innovations in SME especially crafts

systems for smart cities: What challenges on new ways of working?

conceptual framework of the dominant service logic theory.

Prof Tiziana Russo Spina #71 Nudging Innovation

Dr Martin Falk #65 Hotels benefit from stricter Airbnb regulations

Mr Pedro Costa, Ms Elisabete Tomaz, Ms Maria Assunção 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>a</sup> Trinidad Montes, Mr Gabriel Garcia-Parada #72 Entrepreneurial senior, option ou obligation?

Ms Estibaliz Hernandez Eleno, Ms Iñaki Fernandez #66 A multidimensional model to assess knowledge intensive business services (KIBS) firms' 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 Marilyne 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 Closing session.  
– RESER 2019  
16:15

16:15 Coffee break

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16:45

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16:45 General

– Assembly

18:30

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18:30 End of session's  
day 2

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19:30 City walk

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21:30 Gala Dinner

