

2018

SERVSIG PROCEEDINGS



Opportunities for Services in a Challenging World

June 14 – June 16, 2018

Paris

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SERVSIG CONFERENCE PROCEEDINGS 2018

PARIS

Opportunities for Services in a Challenging World

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Thursday, 14th June	
17:00	Registration <i>La Grande Arche - IESEG School of Management GB45</i>
18:00	Welcome Reception <i>La Grande Arche - IESEG School of Management GB44</i>
Friday, 15th June	
08:00	Coffee Break & Registration <i>GB45</i>
08:30	Welcome and Plenary Session I: Improving Service Experiences through Digitalization and Big Data <i>GR11</i> Chair: Werner Kunz Speakers: Arne De Keyser, Peter Ruchatz, Marianna Sigala
10:15	Coffee Break <i>GB45</i>
10:45	1A Special Session I: The feasibility of Virtual Doctor Appointments in a Nutshell <i>GB17</i> Chair: Anne Schmitz
10:45	The feasibility of virtual doctor appointments in a nutshell » Anne Schmitz, Ana M. Díaz-Martín, and María-Jesús Yagüe-Guillén
10:45	1.B Special Session II: Distance Frontline Employee - Customer Relationships: Towards a new Concept of Proximity in the Banking Room <i>GR01</i> Chair: Dalla Pozza Ilaria
10:45	Distance Frontline Employee - Customer Relationships: Towards a new Concept of Proximity in the Banking and Insurance Industries » Ilaria Dalla Pozza, Raphael Krivine, Karim Zemouli
10:45	1C B2B - Services Networks <i>GB16</i> Chair: Jonas Holmqvist
10:45	Antecedents and Measurement of Industrial Service Excellence in Manufacturing Companies » Christian Stadlmann, Doris Ehrlinger, Anna Biedersberger, David Tempelmayr, Stefan Mang, and Margarethe Überwimmer
11:15	An Approach to Elaborate Implicit Customer Service Needs for B2B IT Services Offerings » Nikhil Zope, Doji Lokku, Anand Kumar, and Jose Kumar Reddyogou

11:45	Who is the Real Value Facilitator? Facilitating value creation in business networks » Jonas Holmqvist, Aurélien Timbre, Christian Kowalkowski, and Christian Grönroos
10:45	1D Consumer Behavior in Services I <i>GB15</i> Chair: Alex Bolinger
10:45	How service deal popularity and star rating influence quality expectation toward online service deals » Karen Kao, Sally Rao Hill, Indrit Troshani, and Simon Kao
11:15	The outcome of surface acting: emotional dissonance or self-serving attribution? » Dana Yagil
11:45	Server Crying, Explanations, and Customer Tipping Behavior » Alex Bolinger and Tyler Burch
10:45	1E Customer Engagement I <i>GB18</i> Chair: Teresa Fernandes
10:45	Expanding the Customer Engagement Concept: The Role of Spiritual Engagement » Kieran D. Tierney, Ingo O. Karpen, and Jodie Conduit
11:15	Exploring the Practice of Collaborative Consumption » Hugo Guyader
11:45	Customer Engagement in Social Network Brand Communities: Drivers and Impact On Brand Loyalty » Teresa Fernandes and Ana Castro
10:45	1F Customer Experience I <i>GB19</i> Chair: Sheila Malone
10:45	On the definition of customer experience: Repackaging old concepts? » Larissa Carine Braz Becker
11:15	Creating positive emotional customer experience in luxury hotels » Szu-Hsin Wu and Yuhui Gao
11:45	Understanding the Customer Experience in Luxury Services: The Case of Ethical Tourism » Sheila Malone, Caroline Tynan, and Sally Mckechnie
10:45	1G Customer Misbehavior <i>GR02</i> Chair: Hannah Snyder
10:45	Consumer Misbehavior in a Veterinary Service Setting » Daina Nicolaou and Christos Theoris
11:15	The Haters Gonna Hate - Towards a Better Understanding of Consumer Roles in Online Bullying » Jan Breitsohl and Werner Kunz

11:45	The truth, the whole truth and nothing but the truth? Customer lies in the service encounter » Hannah Snyder, Lars Witell, Anders Gustafsson, and Janet R. McColl-Kennedy
10:45	1H Big Data Enabled Services <i>GR03</i> Chair: Linda Nasr
10:45	Challenges and Approaches for Product-Service-Transformation of SMEs » Jürg Meierhofer
11:15	Alexa - What's on my shopping list? Investigating consumer perceptions of voice-controlled devices » Sven Tuzovic and Stefanie Paluch
11:45	Frontline Technology Infusion: Conceptual Archetypes and a Future Research Agenda » Arne De Keyser, Sarah Köcher, Linda Nasr, and Jay Kandampully
10:45	1I Healthcare Service <i>GR07</i> Chair: Paul Patterson
10:45	The effects of passive innovation resistance on healthcare users: An analysis of the influencing factors. » Joshua K Salawu, Wafa Hammedi, Annick Castiaux, and Mohammad Nejad
11:15	Does Dr. Google Help? Patients' Online Health Information Search » Marta Lara-Quintanilla, Zelal Ates, Lola C. Duque, Jan H. Schumann, and Marion Büttgen
11:45	The Impact of Communications Style on Client Psychological Comfort in Healthcare Services » Paul Patterson and Rawi Roongruangsee
10:45	1J Service Dominant Logic <i>GR08</i> Chair: Sertan Kabadayi
10:45	Value Co-Destruction Consequences of Contextualized Interactions Between Online and Offline Deviant Behaviors: An Ecosystemic View » Loïc Plé and Catherine Demangeot
11:15	A Scaling Up Framework for Innovative Service Ecosystems: Lessons from Eatly and KidZania » Laura Di Pietro, Bo Edvardsson, Javier Reynoso, Maria Francesca Renzi, Martina Toni, and Roberta Guglielmetti Mugion
11:45	Delving into the role of different resources for value creation in the internal market » Achilles Boukis and Sertan Kabadayi
10:45	1K Service solutions and mobile applications <i>GB20</i> Chair: Mellina Terres

10:45	Servicelutionsinprofessionalservices-astudyoflawfirmsin Poland » Marek Gnusowski, Kristina Heinonen, and Johanna Frösén
11:15	So close yet so far? The impact of mobile app usage on psychological distance » Christoph Schmitz and Silke Bartsch
11:45	The importance of colors on trust: how colors influence on service mobile applications? » Mellina Terres, Leonardo Nicolao, Márcia Herter, and Diego Costa Pinto
12:15	Lunch <i>GB44</i>
12:15	Editorial Board Meeting Journal of Service Theory and Practice <i>GB20</i>
13:30	2A Special Session: Service Thinking: Perspectives and Applications <i>GR01</i> Chair: Russell-Bennett Rebekah
13:30	Service Thinking: Perspectives and Applications » Rebekah Russell-Bennett, Josephine Previte, Ray Fisk, Linda Nasr, Sidney Anderson, and Steven Rayburn
13:30	2B SERVSIG Best Dissertation Award <i>GB17</i> Chair: Thomas Baker Speakers: Leonard Mandl, Tobias Otterbring, Thomas Leclercq
13:30	2C Big Data - Customer Experience <i>GB16</i> Chair: Ritva Höykinpuro
13:30	Customer Experience (CX) Analytics: Big Data Approach to Analyse CX Data » Mohamed Zaki
14:00	Service-oriented Data Analytics: Connecting Data Analytics to Value Creation through Service Design » Chiehyeon Lim, Kwang-jae Kim, Min-jun Kim, Ki-hun Kim, and Paul Maglio
14:30	Service work is no longer where it used to be: Challenges to service-related HRM and service leadership » Ritva Höykinpuro
13:30	2D Value Co-Creation I <i>GB15</i> Chair: Javier Reynoso
13:30	Intellectual capital and its relation to employee innovative behavior: consumer value co-creation behavior as a moderator » chin shiu Huang, TZU-AN LIN, and Cindy Yunhsin Chou
14:00	Mitigating the Risks of Co-Creation by Integrating Empathy and Lived Experience in Service Design » Anna-Sophie Oertzen and Josina Vink

14:30	Social Capital and Value Co-Creation at the Base of the Pyramid » Ana Valdes-Loyola, Carlos Brambila Paz, Javier Reynoso, and Bo Edvardsson
13:30	2E Customer Experience II <i>GB19</i> Chair: Lerzan Aksoy
13:30	Trapped in a service encounter - Exploring customer lock-in perceptions during negative service experiences » Sabine Fliess and Maarten Volkers
14:00	The Digital Selling Experience: Consumer-to-Consumer E-Commerce » Mika Yrjölä, Hannu Saarijärvi, and Oskari Paakki
14:30	Pump Up the Volume: Understanding the Drivers of Word-of-Mouth Volume Across Industries » Timothy Keiningham, Roland Rust, Bart Larivière, Lerzan Aksoy, and luke williams
13:30	2F Customer Engagement II <i>GB18</i> Chair: Elina Jaakkola
13:30	Negatively-Valenced Customer Engagement in the Healthcare Context: The Construct, Antecedents, and Moderators » Niloofar Borghei Razavi, Cristiana Lages, and Rodrigo Perez Vega
14:00	Exploring Customer Engagement Marketing (CEM) and its impact on Customer Engagement Behaviour (CEB) » Esraa Karam and Matthew Alexander
14:30	How does engagement affect customer journeys and experience? » Elina Jaakkola and Matthew Alexander
13:30	2G Public and Non-Profit Services <i>GR08</i> Chair: Carolina Camén
13:30	Enabling transformative service encounters: Insights from inclusive arts workshops for people living with dementia » Pablo Escarate-Sanchez and Stephen Osborne
14:00	Conceptual Advancements of a Transformative Social Service Research Framework » Joerg Finsterwalder, Jeff Foote, Graeme Nicholas, Annabel Taylor, Maria Hepi, Virginia Baker, and Natasha Dayal
14:30	Implementation of a quality model in public care procurement: challenges and opportunities » Sara Dahlin and Carolina Camén
13:30	2H Service Employees I <i>GR02</i> Chair: Liliana Bove

13:30	Dysfunctional customer behavior, employee stress, and employee turnover: The moderating effects of employee embeddedness and cultural value orientation » Taeshikg Gong
14:00	LINKING EMPLOYEE AND CUSTOMER ENGAGEMENT BEHAVIORS IN SERVICE ENCOUNTERS: THE MEDIATION OF RELATIONAL ENERGY AND INTERACTION QUALITY » J. Chris Lin, Chih-Ying Chu, and Haw-Yi Liang
14:30	Distress, Casual Attributions and Coping: Explaining Aggression towards Health Care Workers » Liliana Bove and Simon Pervan
13:30	2I Norms in Services GR03 Chair: Hong Yuan
13:30	Understanding The intersection Between Exchange Norms and Donation Requests » Efua Obeng and Samuel Petros Sebhatu
14:00	The Interaction Effect of Norm Violation Type and Group Categorization on Consumer Reactions to Other-Customer Misbehavior in Service Industry » Chloe Y. QIU and Lisa C. Wan
14:30	The Impact of Changes to Tipping Norms at the Organizational Frontline: A Comparison of Pre-service and Post-service Tipping » Sara Hanson, Nathan Warren, and Hong Yuan
13:30	2J Service Operation Management and Supply Chains I GR07 Chair: Cansu Yildirim
13:30	Redefining the Service Triad for Sharing Services » Sooyun Kim and Sunmee Choi
14:00	The impact of service supply chain orientation on perceived industrial service quality: an empirical analysis » Ozgur Yurt, Tunçdan Baltacıoğlu, and Ebru Aglamaz
14:30	Multi-Agent Service Failure Classification: Service Supply Chain Perspective » Cansu Yildirim and Bengü Oflac
15:00	Coffee Break GB45
15:30	3A Special Session: Brave New World: Robots in the Service Front Line GR01 Chair: Werner Kunz
15:30	Brave New World: Robots in the Service Front Line » Werner Kunz, Jochen Wirtz, Paul Patterson, Thorsten Gruber, Vinh Lu, Stefanie Paluch, and Antje Martins

15:30	3B Branding and Service Communications I <i>GB16</i> Chair: Aron O'Cass
15:30	Brand Publicity and Consumer Sentiment in Online Reviews » Jacob Mickelsson, Joep Van Haren, Roland Wenmeckers, Jos Lemmink, and Kristina Heinonen
16:00	Omni-channel communication in cultural services » Roberta Gargiulo, Cristina C. Amitrano, and Francesco Bifulco
16:30	Amultilevel study of service brand building: Unpacking employee brand building behaviors » Aron O'Cass and Vida Siahtiri
15:30	3C Customer Experience in Services I <i>GB19</i> Chair: Carolin Plewa
15:30	An Exploration on the Mechanism of Co-creation Experience: An Empirical Study in Wedding Service » lishan xie, Dongmei Li, and Xiaoyun Han
16:00	Managing attributions of gratitude-generating encounters » Paolo Antonetti, Sebastian Forkmann, Thomas Baker, and Kristy Reynolds
16:30	The interplay of value-in-use and trust in the service provider » Carolin Plewa and Jillian C. Sweeney
15:30	3D Digital Services - Platform Services <i>GB18</i> Chair: Silke Bartsch
15:30	Business Model Innovation and Value-creation: The Platform Way » Tor W. Andreassen, Line Lervik-Olsen, Hannah Snyder, Jillian C. Sweeney, Yves Van Vaerenbergh, and Allard van Riel
16:00	The Role of Digital Platform E-Services in Chinese Cinema Industry » Ben Liu, Xing Wan, and Nianxin Wang
16:30	The Effect of Service Interface on Individuals' Exercise Adherence » Silke Bartsch and Yingzi Xu
15:30	3E New Analytical Approaches in Service Research I <i>GB17</i> Chair: Gys-Walt van Egdome
15:30	Informing Resource Integration in Service Dominant Logic with Motivation Theory » Rolf Findsrud, Bård Tronvoll, and Bo Edvardsson
16:00	Detecting Spurious Moderation Effect in Service Research: An Information-Theoretic Approach and ModLR SPSS Macro » Ahmad Daryanto
16:30	Applying Machine Translation in Sentiment Analysis: the Case of Chinese Reviews on TripAdvisor » Gys-Walt van Egdome, Mark Pluymaekers, and Zilla Dooge

15:30	3F Service Employees II <i>GB15</i> Chair: Olivier Furrer
15:30	SERVICE EMPLOYEE GESTURES AS DEEP ACTING EVIDENCE » Tali Seger-Guttmann and Hana Medler-liraz
16:00	Evidence for Three Role Behaviors for Frontline Service Employees » Phiangdao Chaoluck, Christopher J. Medlin, and Jodie Conduit
16:30	Frontline Employee Friendliness: an Exploratory Investigation in the Service Industry » Melanie Boninsegni and Olivier Furrer
15:30	3G Service Experience <i>GR03</i> Chair: Matthew Alexander
15:30	"Buy-it-yourself": Should the retailing industry support do-it-yourself practices? » Zakia Obaidalahe and Nadia Steils
16:00	Delivering integrated and customised service experiences within a heterogeneous cultural organization » Jane Johnstone, Matthew Alexander, and Derek Bryce
16:30	Transforming mundane experiences: exploring customer well-being of the commuting journey » Mimi Liana Abu, Matthew Alexander, and Juliette Wilson
15:30	3H Service Failure and Recovery I <i>GR07</i> Chair: Carol Azab
15:30	How Do Customers React Under Service Failures? The Roles of the Two Dimensions of Brand Perception - Warmth and Competence » Shannon X. Yi, Chloe Y. QIU, and Lisa C. Wan
16:00	A Comprehensive Classification of Services Failures Based on Intentionality and Duration of Failures » Amin Nazifi and Dahlia El-Manstry
16:30	This Customer has an accent! Would (s)he be treated differently? » Carol Azab and Jonas Holmqvist
15:30	3I Transformative and Health Services I <i>GR08</i> Chair: Mark Rosenbaum
15:30	Value Co-creation in Non-Clinical Cancer Centre » Qian Wang and Dahlia El-Manstry
16:00	Gamified Work and the effect on Front Line Employees Experience » Wafa Hammedi, Thomas Leclercq, and Ingrid PONCIN
16:30	Service in 2050: Design for Service Inclusion » Ray Fisk, Alison Dean, Alison Joubert, Linda Nasr, Josephine Previte, Nichola Robertson, and Mark Rosenbaum
15:30	3J Transformation in Services <i>GR02</i> Chair: Rebecca Russel-Bennett

15:30	The emergence of consumer experience in transformative consumer journeys » Larissa Carine Braz Becker and Elina Jaakkola
16:00	Leveraging Design Innovation for an approach to address 'Bottom of the Pyramid' market segment » Doji Lokku, Anand Kumar, Jose Kumar Reddypogu, and Nikhil Zope
16:30	The Transformative Service Paradox: Technology as a tool to assist wellbeing » Rebekah Russell-Bennett, Kate Letheren, Rory Mulcahy, and Uwe Dulleck
15:30	3K Customer Experience and Value Destruction GB20 Chair: Gauri Laud
15:30 15:30	How sophisticated servicescape can reduce negative feelings when a failure occur? » Mellina Terres, Márcia Herter, Diego Costa Pinto, and Jose Afonso Mazzon
16:00	An Investigation of the Antecedents of Customer Co-creation and Co- production in Health Services » Rodoula H. Tsiotsou
16:30	Service System Well-being: Conceptualising a Macro-Level Concept » Gauri Laud, Cheryl Leo, and Cindy Yunhsin Chou
19:00	Gala Dinner Musée des Arts Forains
Saturday, 16th June	
08:00	Editorial Board Meeting Journal of Services Marketing GB15
08:30	Coffee Break GB45
09:00	4A Special Session: Money Matters: Consumer Financial Well Being Today and Tomorrow GR01 Chair: Elisabeth Bruggen
09:00	Money Matters: Consumer Financial Well Being Today and Tomorrow » Elisabeth Bruggen and Sertan Kabadayi
09:00	4B Branding and Service Communication II GB16 Chair: Lina Xiong

09:00	Drivers of consumer engagement in brand identity co-creation » Catherine Da Silveira and Claudia Simoes
09:30	Co-opetition and the co-creation of brands: An exploratory study » Linda Robinson
10:00	The role of brand community for service organization employees » Lina Xiong and Ceridwyn King
09:00	4C New Analytical Approaches in Service Research II <i>GB17</i> Chair: Martin Paul Fritze
09:00	Patterns of Servitization in Manufacturing – Substitutability of Goods and Services with Customer Relationships » Tamao Miura and Shoji Yamamoto
09:30	Co-Creating Offerings: A Maturity Model » Anna-Sophie Oertzen
10:00	Servitization - The Holy Grail? Considering The Strategic Dark Sides of Servitization » Martin Paul Fritze, Florian Urmetzer, Michael Leyer, and Andy Neely
09:00	4D Customer Participation <i>GB18</i> Chair: Marion Büttgen
09:00	When is Customer Participation Alone Insufficient? » Stephanie Dellande
09:30	Coping with Customer Participation through Improvisation » Jessica Vredenburg, Simon Bell, and Evan Polman
10:00	Reducing Customer Participation Stress in Financial Services » Stephanie Haager, Janina Garbas, Marion Büttgen, Jan H. Schumann, and Zelal Ates
09:00	4E Service Design and Service Innovation <i>GR07</i> Chair: Loic Plé
09:00	Integrating Service Design multidisciplinary perspectives to support the Service Innovation process » Maira Prestes Joly, Jorge Grenha Teixeira, Lia Patrício, and Daniela Sangiorgi
09:30	Service Innovation in a Triadic Business-To-Business Network » Chavi Chen, Xia Zhu, and Loic Plé
09:00	4F Service Failure and Recovery II <i>GB20</i> Chair: Pascal Güntürkün

09:00	Unfair online review: A third party view of illegitimate and abusive complaint » Jiraporn Surachartkumtonkun, Debra Grace, and Mitchell Ross
09:30	Dare to Share: Stimulating Electronic Word-of-Mouth after Service Recovery in the Hotel Industry » Hilde Hanegreefs, Mark Pluymaekers, Merel Donkers, Frida Joustra, Celesta Van Der Laan, Willemijn Odekerken, Jasmijn Stenzler, and Martijn Zengerink
10:00	WHEN CONSUMER LOVE STRIKES BACK: THE EFFECTS OF ONLINE COMPLAINT HANDLING AND RELATIONSHIP-STRENGTH ON CUSTOMER REVENGE » Wolfgang Weitzl, Clemens Hutzinger, Pascal Güntürkün, and Sabine Einwiller
09:00	4G Service Operation Management and Supply Chains II <i>GR02</i> Chair: Arni Halldorsson
09:00	How Do Process Flow Times Matter in Emergency Departments? The Differential Effects on Productivity and Patient Experience » Jeff Smith, Jeff Shockley, and Sidney Anderson
09:30	Supply chain management as a transformative service » Nitipon Tansakul, Suthathip Suanmali, and Kunio Shirahada
10:00	Dynamic Capabilities for Improving Service Offerings through Utilization of Customer Satisfaction Information » Andrea Birch-Jensen, Ida Gremyr, and Arni Halldorsson
09:00	4H Service Relationships I <i>GR03</i> Chair: Mekhail Mustak
09:00	Gender differences in the customer response to retail loyalty cards: Findings from supermarkets in the UK » Akiko Ueno and Piyush Sharma
09:30	THE UNIQUENESS ROLE OF RELATIONSHIP MARKETING IN SMALL SERVICE BUSINESSES » Tali Seger-Guttmann and Shaked Gilboa
10:00	WHAT IF I MAKE THE WRONG DECISION? THE ROLE OF ANTICIPATED REGRET IN SWITCHING BARRIER BASED CUSTOMER RETENTION » J. Chris Lin, Chih-Ying Chu, and Haw-Yi Liang
09:00	4I Customer Experience III <i>GB19</i> Chair: Frédéric Ponsignon
09:00	Great oaks from little acorns grow: Tracing the scientific evolution of customer experience research using a science mapping approach » Stefan Dyck

09:30	The CX Scale: Towards a Holistic Measurement of Customer Experiences along the Customer Journey » Markus Gahler, Michael Paul, and Jan F. Klein
10:00	Development and validation of a measurement scale for the experience capability construct » Frédéric Ponsignon, Jeff Smith, and Andi Smart
09:00	4J Transformative and Health Services II <i>GR08</i> Chair: Leena Aarikka-Stenroos
09:00	Tough but not terrific: when value is destroyed in men's preventative health services » Jacquie McGraw, Rebekah Russell-Bennett, and Katherine M. White
09:30	The Global Refugee Crisis: How Can Transformative Service Researchers Help? » Linda Nasr and Ray Fisk
10:00	What constitutes patient experience and journey in pediatric health services? Contrasting doctors and caregivers perceptions » Lauri Litovuo, Elina Jaakkola, Leena Aarikka-Stenroos, Johanna Kaipio, Nina Karisalmi, and Marko Nieminen
10:30	Coffee Break <i>GB45</i>
11:00	5A Special Session: Growing Services in base-of-the pyramid markets <i>GR01</i> Chair: Heiko Gebauer
11:00	Growing services in base-of-the-pyramid markets » Heiko Gebauer, Javier Reynoso, Karla Cabrera, Ana Valdes, and Simon Joncourt
11:00	5B Big Data - Smart Services <i>GB16</i> Chair: Bo Edvardsson
11:00	B2B Customers' Data Disclosure Concerns Regarding Smart Service Adoption: A Qualitative Approach » Corinna Winkler, Curd-Georg Eggert, and Jan H. Schumann
11:30	Aesthetics of Interaction and Value Co-Creation between User and Smart Service Artefact: Investigating the Moderating Effect of Emotion » Cecilia Lee
12:00	SMART RESOURCE INTEGRATION » Maria Colurcio, Bo Edvardsson, Stella Carè, and Alberto Pastore
11:00	5C Tourism Services <i>GB17</i> Chair: Martina Gallarza
11:00	Using Social Constructivism to theorize the influence of culture in quality tourism service experiences » Lynn Beckles

11:30	Developing smart tourism services: a co-creation framework » Marianna Sigala
12:00	Operationalization and interdependence of perceived value: a comprehensive second order model for hospitality services » Martina Gallarza, Francisco Arteaga, and Irene Gil Saura
11:00	5D Customer Experience IV <i>GB18</i> Chair: Nathalie Demoulin
11:00	Embodied customer experience in group fitness » Tiina-Kaisa Kuuru and Elina Närvänen
11:30	Less Than Ordinary - Quantifying the Influence of Every-Day Experiences On Consumers' Buying Behavior » Phil Klaus and Volker Kuppelwieser
12:00	Seamless Customer Experience: the construct, Antecedents and Outcomes » Helen Cocco and Nathalie Demoulin
11:00	5E Post-Purchase Phase <i>GB19</i> Chair: Chatura Ranaweera
11:00	A Cross-National Service Strategy to Deal with Product Returns: The Role of Return Policies and Institutional Environment » Jana Gäthke and Katja Gelbrich
11:30	A reconceptualization of social ties for the Post-Service Sharing of Information » Kalyani Menon and Chatura Ranaweera
11:00	5F Service Failure and Recovery III <i>GB20</i> Chair: Stan Maklan
11:00	An exploratory study into the occurrence of emotional contagion after a service failure among Twitter users who are unfamiliar with each other » Svenja Widdershoven, Mark Pluymaekers, Josée Bloemer, Paul Sinclair, and Haithem Zourrig
11:30	How Potential Customers Respond to Service Recovery Strategies » Elisa Chan, Lisa C. Wan, and Maggie Y. Chu
12:00	Revisiting CSR in service failures: A cause-dependent buffer » Paolo Antonetti, Benedetta Crisafulli, and Stan Maklan
11:00	5G Service Innovation - Customer Experience <i>GR02</i> Chair: Per Skålén
11:00	How do Intermediaries Enable Open Service Innovation? » Krithika Randhawa, Ralf Wilden, and Sigg Gudergan
11:30	Service providers as entrepreneurs of co-creation assets. » Michael Ehret and Jochen Wirtz

12:00	Service innovation in the Swedish music industry » Per Skälén
11:00	5H Service Relationships II <i>GR03</i> Chair: Hongwei He
11:00	Is Discretionary Preferential Treatment Bad to Nonbeneficiaries? The Emotional Pathways of Envy and Boundary Conditions » Kimmy Chan, Chi Kin (Bennett) Yim, and Taeshik Gong
11:30	Customer-Employee Rapport: A Dyadic Perspective in Multi-Channel Service Settings » Mohamed Maher Hammad, Treasa Kearney, and Chris Raddats
12:00	Self-determination and service performance: the roles of service adaptiveness and openness to experience » Weiyue Wang, Hongwei He, Sunil Sahadev, and Wei Song
11:00	5I Serviscape and Service Environments <i>GR07</i> Chair: Athinodoros Chronis
11:00	Can situational factors affect shop assistants' competences to get customer satisfaction? » Raul Perez, LAURA LUCIA-PALACIOS, and Yolanda Polo-redondo
11:30	Understanding the Value Process in Service » Jonas Holmqvist, Christian Grönroos, Luca Visconti, Blandine Guais, and Aurélie Kessous
12:00	Embodied Staging and the Making of a Tourist Servicescape » Athinodoros Chronis
11:00	5J Transformative and Health Services III <i>GR08</i> Chair: German Ramirez Contreras
11:00	Designing Transformative Health Services at the Base of the Pyramid » Ilma Nur Chowdhury and Linda Nasr
11:30	Transforming consumers financial wellbeing through gamified customer value » Rory Mulcahy, Rebekah Russell-Bennett, and Dawn Iacobucci
12:00	The (Transformative) Temporary Third Place » Mark Rosenbaum, Kathy (Kawon) Kim, German Ramirez Contreras, Augusto Rodriguez Orejula, and Joohyung Park
12:30	Lunch <i>GB44</i>
12:30	Editorial Board Meeting Journal Of Service Management <i>GB15</i>
13:45	Plenary Session II: Priorities in Service Research Chair: Lerzan Aksoy Speakers: Hélène Duneigre, Loic Guilloux, , Michael Brady, Rebekah Russell-Bennett, Sikaar Keita

15:00	Coffee Break GB45
15:30	6A B2B - Service Relationships GB16 Chair: Dominik Georgi
15:30	Design of transaction based business process services using value viewpoint » Anand Kumar, Doji Lokku, Jose Kumar Reddypogu, and Nikhil Zope
16:00	How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Offer Positioning and Contextual Factors for Project Performance » Daniel Maar and Dirk Totzek
16:30	Development and implementation of value propositions: a toolbox » Adrienne Schäfer and Dominik Georgi
15:30	6B Customer Experience in Service II GB19 Chair: Aidan Daly
15:30	Customer activity in everyday use of social and healthcare services » Ulla Särkikangas
16:00	Exploring the Implications of Augmented Reality-based Services in the Pre-purchase Stage of Online Tourism » Tseng-Lung Huang, Chia Yun Hsieh, and Meng-Yi Lin
16:30	Applications of Forum Theatre to Service Interactions » Aidan Daly and Ray Fisk
15:30	6C Digital Services - Artificial Intelligence GB18 Chair: Valtteri Kaartemo
15:30	Chatting with my robot-chef: Contact levels, social interaction, and the service workers of the future » Kate Letheren, Jolanda Jetten, Jonathan Roberts, and Jared Donovan
16:00	Artificial Intelligence (AI) and Robotics: the case of the Holobotics Experience in Retail » Marialuisa Marzullo, Cristina Mele, and Tiziana Russo Spina
16:30	Artificial Intelligence in Service Research » Valtteri Kaartemo
15:30	6D Digital Services - Social Media GR03 Chair: Paul Harrigan
15:30	Giving and receiving eWOM in altruistic services: the role of customer value » Rebekah Russell-Bennett, Josephine Previte, and Rory Mulcahy
16:00	The impact of consumers' feature use for online complaining on their wellbeing » Yean Shan Beh and Laszlo Sajtos
16:30	Two-way institutional acculturation and identity co-creation in social media » Momoko Fujita, Paul Harrigan, and Geoffrey Soutar

15:30	6E Service Innovation - An Organizational View <i>GB17</i> Chair: Ingo O. Karpen
15:30	The Impact of Work Contextual Variables on the Creativity of Frontline Service Employees » Chen-Ya Wang and Weimin Chiu
16:00	Frontline employees as participants in service innovation » Marit Engen
16:30	Innovation in Online Communities: Conditions for Customer Creativity and Participation » Gauri Laud, Ingo O. Karpen, and Jodie Conduit
15:30	6F Consumer Behavior in Services II <i>GR02</i> Chair: Jim Salas
15:30	Services and the Aging Brain » John Bateson
16:00	Understanding need for customer assistance: measuring the personal differences that trigger customer assistance request » Marion SANGLE-FERRIERE and Ben Voyer
16:30	Comparable Purchase Deviations How Customer Learning in a Committed Firm Relationship Impacts Longitudinal Upgrading » Jim Salas, Chadwick Miller, and Laszlo Sajtos
15:30	6G Service Failure and Recovery IV <i>GB20</i> Chair: Yelena Tsarenko
15:30	The Effect of Captivity on Customers' Service Quality Perception, Dissatisfaction, and Word-of-Mouth » Olivier Furrer
16:00	Failed Service Relationships: The Trajectory of Consumer Emotions » Sylvia Long-Tolbert
16:30	You are supposed to help me: Transgressed customers' evaluations of help from service provider and third-party customer following service failure » Ting Hin Ho, Dewi Tojib, and Yelena Tsarenko
15:30	6H Service Networks and Systems <i>GR07</i> Chair: Jens Poeppebuss
15:30	Challenging the Cognitive Privacy Calculus: Affective Reactions in Consumers' Privacy-Related Decision Making » Margarita Bidler, Jan H. Schumann, and Thomas Widjaja
16:00	The Impact of Negatively-valenced Influencing Behavior » Jaylan Azer and Matthew Alexander
16:30	The fragmentation of a service ecosystem - A grounded theory study of the German wind power industry » Hannes Parbs and Jens Poeppebuss

15:30	6I Value Co-Creation II <i>GR08</i> Chair: Thion Stephane
15:30	Value Co-Creation in Triadic Service Settings: An Empirical Analysis in the Context of Services for Animal Companions » Gertrud Schmitz and Jennifer Hendricks
16:00	The resistance to value co-creation in a service system: The case of Syrian refugees in Turkey » Sertan Kabadayi
16:30	Why do consumers engage in value (co-)creation? An empirical study » Stephane Thion
19:00	Walking Dinner at the Eiffel Tower <i>Eiffel Tower</i>

Smart Resource Integration

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Introduction

The Internet of Things (IoT) is a hot topic in the technological and cybernetic fields as well as in the application practice. IoT concerns networked everyday objects that- due to the digital sensors equipment interconnect to each other (Li et al., 2011) - can become active participants in business processes. The IoT has a potential transformative power as – concerning the collection and the combination of data from different and interconnected sources –affects all kinds of industries and may have an impact on decisions and actions of firms (Michel, 2014). Recent management studies (Leminen et al., 2012) emphasized the ecosystem approach stressing that the core IoT elements include the concept of “the ecosystem” and “the business model” as platforms, technologies and processes form the ecosystem core whereas the members of the ecosystem (companies, public institutions and individuals) create business models. This stretched concept of the IoT highlights the role of collaboration and networking between actors and alignment of institutions (Edvardsson et al., 2014).

According to the marketing perspective put forward in Service-Dominant logic (SDL) (Vargo and Lusch, 2008; 2016) actors’ resource integration (Kleinaltenkamp et al. 2012, Colurcio et al., 2014) is the main process that shape the co-creation of value (Plé, 2016). Given this, the IoT can be understood as a resource that should enable value co-creation as it enhances the interaction connecting different entities, such as businesses, governments, and consumers (Meola, 2016). Nevertheless, despite this intuitive link, IoT has not been explicitly included in the conceptualizations of resource integration and value co-creation. This knowledge gap is zoomed on in this paper.

This paper aims to bridge this gap by providing an extended conceptual framework focusing on the fundamentals of value co-creation in a specific IoT context: the smart community, that is a community where citizens and organizations distribute the information and develop innovative partnerships (California Institute for Smart Communities, 2001).

We focus on Smart Community as it is an IoT ecosystem that combines both individual actors and business actors and shape interactions, collaborations and relationships during resource integration efforts.

Theoretical background

Resource integration

Resource integration (RI) is the fundamental premise of value co-creation (Vargo and Lusch, 2008) and is the critical process for advancing service (Ostrom et al., 2010) within a service ecosystem perspective (Lusch and Vargo, 2014). It depends on the integration of resources through activities and interactions of actors (McColl-Kennedy et al., 2012). According to a cross-disciplinary perspective, machines and various combinations of humans and machines also constitute a micro-foundation of value co-creation (Storbacka et al., 2016). Technology plays a key role in value creation (Lusch and Nambisan, 2015; Frow et al., 2015) and is central for the integration process. Specifically the recent amazing digital interconnection and digitalization named Internet of Things (IoT) enhances the role of technology in enabling a better quality of life in the ecosystem (Kim, 2013).

IoT and Smart Communities

The “value” of the IoT is expected to grow in emerging businesses such as Smart Metering, Smart Car, Smart Home, Smart City and Smart Community as well as in the Industrial IoT. Through smart objects citizens are participatory engaged and share data of common interest in real time (Balestrini et al., 2015). It is not easy to define a Smart Community (SC) as different definitions are available. We agree with the definition that SC combines the idea of the network of communication in real time with the main concept of the improvement of the quality of life (Xia et al., 2013). The interaction between humans and objects in the Smart Community allows members to share thoughts, ideas, knowledge, and experiences and allows a faster access to resources (Maury et al., 2015). All information collected and redrafted in groups of interest improve the quality of life in terms of stress, health, urban decorum, and consumption.

The IoT as Resource Integration enabler

The IoT in Smart Communities is an enabler to generate new value for society. The new information generated through the integration of information -that come from both fixed and mobile sensors- and the community create value contributing to a better quality of life. Actors (citizens and operators) put on the table, analyze and select the elements of interest and share in real-time data and images captured in the field by means of Tablet and Smartphone. The final user is stimulated to shift from the mere beneficiary role to the protagonist status by creating a virtuous circle that enables the exchange and the combination of information and experiences (Caridà et al., *forthcoming*). The new information created by the networked elaboration process enables to improve the quality of life for people engaged in the area of interest. Limpid, an Italian SC, provides information on traffic and generates alternative routes, improving the quality of life through time saving and solution of critical everyday situations. Librare, another Italian SC, offers the possibility of interaction with things for better use and involves different age groups thanks to applications for all. The information collected and redrafted in classes of interest improve the quality of life in terms of stress, health, urban decorum, consumption, also allow to limit the disruption or to know the pollution levels in the individual area of transit.

We argue that the IoT may play a crucial role in resource integration as “from a system-level perspective, the Internet-of-Things can be looked at as a highly dynamic and radically distributed networked system, composed of a very large number of smart objects producing and consuming information” (Miorandi et al., 2012, p.1498). Value co-creation emerges when actors seek to mobilize the best combination of resources for a particular situation and implementing and managing apps, integrating resources and obtaining the most efficient and effective combinations (Lusch et al, 2010). The IoT plays as operant resource (Vargo and Lusch, 2009) in the digital world where connectivity enables the exchange of billions of data. Specifically, we argue that the IoT works as “service platform” that is a modular structure that facilitates the interaction of actors and objects through clear protocols of exchange (Lusch and Nambisan, 2015) and support the value co-creation process enabling the resource integration. Furthermore, the IoT fosters the logic of platform-as-service and provides the architecture of participation, which is a basic requirement to create and maintain a common set of rules and principles derived from the shared institutional logics and to coordinate service exchange through the service platform. The platform is the space for the connection and allows different processes of value co-creation in relation to the objective, the information and resources of actors. These promote the integration of resources and actors that are a condition to start the value co-creation process (Lusch and Nambisan, 2015). In a smart service ecosystem, any stakeholder is an actor aiming to interact and exchange resources with other actors for value co-creation. When all participants learn from and contribute to the collective knowledge of the community a new knowledge is generated through the community relationships (Sawhney et al., 2000) that created a new value proposition to improve the better quality of life (Xia et al., 2013).

Implications

The paper advances knowledge on how resources are integrated in practice (Kleinaltenkamp et al., 2012); furthermore, the paper frames the topic of the IoT in a marketing perspective adding new and fresh insights about a theme uncharted in marketing literature so far.

Platforms that enable the IoT and Smart community (smart objects, application, sensors and people) development represents a space to integrate the different resources and to co-create value. Companies, both private and public should address such issues to re-design their business model and to image a future sustainable competition.

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