the 8th NAPLES FORUM on SERVICE



A service lens on business and society



Ravello Italy, 6/9 June 2023
Auditorium Oscar Niemeyer

HOSTED BY
The University of Naples "Federico II"
and the University of Salerno

CHAIRPERSONS
Evert GUMMESSON, Stockholm University, Sweden
Cristina MELE, University of Naples "Federico II", Italy
Francesco POLESE, University of Salerno, Italy

KEYNOTE SPEAKERS
Jim SPOHRER, IBM Almaden Research Center, San Jose, USA
Stephen VARGO, University of Hawaii, USA

SCIENTIFIC COMMITTEE

The Scientific Committee members will act as advisors to the Chairs and support the scientific level of the Forum. An important task for the members is the participation in the review process of submitted abstracts. The Scientific Committee members will serve as discussants during sessions.

Sergio Barile, University of Rome "La Sapienza", Italy
Ralph Badinelli, University of Virginia Tech, USA
Francesco Bifulco, University of Naples "Federico II", Italy
Rod Brodie, University of Auckland, New Zealand
Jennifer Chandler, California State University, USA
Maria Colurcio, Università Magna Graecia di Catanzaro, Italy
Daniela Corsaro, Catholic University of Sacred Heart, Italy
Bo Edvardsson, Karlstad University, Sweden
Anders Gustaffson, Karlstad University, Sweden
Elina Jakkola, University of Turku, Finland
Kristina Heinonen, Hanken School of Economics, Finland
Anu Helkkula, Hanken University, Finland
Hans Kjellberg, Stockholm School of Economics, Sweden
Michael Kleinaltenkamp, University of Berlin, Germany
Werner Kunz, University of Massachusetts, USA
Helge Lobler, University of Leipzig, Germany
Paul Maglio, University of California, USA
Dominik Mahr, University of Maastricht
Suvi Nenonen, Stockholm School of Economics, Sweden
Irene Ng, University of Warwick, UK
Fredrik Nordin, Stockholm University, Sweden
Gaby Odekerken, University of Maastricht
Jaqueline Pels, University of Torquato de Tella, Argentina
Maria Josè Quero, University of Malaga
Tiziana Russo Spena, University of Naples "Federico II", Italy
Debora Sarno, Parthenope University of Naples, Italy
Roberta Sebastiani, Catholic University of Sacred Heart, Italy
Kaj Storbacka, University of Auckland, New Zealand
Bard Tronvoll, Inland Norway University of Applied Sciences, Norway and CTF, Sweden
Anna Visvizi, Warsaw School of Economics, Poland

A service lens on business and society

THE 3 PILLARS OF THE NAPLES FORUM

The Naples Forum on Service has reached its 8th edition and, after the success of its past experiences (see www.naplesforumonservice.com) is about to start its organization with inspiring scientific premises and great expectations. For this Forum, we will continue moving our locations and this year the Forum will be organized in the charming location of Ravello (Salerno), an elegant and fascinating venue.

The Naples Forum is an effort to keep developing service research, and in particular S-D logic, Systems Theory, and Service Science, and connect research fragments in the direction of a grand theory. This is a long-term challenge. The community will open up constructive win/win dialogs among service researchers and restrain destructive win/lose debates. With their open code, S-D logic and Service Science invite a dialog by stressing the need to synthesize research fragments and the mass of free-wheeling categories, concepts, terms and empirical studies into a grand view. Service systems are enormously complex. The recognition of such complexity is emerging – but it takes time and effort. Service research aims to sense the full picture of our economies as complex networks of service systems with a mission to enhance value for consumers, citizens, businesses, and society as a whole. The following sections offer brief reviews of the characteristics of the 3 Pillars.

Service Dominant (S-D) Logic

S-D logic represents a meta-theoretical framework with a straightforward narrative: resource-integrating actors involved in reciprocal service exchange coordinated by institutions and institutional arrangements in service ecosystems involved in value co-creation. Service is the fundamental basis of exchange (axiom 1) and goods are merely distribution mechanisms of service. A service provider can only offer a value proposition to the market; the beneficiaries are always a co-creator of value (axiom 2), whereas value actualization rests with users in an idiosyncratic and contextual way (axiom 4). The network aspect is implicit through the statement that all social and economic actors are co-creators and resource integrators (axiom 3), implying that value creation takes place through interaction in complex networks and systems. The ultimate goal and future advances in S-D logic could provide an understanding of value co-creation that extends beyond a general theory of the market to inform economics and other business, as well as other, non-business disciplines dealing with value co-creation.

A service lens on business and society

Service Science

Service Science is a call for academia, industry, and governments to become more systemic about service performance and innovation. The ultimate goal of Service Science is to apply scientific knowledge to the design and improvements of service systems for business and societal purposes. Rapid technological change, natural disasters, and human migration are just three examples of a wide range of complex urgent challenges confronting today's services systems, from individuals to businesses to cities and even nations. Every service system is both a provider and client of service that is connected by value propositions in value-creating networks.

Service science is based on a S-D logic world view, and service system entities are resource integrators. Service science is an emerging discipline that studies the evolving ecology of service system entities, their capabilities, constraints, rights, and responsibilities, including their value co-creation and capability co-elevation mechanisms. Service systems are defined as dynamic configurations of resources (people, technology, organizations, information) interconnected by value propositions. Service Science studies complex service systems and its growing community is embracing various other cultural communities such as Service Science, Management Engineering and Design (SSMED), Artificial Intelligence (AI) and experts in Applied Human Factors and Ergonomics (AHFE), Human-Side of Service Engineering (HSSE), Hawaiian International Conference on Systems Sciences (HICSS), the International Society of Service Innovation Professionals (ISSIP) and others, in order to capture the powerful insights and the essence of service in technological setting and in today life.

Systems Theory and Complexity

Complexity theory is applied to social sciences, natural sciences and technology but is not utilized efficiently by management disciplines. Studies related to complexity can involve, for example, complex adaptive systems, chaos theory, fractal geometry, and processes such as emergence and phase transitions. Systems theory and systems thinking can support the understanding of complexity within (service) (eco)systems. Network theory offers a way of thinking about actors relationships and has been adopted by Many-to-Many marketing. The Viable Systems Approach (VSA) is a systems theory-based application for management. It postulates that every business is a system, nested in a relational context where it is looking for competitive profiles (viability) through interaction with other actors, leveraging a behavioral approach to business. Thus, it can enable a better understanding of business models, and supports decision making in complex contexts. Those theories are integral parts of both S-D logic and Service Science.

Developing the 3 Pillars through Naples Forum Publications

The Naples Forum stimulates service research, communicates it and speeds up its progress. The Forum supports the efforts of the participants to publish by co-authoring with other participants and adopt presented papers to articles in journals of their own choice and in special Forum issues. As a result of past edition of the forum more than 100 articles were published in 13 journal special issues of among the others, Journal of Service Management, Journal of Service Theory and Practice, Service Science, Journal of Marketing Management, Marketing Theory.

In this context, we stimulate senior and young researchers to submit their proposal. The submission can either focus on one of the Forum Pillars or integrate two or all three of them.

A service lens on business and society

PROGRAM

The Forum starts on Tuesday 6 June, 2023, with registration and a reception at 18:00. On Wednesday, 7 June, the Forum opens at 8.30 and ends on Friday, 9 June, at 17:00. For details and continuous updates, see *www.naplesforumonservice.com.*

VENUE

The venue will be **Auditorium Oscar Niemeyer**, Via della Repubblica, 12, 84010 Ravello SA.

CALL FOR PAPERS

We invite proposals dealing with themes within one or several of the 3 Forum Pillars: S-D logic, service science, and systems theory and complexity. We especially encourage submissions with an integrative perspective. The proposals could be theoretical and/or empirical and be based on qualitative and/or quantitative research. Information for submissions are available at www.naplesforumonservice.com. Note that Abstracts must be structured and follow the format of Emerald journal abstracts. Topics could include the following:

- Business models to manage networks and service systems
- Systems Theory and Complexity
- Experience, value-in-use, and value-in-context
- Industry 4.0 and digital transformation
- Service Innovation
- Integration and management of resources and capabilities
- Methodological challenges and issues in service research
- Practice-theory in service research
- Service ecosystems and markets dynamics
- Emergence and Institutionalization in Service Eco-Systems
- Service systems and systems thinking
- The Viable Systems Approach (VSA)
- Value co-creation and Value propositions
- Artificial intelligence and the human machine service interaction
- Actor engagement
- Market-shaping
- Service Dominant logic as a grand theory
- Sales Transformation and Smart Technologies
- Phygital Customer Journey and Metaverses

IMPORTANT: These and possible other subthemes must have a clear connection to one or several of the 3 Forum Pillars.

A purpose of the Naples Forum is to get different generations of researchers together both at the organized sessions and informally during breaks and social events. In the final selection of submissions, both senior researchers and newcomers will be given a chance to present. There will be plenary sessions as well as parallel sessions.

Submission instructions will be provided soon at *https://naplesforumonservice.com/call-for-paper-2023/*

AWARDS: Awards for valuable full papers will be attributed to manuscripts advancing knowledge within the three forum scientific pillars: Service Science, Systems Theory and Complexity, Service Dominant logic. Additionally, ISSIP (International Society of Service Innovation Professionals) will grant its best paper award.

DOCTORAL WORKSHOP

It has been a tradition to hold a doctoral workshop preceding the main forum to stimulate discussion of ideas and dialogue about the three pillars among PhD students and service scholars. The doctoral workshop is scheduled on June 6, 2023. The workshop will comprise both keynote presentations and breakout sessions where doctoral students will have a chance to discuss their PhD projects with designated faculty mentors in small groups. Note that entry into the doctoral workshop is competitive, and places will be limited to 20 students. PhD students at all stages of their PhD research project are encouraged to apply. See the separate Call for Applications for more detailed instructions and important dates.

DEADLINES

Abstract submission: **January 20, 2023**
Notification of acceptance: **February 10, 2023**
Final paper submission (optional): **April 30, 2023**

PRACTICALITIES

Information (hotel, travel, etc.) will be available soon on the website. It will be possible to book the hotel through the Naples Forum website.
The fee includes:
• All Forum sessions
• Forum material
• Lunches, refreshment during breaks, dinners and social events, including gala dinner

Forum Fees	Early fee *(before March 15)*	Regular fee *(after March 15)*
Full Registration	800 €	900 €
PhD Students - Forum Registration	400 €	450 €
PhD Students – Doct. Workshop & Forum Registrat.	650 €	750 €