the 9th NAPLES FORUM on SERVICE

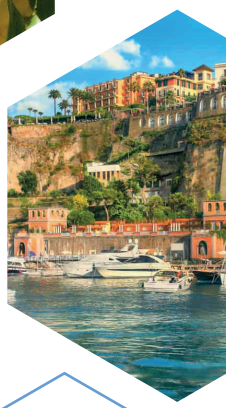












CARE for ACTORS, COMMUNITIES and ECOSYSTEMS

Sorrento, Italy 9-12 June 2025

University of Naples "Federico II"

University of Salerno

OVERVIEW

The Naples Forum on Service invites researchers and practitioners to submit papers addressing the 2025 theme: "Care for actors, communities and environment". This edition emphasizes how care—a concept encompassing empathy, sustainability, and responsibility—intersects with and enhances the foundational pillars of the Forum: Service-Dominant (S-D) Logic, Service Science, and Systems Theory & Complexity. Contributions are encouraged that explore how care influences the service landscape, shaping interactions among actors, the environment, and the value co-creation process, especially in light of social and ecological sustainability.
Additionally, in the context of "Care for Actors, Communities and Environment," technology plays a dual role: it is both a catalyst for enhancing care and a challenge requiring careful consideration. Submissions are invited to explore how digital platforms, data analytics, artificial intelligence, and other emerging technologies can enhance care-driven value propositions, improve service provision, and foster sustainable and caring practices. At the same time, papers should critically examine the potential challenges these technologies pose to privacy, ethical service delivery, and the equitable distribution of resources across actors and generations.

FORUM PILLARS

The Naples Forum continues to be rooted in three foundational pillars, which are now to be explored through the integrated lens of **"Care for Actors, Communities and Ecosystems"**:

SERVICE-DOMINANT (S-D) LOGIC

S-D logic focuses on the exchange of services as the basis for value co-creation among actors within ecosystems. When viewed through the lens of care, this logic expands to consider how empathetic, responsible interactions enhance value propositions and contribute to well-being across diverse service systems. Papers are encouraged to discuss how care acts as a transformative agent in the co-creation of value and the development of service ecosystems. The Forum particularly seeks research on how emerging technologies—such as AI, IoT, and blockchain—affect the dynamics of value co-creation within service interactions, and how technology can support sustainable, ethical service ecosystems.

SERVICE SCIENCE

Service Science, with its systemic approach to designing and improving service systems, is critical in advancing care-based innovations that serve both business and societal goals. Proposals should explore how scientific insights into service systems can drive sustainable solutions to complex global challenges, from technological change to social welfare. Topics might include care-driven service design, human-centered innovation, and the impact of caring on service system efficiency. Additionally, contributions are encouraged to explore how technology serves as a facilitator of care, enhancing actor engagement, personalization of services, and improving environmental sustainability through digital solutions.

SYSTEMS THEORY & COMPLEXITY

Systems Theory and Complexity provide the conceptual toolkit for understanding the interconnectedness of actors and processes within service ecosystems. The inclusion of care as a guiding principle allows for a nuanced understanding of how complex adaptive systems evolve to support the well-being of actors, communities, and the environment. With technology increasingly shaping the structure and behavior of service systems, papers might analyze the role of care in fostering resilient systems, ensuring sustainable development, and supporting ethical business practices. Research is welcomed on how technologies can help manage the complexity of service systems while supporting transparency, sustainability, and responsiveness to the needs of actors and the environment.

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.

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. *To submit you abstract, please log-in or register to our manuscript management platform available at www.naplesforumonservice.com.*
Note that Abstracts must be structured and follow the format of Emerald journal abstracts. Please, consider a word-limit of 500 words exclusive of references.

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
- Smart Service experience and Smart Service provision
- Actor engagement
- Market-shaping
- Service Dominant logic as a grand theory
- Smart Technologies and value co-creation
- Phygital Customer Journey and Metaverse
- Smart nudging and wellbeing

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.

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 9, 2025. 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.
It will be published on website *(www.naplesforumonservice.com)* soon.

PROGRAM AND VENUE

The Forum starts on Monday 9 June, 2023, with registration and a reception at 6 pm. On Tuesday, 10 June, the Forum opens at 8.30 am and ends on Friday, 12 June, at 5 pm. For details and continuous updates, *see www.naplesforumonservice.com.*
The venue will be **Grand Hotel Vesuvio via Nastro Verde, 17 Sorrento.**

DEADLINES

Abstract submission: January 10, 2025 Notification of acceptance: February 10, 2025 Final paper submission (optional): April 30, 2025

PRACTICALITIES

You can find information about accommodation and transfer on our secreteratiat website available at *www.naplesforumonservice.com,* The fee includes: all Forum sessions; forum material; lunches, refreshment during breaks and social events, including gala dinner.

FORUM FEES

	Early fee *(before March 15)*	**Regular fee** *(after March 15)*	**On site**
Full (physical) Registration	790 €	890 €	949 €
PhD Students - Forum Registration	549 €	649 €	799 €
PhD Students – Doct. Workshop & Forum Registrattion	649 €	749 €	759 €