

# PROGRAM



Advancing Service Research and Practice

June 10-13, 2019 Karlstad Sweden

## PROGRAM OVERVIEW

**MONDAY JUNE 10**  
Scandic Hotel Winn  
13.00-17.00 Doctoral Consortium

**MONDAY JUNE 10**  
Värmlands Museum  
18.00-20.00 REGISTRATION & WELCOME RECEPTION

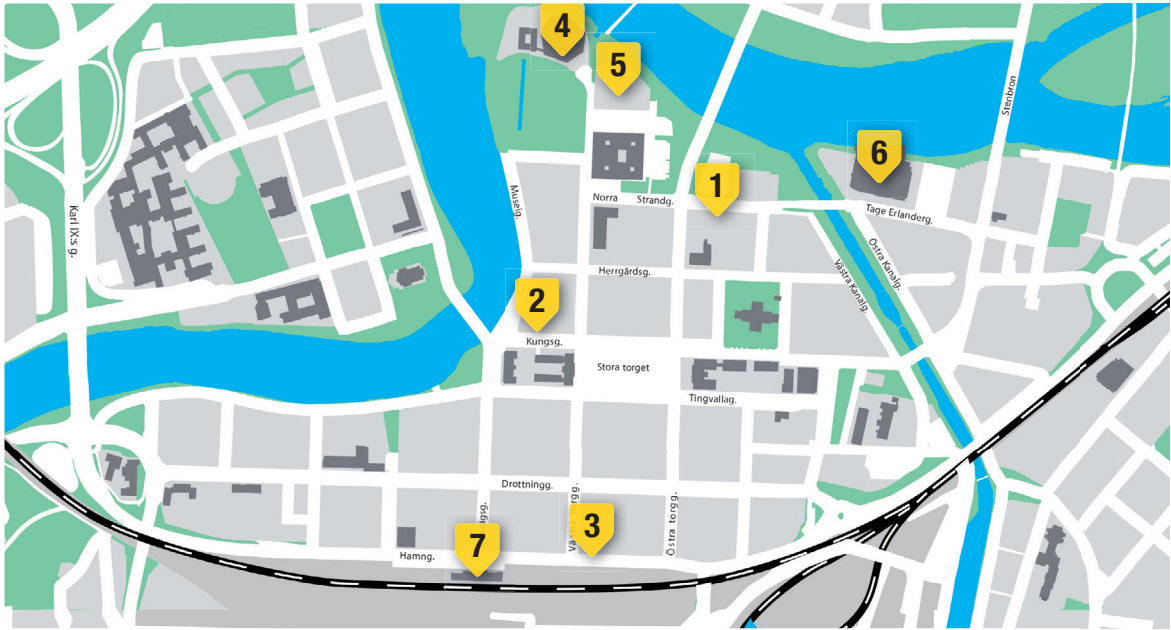
**TUESDAY JUNE 11**  
07.45 Bus to University  
08.15 **PLENARY SESSION 1**  
10.00 MORNING BREAK  
10.30 **CONCURRENT 1-10**  
12.00 LUNCH  
13.00 **PLENARY SESSION 2**  
14.15 AFTERNOON BREAK  
14.45 **CONCURRENT 11-20**  
16.20 Bus to hotels

17.45 Bus to Sunne  
19.00 **THEATER**  
20.30 **DINNER**  
22.00 Bus to Karlstad  
23.00 Arrival at hotels

**WEDNESDAY JUNE 12**  
07.45 Bus to University  
08.15 **PLENARY SESSION 3**  
10.00 MORNING BREAK  
10.30 **CONCURRENT 21-30**  
12.00 LUNCH  
13.00 **CONCURRENT 31-40**  
14.30 AFTERNOON BREAK  
15.00 **CONCURRENT 41-50**  
16.35 Bus to hotels

Walk to evening events  
18.30 **SANDGRUND**  
19.30 **BANQUET CCC**

**THURSDAY JUNE 13**  
Walk to Karlstad CCC  
08.30 **CONCURRENT 51-53**  
10.00 MORNING BREAK  
10.30 **PLENARY SESSION 4**  
12.00 LUNCH



### KARLSTAD CITY

- 1** SCANDIC WINN HOTEL  
NORRA STRANDGATAN 9-11
- 2** ELITE STADSHOTELLET  
KUNGSGATAN 22

- 3** CLARION HOTEL PLAZA  
VÄSTRA TORGGATAN 2
- 4** VÄRMLAND MUSEUM  
SANDGRUNDSUDDEN

- 5** SANDGRUND LARS LERIN  
VÄSTRA TORGGATAN 28
- 6** KARLSTAD CCC  
TAGE ERLANDERGATAN 8
- 7** RAILWAYSTATION

# SIR 16

Advancing Service Research and Practice

June 10-13, 2019 Karlstad Sweden

## HOSTED BY

CTF, Service Research Center, Karlstad University, Sweden

## IN CONJUNCTION WITH

Center for Services Leadership, Arizona State University, USA

Cornell Institute for Healthy Futures, Cornell University, USA

## SPONSORS



**SERVICE RESEARCH CENTER**  
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# PROGRAM JUNE 10-13, 2019

## MONDAY JUNE 10

Scandic Hotel Winn

Doctoral Consortium 13.00-17.00

## MONDAY JUNE 10

Värmlands Museum

REGISTRATION & WELCOME RECEPTION 18.00-20.00

## TUESDAY JUNE 11

Karlstad University

Bus departure from the conference hotels 07.45

PLENARY SESSION 1 Aula Magna 08.15-10.00

Welcome 08.15-08.30  
BO EDVARDSSON & ANDERS GUSTAFSSON

Video Interviews 08.30-09.00  
STEPHEN BROWN & EVERT GUMMESSON

Studying Service Quality from the Ground Up: Opportunities, Challenges, and Lessons Learned 09.00-10.00  
Moderator: MARY JO BITNER  
LEONARD BERRY, A PARASURAMAN, VALARIE ZEITHAML

MORNING BREAK 10.00

CONCURRENT SESSIONS 1-10 10.30-11.55

LUNCH Transformum 12.00

PLENARY SESSION 2 Aula Magna 13.00-14.15

The Logic of Service in Future Research 13.00-14.15  
Moderator: BO EDVARDSSON  
RODERICK BRODIE, CHRISTIAN GRÖNROOS, STEPHEN VARGO

AFTERNOON BREAK 14.15

CONCURRENT SESSIONS 11-20 14.45-16.10

Bus departure from university 16.20

Bus departure from hotels 17.45

DINNER EVENT 19.00

Västanå Theater, Berättarladan, Sunne  
Bus from Sunne 22.00  
Arrival in Karlstad 23.00

## WEDNESDAY JUNE 12

Karlstad University

Bus departure from hotels 07.45

**PLENARY SESSION 3** Aula Magna 08.15–10.00

**Intangible Investments Do Payoff: The Story Behind the Wall Street Journal's Management Top 250** 08.15–09.15  
LAWRENCE CROSBY

**Service Research: Investing in Relevance and Rigor** 09.15–09.45  
MARY JO BITNER

**Awards and Announcements** 09.45–10.00

MORNING BREAK 10.00

**CONCURRENT SESSION 21-30** 10.30–11.55

LUNCH Transformum 12.00

(JOSM EAB Meeting 1B421) 12.10

**CONCURRENT SESSIONS 31-40** 13.00–14.25

AFTERNOON BREAK 14.30

**CONCURRENT SESSIONS 41-50** 15.00–16.25

Bus departure from university 16.35

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Walk to evening events

**SANDGRUND LARS LERIN MUSEUM** 18.30

**BANQUET** Karlstad CCC 19.30

## THURSDAY JUNE 13

Karlstad CCC, plan 4

Walk to Karlstad CCC

**CONCURRENT SESSIONS 51-53** 8.30–09.55

MORNING BREAK 10.00

**PLENARY SESSIONS 4** CCC Lerinsalen 10.30–12.00

**Service Scholarship: Past Perspectives and Future Hopes** 10.30–11.45  
Moderator: LARS WITELL  
DAVID BOWEN, RUTH BOLTON, RAYMOND FISK

**Conference Closing** 11.45–12.00  
BO EDVARDSSON

LUNCH 12.00

## CO-CHAIRS

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Professor  
**BO EDVARDSSON**  
CTF, Service Research Center, Karlstad University  
Sweden



Professor  
**MARY JO BITNER**  
Center for Services Leadership, Arizona State University  
USA



Professor  
**ROHIT VERMA**  
Cornell Institute for Healthy Futures, Cornell University  
USA



Professor  
**ANDERS GUSTAFSSON**  
CTF, Service Research Center, Karlstad University  
Sweden

## PLENARY SPEAKERS - P1

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**BO EDVARDSSON** is Professor of Business Administration and former Vice Rector at Karlstad University, Sweden. Professor Edvardsson is the founder of CTF, Service Research Center at Karlstad University. He is also Professor II at Inland Norway University of Applied Sciences. In 2008, he received the RESER Award Commendation for lifetime achievement to scholarship by The European Association for Service Research, and in 2004 The AMA Career Contributions to the Services Discipline Award. In 2013 Professor Edvardsson was appointed Honorary Distinguished Professor of

Service Management, EGADE Business School, Mexico. In 2009, he was awarded Honorary Doctorate, Swedish School of Economics and Business Administration, Hanken. He is the former editor of Journal of Service Management. His research includes new service development and innovation, complaints management and service recovery, service-dominant logic and ecosystems transformation. Bo Edvardsson Google Scholar citations in May 2019 shows that Bo has 15.900 citations.



**ANDERS GUSTAFSSON** is a Professor of Marketing at BI - Norwegian Business School, Norway, and affiliated to CTF, Service Research Centre at Karlstad University, Sweden. He is the current editor in chief for Journal of Business Research and an area editor of Journal of Service Research. He is the

President for AMA's Academic Council and will be responsible for some of AMA's major academic events in 2019/2020. Recently he received the Christopher Lovelock Career Contributions to the Services Discipline Award.



**STEPHEN W. BROWN** is the Emeritus Edward M. Carson Chair, Emeritus Professor of Marketing and Distinguished Faculty with the Center for Services Leadership (CSL), W. P. Carey School of Business, Arizona State University. He is also a Strategic Partner with The INSIGHT Group. From its founding in 1985 until 2011, he served as the CSL's executive director. He is also a former national president of the American Marketing Association. Professor Brown has co-authored and co-edited 23 books and over 100 articles. Much of his research and writing focuses on the science of service and the topics of strategic services marketing, service excellence and recovering from service failures. Most recently, he's devoting major research, executive teaching and consulting to the area of service infusion or growing service revenues in product-dominant com-

panies. Dr. Brown has been identified as one of the ten most frequent contributors to the English-language services marketing literature in the world. He's been awarded honorary doctoral degrees from the HANKEN School of Economics in Finland and from Karlstad University in Sweden. He is the recipient of the Career Contributions to Services Marketing Award from the American Marketing Association and the Educator of the Year Award from the Association for Service Management International. He's served as a speaker and seminar leader for conferences and business meetings around the world. Dr. Brown has co-founded three companies, and he serves on the boards of directors of several companies and as a trustee of the Lowell Observatory Foundation. In recent years, he's focusing on creative nonfiction writing.

## PLENARY SPEAKERS - P1

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**EVERT GUMMESSON** is Professor Emeritus of Marketing and Management at the Stockholm Business School, and was the first professor of CTF. He graduated at the Stockholm School of Economics, has a Ph.D. from Stockholm University and is a Fellow and Honorary Doctor of Hanken School of Economics, Helsinki, and a Fellow of the University of Tampere, both in Finland. His research interests include service-dominant logic, service science, relationship marketing and research methodology. He is the author of 400 publications. His latest book is *Case Theory in Business and Management: Reinventing Case Study Research*, (2017, Sage, London, 368 pp.). Evert has been particularly involved in starting and co-chairing QUIS, ICRM

(International Conference on Relationship Marketing), and the Naples Forum on Service. He has received several awards among them the Christopher Lovelock Career Contributions to the Services Discipline Award, and was the first winner of the S-D Logic Award and the Grönroos Service Research Award. The Chartered Institute of Marketing, UK, has listed him as one of the 50 most important contributors to marketing. He has been a frequent speaker at conferences, companies, executive education programs, and universities throughout the world. He also has twenty-five years of practical experience from businesses and government organizations.



**LEONARD L. BERRY** is University Distinguished Professor of Marketing, Regents Professor, and holds the M.B. Zale Chair in Retailing and Marketing Leadership in the Mays Business School at Texas A&M University. He also is a Presidential Professor for Teaching Excellence. As a Visiting Scientist at Mayo Clinic in 2001-2002, he conducted an in-depth research study of healthcare service, the basis for his book, *Management Lessons from Mayo Clinic* (2008). Concurrent with his faculty position in Mays Business School, Dr. Berry is a Senior Fellow of the Institute for Healthcare Improvement studying service improvement in cancer care for patients and their families. Professor Berry has written ten books in all, including: *Discovering the Soul of Service*; *On Great Service*; *Marketing Services: Competing Through Quality*; and *Delivering Quality Service*. He is the author of numerous academic articles and an invited lecturer throughout the world. Professor Berry's teaching and research have been widely recognized with many honors for his contributions, including The Sheth Gold Medal, The American Marketing Association (AMA) William Wilkie Marketing

for a Better World Award, the Paul D. Converse Award, the AMA/McGraw-Hill/Irwin Distinguished Marketing Educator Award, the Career Contributions to Services Marketing Award from the AMA, and the Outstanding Marketing Educator Award from the Academy of Marketing Science. He is a Fellow of both the American Marketing Association and the Academy of Marketing Science. Texas A&M awarded him the Distinguished Achievement Award in Teaching (1990) and the Distinguished Achievement Award in Research (1996 and 2008), the highest honors bestowed upon its faculty members. In 2014, he was inducted into Arizona State University's Carey School of Business Hall of Fame, the first doctoral graduate to be selected, and in 2015 the Mays Business School at Texas A&M awarded him the Lifetime Achievement Award for Research and Scholarship. A former national president of the American Marketing Association, Dr. Berry founded the Center for Retailing Studies at Texas A&M in 1982 and served as its director through 2000.



## PLENARY SPEAKERS - P1

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**A. PARASURAMAN (PARSU)** is a Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) and Director of PhD Programs at the School of Business, University of Miami. He teaches and does research in the areas of services marketing, service-quality measurement and improvement, and the role of technology in marketing to and serving customers. In 1988 Dr. Parasuraman was selected as one of the "Ten Most Influential Figures in Quality" by the editorial board of The Quality Review, co-published by the American Quality Foundation and the American Society for Quality Control. He has received many distinguished teaching and research awards. In 1998 he received the American Marketing Association's Career Contributions to the Services Discipline Award. He received the Academy of Marketing Science's Outstanding Marketing Educator Award in 2001 and was designated as a Distinguished Fellow of the Academy in 2004. He has also been named to the Chartered Institute of Marketing (U.K.'s) Guru Gallery, which profiles the 50 leading marketing thinkers worldwide. In 2005 he received a Distinguished Alumnus Award from IIT-Madras, his undergra-

duate alma mater. In 2008 the e-TQM College (now Hamdan Bin Mohammed e-University) in Dubai established The Parasuraman Service Excellence Research Prize, an annual award to foster more scholarly research throughout the Middle East region. In 2009 the Society for Marketing Advances honored him with the Elsevier Distinguished Scholar award. In 2011 Maastricht University in the Netherlands conferred upon him an Honorary Doctorate degree. He is the recipient of the 2012 Paul D. Converse Award for significant scholarly contributions to marketing, the 2013 Gil Churchill Award for Lifetime Contributions to Marketing Research and the 2018 AMA Higher Ed SIG's Lifetime Achievement Award. Dr. Parasuraman has published over 130 articles in scholarly journals and has served as editor of the Journal of the Academy of Marketing Science (1997-2000) and the Journal of Service Research (2005-2009). He also serves on the editorial review boards of ten journals. He has authored several books, consulted with many companies, and conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries.



**VALARIE ZEITHAML** is the David S. Van Pelt Distinguished Professor of Marketing, Kenan-Flagler Business School, University of North Carolina at Chapel Hill. An award-winning teacher and researcher, she was recently recognized as an AMA Fellow. She was also acknowledged in the 2014 List of Thomson Reuters 2014 World's Most Influential Scientific Minds, representing scholars in the top 1% of citations in their academic fields. She won the 2012 Bullard Research Impact Award in recognition of the broad impact of research on the field, industry, and society; the 2009 AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award; and the 2008 Paul D. Converse Award

for outstanding and enduring contributions to marketing. Among her more than 100 publications are articles that have won the Journal of Marketing Research O'Dell Award, the Maynard Award, the Sheth Foundation/Journal of Marketing Award. She is the author or co-author of five business books and the leading services marketing textbook. She has researched customer expectations in more than 50 industries and consulted with companies all over the world. Zeithaml received her PhD and MBA from the University of Maryland. She served as an MSI academic trustee for six years and was Past Chairman of the Board of the AMA.

## PLENARY SPEAKERS - P2

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**RODERICK J. BRODIE** is Professor in the Department of Marketing at the University of Auckland of Business School, New Zealand. His research and teaching experience is in marketing theory, strategy, branding and service research. He has consulted with a range of government and business areas and acted as an expert witness in a number of landmark legal cases. His publications have appeared in leading international journals including; Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, and others. He is an associate editor of the Journal of Service Research and Marketing Theory and has served on the Editorial Boards of the Journal of Marketing, the International Journal of Research in Marketing, the Journal of Service Research, and the Australasian Journal of Marketing. He has been active

in the development of Marketing Education in Australasia and internationally and 1998 was the founding president of the Australia New Zealand Marketing Academy (ANZMAC), in 2002 was presented with the ANZMAC Distinguished Researcher and in 2004 he was made one of the founding Fellows. In 2011 he was elected as the 1st Southern hemisphere Fellow for the European Marketing Academy (EMAC). In 2004 he was recognised with the University of Auckland's Business School's Research Excellence Award for Sustained Research Performance. He has held visiting professorships at a number of leading US and European Business Schools. He is currently serving on the Royal Society Marsden Social Science Panel and has served the national PBRF panel Business and Economics.



**CHRISTIAN GRÖNROOS** is Professor Emeritus of Service and Relationship Marketing at Hanken School of Economics Finland. He is one of the pioneers in the fields of service marketing and management and relationship marketing research and a representative of the internationally recognized Nordic school of marketing thought. He is also the first non-North American to receive AMA's (Servsig) Career Contribution to the Services Discipline Award. In 2011 the Sheth Foundation elected him the 11th Legend in Marketing. His current research interests include service logic,

adopting a service perspective in manufacturing, and reinventing marketing. He is a distinguished member of the Finnish Society of Sciences and Letters, and he is a member of its financial committee. He is the most cited scholar in the business administration and management field in Finland. His views on service and relationship marketing are summarized in the latest edition of his book Service Management and Marketing: Managing the Service Profit Logic (John Wiley, 2015) and in his video lectures on Youtube on Principles of Service Management (2019).



**STEPHEN L. VARGO** is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawai'i. He holds or has held visiting positions at the Judge Business School at the University of Cambridge, the University of Warwick, Karlstad University, the University of Maryland, and other major universities, as well as VTT Technical Research Center of Finland. His primary areas of research are market and marketing theory and marketing strategy. He is best known for his work with Robert F. Lusch and others on service-dominant logic. He has had over 100 publications, including articles published in the Journal of Marketing, the Journal of the Academy of Marketing Science, the Journal of Service Research, and other major marketing journals. He also is the editor-in-chief of AMS Review, and serves on editorial review/advisory boards of 17 journals, including the Journal

of Marketing, Journal of the Academy of Marketing Science and the Journal of Service Research, and has served as editor or co-editor of 17 special issue/sections of various journals. Together with Robert Lusch, he has published three books. Professor Vargo has twice received the Shelby D. Hunt/Harold H. Maynard Award by the American Marketing Association for significant contribution to marketing theory and thought, the AMA/Sheth Foundation Award for long term contributions to the field of marketing and the Evert Gummesson Award for outstanding research, among other awards. Clarivate Analytics (formerly, Thomson-Reuters) has identified him as one of the World's Most Influential Scientific Minds/Highly Cited Researchers (top 1%) in economics and business in each of the last five years (2014- 2018).

## PLENARY SPEAKERS - P3

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**LAWRENCE (LARRY) CROSBY** is the Chief Data Scientist of the KH Moon Center for a Functioning Society, within the Drucker Institute. In that capacity, Crosby developed the Drucker Model which underlies the Management Top 250 published by the Wall Street Journal. He is also President of L.A. Crosby & Associates, a research and consulting firm focused on marketing and organizational effectiveness. From 2013-15, Crosby was the Henry Y. Hwang Dean of the Peter F. Drucker and Masatoshi Ito Graduate School of Management, at the Claremont Graduate University. From 2010 to 2013, he served as Dean of the Spears School of Business at Oklahoma State University. Professionally, Crosby is a recognized expert on

customer engagement and loyalty, writing a quarterly column on that topic for the AMA publication Marketing News. Prior to becoming Dean at OSU, he was the chief loyalty architect of the Customer Experience Practice at global market research company Synovate Ltd. (now part of Ipsos). Before that, he co-founded and served as chairman/CEO of Symmetrics Marketing Corporation, a customer loyalty research and consulting firm. His background also includes being CEO of Walker CSM Worldwide and serving on the faculties of Arizona State University, the University of Michigan and the University of Nebraska. Dr. Crosby holds PhD, MBA and Bachelor's degrees from the University of Michigan.



**MARY JO BITNER** is one of the founders of the service marketing discipline, committing her career to the study of customer-employee interactions, technology delivered service, service infusion and customer satisfaction. She has published more than 50 journal articles in leading academic and managerial journals. She was the editor-in-chief of the Journal of Service Research and is the co-author of "Services Marketing: Integrating Customer Focus Across the Firm," and "Profiting From Services and Solutions: What Product-Centric Firms Need to Know," a text used in universities around the world, now in its 7th edition. Professor Bitner recently became an Emeritus Faculty member

at ASU. Prior to that she was the Edward M. Carson Chair in Services Marketing and the executive director of Arizona State University's W. P. Carey School Center for Services Leadership, a globally recognized authority on how to compete strategically through the profitable use of services. Among many honors, Professor Bitner has received the Christopher Lovelock Career Contributions to the Services Discipline Award from the American Marketing Association's SERVSIG, an IBM Faculty Award, the MMA Marketing Innovator Award and ISSIP's inaugural Fellow Award for Lifetime Achievement in Service Science.

## PLENARY SPEAKERS - P4

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**DAVID E. BOWEN** is Faculty Emeritus, Thunderbird School of Global Management, where he twice served as Chief Academic Officer, and a member, Distinguished Faculty Network, Center for Services Leadership, Arizona State University. His service research of thirty five years has focused on organizational behavior, organizational theory and employee management issues. He received the Christopher Lovelock Career Contributions to the Services Discipline Award in 2008, and was an Associate Editor for the Journal of Service Research. He received, with Ben Schneider, the article of the year (2014) award in JSR and received the Academy of Management Review Decade Award in 2014 for AMR's most-cited article published ten years

prior. His articles have also appeared in Journal of Applied Psychology, Academy of Management Journal, Academy of Management Perspectives (article of the year award 2007), Harvard Business Review, Sloan Management Review and Journal of Service Management. His books include the Advances in Services Marketing and Management series, 1992-1998, with S. Brown and T. Swartz and Winning the Service Game, Harvard Business School Press, 1995, with Schneider. In 2012, Academy of Management Perspectives assessed the impact of 384 of the 550 most highly cited management scholars in the past three decades. Dr. Bowen ranked No. 128 on the number of citations and No. 58 on the number of Google pages on domains other than edu.

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**RUTH BOLTON** is a Professor of Marketing with W. P. Carey School of Business at Arizona State University. She joined ASU in 2004. Her prior academic appointments include positions with Vanderbilt University, University of Oklahoma, University of Maryland, and Harvard University. Her research areas include the customer experience, multi-channel management of services and the execution of high technology, interactive services. Her current projects focus on service

encounters involving automated social presence and how contextual variables moderate customers responses to service experiences in global markets. Professor Bolton is the recipient of the 2016 American Marketing Association/Irwin-McGraw Hill Distinguished Marketing Educators Award and the American Marketing Association SERV SIG Career Contributions in Service Award, 2007.

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**RAYMOND P. FISK** (B.S., M.B.A., and Ph.D. from Arizona State University) is Professor and Chair of the Department of Marketing, at Texas State University-San Marcos. He has published in the Journal of Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Service Research, European Journal of Marketing, Service Industries Journal, Journal of Service Management, Journal of Health Care Marketing, Journal of Marketing Education, Marketing Education Review and others. He has published six books: Serving Customers: Global Services Marketing Perspectives; Services Marketing: An Interactive Approach, 4th Ed.; Services Marketing Self-Portraits: Introspections, Reflections and Glimpses from the Experts; Marketing Theory: Distinguished Contributions; AIRWAYS: A Marketing Simulation; and Services

Marketing: An Annotated Bibliography. He is Past President of the American Marketing Association's Academic Council. He founded the AMA Services Marketing Special Interest Group (SERV SIG) in 1993 and has served SERV SIG in many other leadership roles. The American Marketing Association made him the Inaugural Recipient of the SIG Leadership Award in 2016. He received the Career Contributions to the Services Discipline Award from SERV SIG in 2005. In 2012, he received the Grönroos Service Research Award from the CERS Centre for Relationship Marketing and Service Management at the Department of Marketing, Hanken School of Economics, Finland. Recently, he founded ServCollab. ServCollab is a service research collaborative for diagnosing and curing humanity's service system problems.

# CONCURRENT SESSIONS

## TUESDAY JUNE 11

### 10:30 - 12:00 CONCURRENT 1 Erlandersalen, 11D227

#### 10:30 - 11:00 A26 - Communication Accommodation Style as a Means to reduce Social Distance in the P2P Sharing-Service Setting

Jooyoung Kang<sup>1</sup>, Sunmee Choi<sup>1</sup>, Sooyun Kim<sup>1</sup>, Heejin Kim<sup>2</sup>

1 School of Business, Yonsei University, Seoul, Korea

2 Department of Communications, Yonsei University, Seoul, Korea

#### 11:00 - 11:30 A17 - Better Designing Messages to B2C Sharing-Service Customers for Compliance

Sooyun Kim<sup>1</sup>, Sunmee Choi<sup>1</sup>, Heejin Kim<sup>2</sup>

1 School of Business, Yonsei University, Seoul, Korea

2 Department of Communications, Yonsei University, Seoul, Korea

#### 11:30 - 12:00 A150 - True Sharing or sharing economy FAD?

##### The unexpected role of social and economic motives

Hugo Guyader<sup>1</sup>, Mario Kienzler<sup>1</sup>

1 Department of Management & Engineering, Linköping University, Sweden

### 10:30 - 12:00 CONCURRENT 2 Andersalen, 11D121

#### 10:30 - 11:00 A46 - Empowering Service Employees to Manage Deceptive Consumer Behavior

Joshua Siegel<sup>1</sup>, Willemijn van Dolen<sup>1</sup>, Evangelos Kanoulas<sup>2</sup>, Athanasios Efthymiou<sup>3</sup>

1 Amsterdam Business School, University of Amsterdam, Amsterdam, The Netherlands

2 Amsterdam Business School & Informatics Institute, University of Amsterdam, Amsterdam, The Netherlands

3 Informatics Institute, University of Amsterdam, Amsterdam, The Netherlands

#### 11:00 - 11:30 A135 - The Remedial Effect of Complaint Process Recovery (CPR) after a Double Deviation

Katja Gelbrich<sup>1</sup>, Sarah Voigt<sup>1</sup>, Cristiane Pizzutti dos Santos<sup>2</sup>

1 Catholic University Eichstätt-Ingolstadt, Ingolstadt, Germany

2 Federal University of Rio Grande do Sul, Porto Alegre, Brazil

#### 11:30 - 12:00 A38 - Customers' Reactions to Intentional Service Failures

Amin Nazifi<sup>1</sup>, Katja Gelbrich<sup>2</sup>, Dahlia El-Manstrly<sup>3</sup>

1 University of Strathclyde, Glasgow, UK

2 KU, Eichstätt-Ingolstadt, Germany

3 University of Edinburgh, Edinburgh, UK

### 10:30 - 12:00 CONCURRENT 3 Agardhsalen, 11D257

#### 10:30 - 11:00 A65 - Inauthentic engagement: the role of self-presentation in consumer engagement behaviour

Archareeporn Thanvarachorn<sup>1</sup>, Matthew Alexander<sup>1</sup>, Anne Marie Doherty<sup>1</sup>

1 Marketing, University of Strathclyde, Glasgow, UK

#### 11:00 - 11:30 A151 - Understanding customer learning in service: Process and antecedents

Daria Novikova<sup>1</sup>, Prof. dr. Allard van Riel<sup>1</sup>, Prof. dr. Sandra Streukens<sup>1</sup>

1 University of Hasselt, Hasselt, Belgium

#### 11:30 - 12:00 A81 - Mapping the Dynamics Between Customer Engagement and Empowerment

Liliane Abboud<sup>1</sup>, Jamie Burton<sup>1</sup>, Helen L. Bruce<sup>2</sup>

1 Alliance Manchester Business School, The University of Manchester, Manchester, UK

2 Lancaster University Management School, Lancaster University, Lancaster, UK

### 10:30 - 12:00 CONCURRENT 4 11B240

#### 10:30 - 11:00 A134 - The Influence of Service Employee's Branding Behaviors on Brand Outcomes in Service Encounters

Jiun-Sheng Chris Lin<sup>1</sup>, Chih-Ying Chul

1 National Taiwan University, Taipei, Taiwan

#### 11:00 - 11:30 A92 - Negative customer engagement in commercial service contexts

Diem Do<sup>1</sup>, Kaleel Rahman<sup>2</sup>, Linda Robinson<sup>2</sup>

1 Australia

2 RMIT University, Australia

#### 11:30 - 12:00 A3 - A customer diversity perspective on Customer-to-Customer Interaction (CCI)

Richard Nicholls<sup>1</sup>

1 University of Worcester, Worcester Business School, Worcester, UK

### 10:30 - 12:00 CONCURRENT 5 11C269

#### 10:30 - 11:00 A124 - The clock is ticking or is it? Asymmetric impact of shorter- vs. longer-than-expected waits on customer satisfaction

Delphine Caruelle<sup>1</sup>, Line Lervik-Olsen<sup>1</sup>, Anders Gustafsson<sup>1</sup>

1 BI Norwegian Business School, Oslo, Norway

**11:00 - 11:30 A75 - Linguistic style matching in service interactions: Does emotional similarity count?**

*Karin Teichmann<sup>1</sup>, Nicola E. Stokburger-Sauer<sup>1</sup>, Anna Wanisch<sup>1</sup>*

<sup>1</sup> University of Innsbruck, Innsbruck, Austria

**11:30 - 12:00 A54 - Face it! The Importance and Boundary Conditions of Emotional Contagion in Person-to-Person Service Interactions**

*Nicola Stokburger-Sauer<sup>1</sup>, Verena Hofmann<sup>1</sup>, Martin Wetzels<sup>2</sup>*

<sup>1</sup> University of Innsbruck, Department of Strategic Management, Marketing and Tourism, Universitaetsstr. 15, 6020 Innsbruck, Austria

<sup>2</sup> Maastricht University, Department of Marketing and Supply Chain Management, School of Business and Economics, P.O. Box 616, 6200 MD, Maastricht, The Netherlands

**10:30 - 12:00 CONCURRENT 6** 11C270

**10:30 - 11:00 A52 - Exploring the role of small data when working towards improvements of digital services**

*Andrea Birch-Jensen<sup>1</sup>*

<sup>1</sup> Chalmers University of Technology, Technology Management and Economics, Gothenburg, Sweden

**11:00 - 11:30 A159 - What if they are no longer customers? Measuring the Impact of Noncustomers with High Influencer Value in Social Networks**

*Jaylan Azer<sup>1</sup>, Chatura Ranaweera<sup>2</sup>*

<sup>1</sup> Edinburgh Napier University, Edinburgh, UK

<sup>2</sup> Wilfrid Laurier University, Ontario, Canada

**11:30 - 12:00 A66 - Influence of Consumer Motives on Value Creation in Healthcare Service**

*Waheed Akbar Bhatti<sup>1</sup>, Mario Glowik<sup>2</sup>*

<sup>1</sup> Jönköping University, Jönköping International Business School, Jönköping Sweden

<sup>2</sup> Berlin School of Economics and Law, Berlin, Germany

**10:30 - 12:00 CONCURRENT 7** 11C369

**10:30 - 11:00 A51 - Exploring the Landscape of Service Ecosystems: a Systematic Literature Review**

*Nabila As'ad<sup>1</sup>, Lia Patrício<sup>1</sup>*

<sup>1</sup> INSEC TEC, Faculty of Engineering, University of Porto, Porto, Portugal

**11:00 - 11:30 A123 - The challenges of learning workers in the new disruptive service environment: a future research agenda**

*Malliga Marimuthu<sup>1</sup>, Jay Kandampully<sup>2</sup>*

<sup>1</sup> La Trobe University, Melbourne, Australia

<sup>2</sup> The Ohio State University, Ohio, USA

**11:30 - 12:00 A69 - Is honesty always the best policy? The effects of lying to your customers**

*Lars Witell<sup>1</sup>, Hannah Snyder<sup>2</sup>, Anders Gustafsson<sup>2</sup>, Janet McColl-Kennedy<sup>3</sup>*

<sup>1</sup> Karlstad university, CTF, Karlstad, Sweden

<sup>2</sup> BI - Norwegian School of Business, Marketing, Oslo, Norway

<sup>3</sup> The University of Queensland, UQ Business School, Brisbane, Australia

**10:30 - 12:00 CONCURRENT 8** 11C370

**10:30 - 11:00 A136 - The Rhythm of Customer Co-creation in the New Service Development Process**

*Fengjie Pan<sup>1</sup>, Rohit Verma<sup>2</sup>*

<sup>1</sup> The University of Manchester, Alliance Manchester Business School, United Kingdom

<sup>2</sup> Dean of External Relations, Cornell SC Johnson College of Business, Cornell University, United States

**11:00 - 11:30 A7 - Achieving immersion in the tourism experience: The role of autonomy, temporal dissociation, and reactance**

*Lunardo Renaud<sup>1</sup>, Ponsignon Frédéric<sup>1</sup>*

<sup>1</sup> KEDGE Business School, Bordeaux, France

**11:30 - 12:00 A36 - Customer Engagement Marketing Framework (CEM): A strategic perspective**

*Esraa Karam<sup>1</sup>, Matthew Alexander<sup>1</sup>, V Kumar<sup>2</sup>*

<sup>1</sup> University of Strathclyde, Glasgow, UK

<sup>2</sup> Georgia State University, Georgia State, USA

**10:30 - 12:00 CONCURRENT 9** Fryxellsalen 1B306

**10:30 - 11:00 A94 - Online Customer Experience: What Is It for Online Grocery Shoppers?**

*Reema Singh<sup>1</sup>, Magnus Söderlund<sup>2</sup>*

<sup>1</sup> Center for Retailing, Stockholm School of Economics, Sweden

<sup>2</sup> Centre for Consumer Marketing (CCM), Stockholm School of Economics, Sweden

**11:00 - 11:30 A29 - Consumer ambivalence in ethical consumption**

*Stefano Prestini<sup>1</sup>, Roberta Sebastiani<sup>2</sup>*

<sup>1</sup> Università Bocconi

<sup>2</sup> Università Cattolica del S.C.



**11:30 - 12:00 A112 - Shopper responses to non-availability in online retailing: Transactions Costs vs. Substitution Costs**

*Thomas Gruen<sup>1</sup>, Daniel Corsten<sup>2</sup>*

<sup>1</sup> University of New Hampshire, USA

<sup>2</sup> IE, Madrid, Spain

**10:30 - 12:00 CONCURRENT 10** Sjöströmsalen, 1B309

**10:30 - 11:00 A11 - Applications of Structuration Theory in Service Research - A Review and Reflections on Future Directions**

*Sebastian Schauman<sup>1</sup>, Hannu Tikkanen<sup>1</sup>*

<sup>1</sup> Hanken School of Economics, Department of Marketing, CERS, Helsinki, Finland

**11:00 - 11:30 A122 - The bi-directionality of the meso-level when rapidly shaping markets**

*Jonathan J Baker<sup>1</sup>, Suvi Nenonen<sup>2</sup>, Roderick Brodie<sup>2</sup>*

<sup>1</sup> Auckland University of Technology, Auckland, New Zealand

<sup>2</sup> University of Auckland Business School, Auckland, New Zealand

**11:30 - 12:00 A160 - What matters for the Future of Service Technologies? A text-mining comparison of the academic and practitioner perspective**

*Ruud Wetzels<sup>1</sup>, Jos Lemmink<sup>1</sup>, Werner Kunz<sup>1</sup>, Kristina*

*Heinonen<sup>1</sup>, Martin Wetzels<sup>1</sup>*

<sup>1</sup> University of Massachusetts Boston

**14:45 - 16:15 CONCURRENT 11** Erlandersalen, 11D227

**14:45 - 15:15 A107 - ServCollab: Serving Humanity Through Service Research Collaborations**

*Raymond Fisk<sup>1</sup>, Linda Alkire (née Nasr)<sup>1</sup>, Laurel Anderson<sup>2</sup>, David Bowen<sup>3</sup>, Thorsten Gruber<sup>4</sup>, Amy Ostrom<sup>2</sup>, Lia Patrício<sup>5</sup>*

<sup>1</sup> Texas State University, San Marcos, Texas, USA

<sup>2</sup> Arizona State University, Tempe, Arizona, USA

<sup>3</sup> Retired Service Scholar at Large, Phoenix, Arizona, USA

<sup>4</sup> Loughborough University, Loughborough, UK

<sup>5</sup> University of Porto, Porto, Portugal

**15:15 - 15:45 A22 - Coaching of poorly qualified individuals as a transformative service**

*Philipp K. Görs<sup>1</sup>, Friedemann W. Nerdinger<sup>1</sup>*

<sup>1</sup> University of Rostock, Department of Business Administration, Rostock, Germany

**15:45 - 16:15 A68 - Is green consumption in services more than a mere show-off?**

*Iris Vilnai-Yavetz<sup>1</sup>, Sigal Tifferet<sup>1</sup>*

<sup>1</sup> Department of Business Administration, Ruppin Academic Center, Emek Hefer, Israel

**14:45 - 16:15 CONCURRENT 12** Andersalen, 11D121

**14:45 - 15:15 A25 - Collaborative strategies and tools enabling change in the Healthcare ecosystem: a Brazilian exploratory study**

*Ana Lavaquial<sup>1</sup>, Claudia Araujo<sup>2</sup>*

<sup>1</sup> Berlin School of Creative Leadership, Steinbeis University, Berlin, Germany

<sup>2</sup> COPPEAD-UFRJ, Rio de Janeiro, Brazil

**15:15 - 15:45 A99 - Platform Business Models in the Sharing Economy: Integration, Synthesis and Research Agenda**

*Jochen Wirtz<sup>1</sup>, Helen Chun<sup>2</sup>, Stephanie Liu<sup>3</sup>, Makarand Mody<sup>4</sup>, Kevin Kam Fung So<sup>5</sup>*

<sup>1</sup> NUS Business School, National University of Singapore, Singapore

<sup>2</sup> School of Hotel Administration, SC Johnson School of Business, Cornell University, USA

<sup>3</sup> The Ohio State University, USA.

<sup>4</sup> School of Hospitality Administration, Boston University, USA

<sup>5</sup> Center of Economic Excellence in Tourism and Economic Development, University of South Carolina, Columbia, USA

**15:45 - 16:15 A80 - Making the transition from selling cars to selling mobility**

*Christian Kowalkowski<sup>1</sup>, Brenda Nansubuga<sup>1</sup>*

<sup>1</sup> Linköping University, Department of Management and Engineering, Linköping, Sweden

**14:45 - 16:15 CONCURRENT 13** Agardhsalen, 11D257

**14:45 - 15:15 A162 - "And never the twain shall meet": Differentiating between vindictive and supportive consumer anger**

*Paolo Antonetti<sup>1</sup>, Benedetta Crisafulli<sup>2</sup>*

<sup>1</sup> Neoma Business School, Rouen Campus, France

<sup>2</sup> Birbeck University of London, London, UK

**15:15 - 15:45 A18 - Blinded by the light? How knowledge based resources influence service recovery performance: A multilevel investigation**

*Samiha Mjahed1, Nizar Souiden2, Khaled Mohamed Bennour3*

1 College of Business Administration, King Saud University, Marketing Department, Riyadh, KSA

2 Faculty of Business Administration, Laval University, Marketing Department, Québec, Canada

3 College of Sciences, King Saud University, Statistics & Operations Research Department, Riyadh, KSA

**15:45 - 16:15 A152 - Understanding the customer complaint recovery process on social media: Introducing data mining methods**

*Thomas Reimer1, Banu Aysolmaz2*

1 University of Rostock, Institute for Marketing and Service Research, Rostock, Germany.

2 University of Maastricht, Department of Accounting & Information Management, Maastricht, The Netherlands.

**14:45 - 16:15 CONCURRENT 14** 11B240

**14:45 - 15:15 A2 - A Conservation of Resources Theory Interpretation of the After-Sales Service Interactions**

*Ebru Kuzgun1, Gülden Asugman1*

1 Boaziçi University, Istanbul, Turkey

**15:15 - 15:45 A21 - Co-Creating Value through IoT Technologies: The influence of information-sharing processes on consumer behaviour change**

*Semih Sagmanli1, Maria Karampela1, Alan Wilson1*

1 Business School, University of Strathclyde, Glasgow, United Kingdom

**15:45 - 16:15 A158 - Value Co-Creation Mechanisms for Digital Service Design**

*Tuure Tuunanen1, Juuli Lintula1, Tero Vartiainen2, Yixin Zhang3, Michael D. Myers4*

1 University of Jyväskylä, Faculty of Information Technology, Jyväskylä, Finland

2 University of Vaasa, Department of Computer Science, Vaasa, Finland

3 University of Gothenburg, Department of Applied Information Technology, Gothenburg, Sweden

4 The University of Auckland Business School, Department of Information Systems and Operations Management, Auckland, New Zealand

**14:45 - 16:15 CONCURRENT 15** 11C269

**14:45 - 15:15 A4 - A strategic framework for understanding and managing customer experience feedback**

*Robert Ciuchita1, Maria Holmlund1, Annika Raval2, Panagiotis Sarantopoulos3, Yves Van Vaerenbergh4, Francisco Villarroel-Ordenes5, Mohamed Zaki6*

1 Hanken School of Economics, Helsinki, Finland

2 Hanken School of Economics, Vaasa, Finland

3 Alliance Manchester Business School, The University of Manchester, Manchester, England

4 KU Leuven, Leuven, Belgium

5 Isenberg School of Management, University of Massachusetts Amherst, Amherst, USA

6 Cambridge Service Alliance, University of Cambridge, Cambridge, England

**15:15 - 15:45 A161 - Why Customer experience metrics are correlated but reasons that explain them are not?**

*Felipe Morgan1, Guillermo Armelini2*

1 Chile

2 ESE Business School, Universidad de los Andes, Santiago, Chile

**15:45 - 16:15 A76 - Linking Experiential Value and Consumer Behavior - An Empirical Examination in Three Service Contexts**

*Phil Klaus1, Volker Kuppelwieser, Hoang-Linh Vu2*

1 International University of Monaco - INSEEC Research Center, Monaco, Monaco

2 Neoma Business School, Rouen, France

**14:45 - 16:15 CONCURRENT 16** 11C270

**14:45 - 15:15 A34 - Customer Deviance: An Expanded Framework, Prevention Strategies, and Opportunities for Future Research**

*Paul Fombelle1, Clay Voorhees2, Mason Jenkins1, Ibrahim Abosag3, Sabine Benoit4, Thorsten Gruber5, Anders Gustafsson6, Karim Sidaoui7*

1 Northeastern University, USA

2 The University of Alabama, USA

3 SOAS University of London, Great Britain

4 Surrey Business School, Great Britain

5 Loughborough University, Great Britain

6 Norwegian Business School, Norway

7 Manchester Business School, Great Britain

**15:15 - 15:45 A20 - Cluster effect on patient's hospital experience**

*Angel Peiro-Signes1, Marival Segarra-Oña1, Rohit Verma2*

1 Universitat Politècnica de Valencia, Valencia, Spain

2 Cornell University, Ithaca, NY, USA



**15:45 - 16:15 A70 - Is Intellectual capital foundational for SD-Oriented and Firm Performance?**

*Helena Alves<sup>1</sup>, Jaime Ortega<sup>2</sup>, Ignacio Cepeda<sup>2</sup>, Bo Edvarsson<sup>3</sup>*

- 1 Department of Management and Economics and NECE, University of Beira Interior, Covilhã, Portugal
- 2 Department of Firms Management and Marketing, University of Sevilha, Sevilha, Spain
- 3 CTF, Karlstad University, Karlstad, Sweden

**14:45 - 16:15 CONCURRENT 17** 11C369

**14:45 - 15:15 A155 - Unveiling the whys and wherefores of customer helpful behaviours**

*Iliana Katsaridou<sup>1</sup>, Fred Lemke<sup>1</sup>*

- 1 Vlerick Business School, Brussels, Belgium

**15:15 - 15:45 A133 - The Impact of Social Media Engagement on Brand Loyalty: A Study of Domestic Hospitality Industry in Sri Lanka**

*Bimali Wijesundara<sup>1</sup>, Dhanushka Dushanthi<sup>2</sup>*

- 1 Department of Marketing Management, University of Kelaniya, Kelaniya, Sri Lanka, bimaliwiwesundara@kln.ac.lk
- 2 Department of Marketing Management, University of Kelaniya, Kelaniya, Sri Lanka

**15:45 - 16:15 A143 - The virtual employee versus the human employee in the online service encounter**

*Magnus Söderlund<sup>1</sup>*

- 1 Stockholm School of Economics, Stockholm, Sverige

**14:45 - 16:15 CONCURRENT 18** 11C370

**14:45 - 15:15 A96 - Online Reviews Generated through Product Testing: Can Firms Bribe Reviewers with Free Products?**

*Ina Garnefeld<sup>1</sup>, Dwayne D. Gremler<sup>2</sup>, Tabea Krah<sup>1</sup>*

- 1 Department of Service Management, University of Wuppertal, Wuppertal, Germany
- 2 Department of Marketing, Bowling Green State University, Bowling Green, USA

**15:15 - 15:45 A148 - Towards a Better Understanding of Competitive Showrooming**

*Janina Kleine<sup>1</sup>, Michael Paul<sup>1</sup>*

- 1 Chair for Value Based Marketing, University of Augsburg, Augsburg, Germany.

**15:45 - 16:15 A79 - Luxury services**

*Martin Paul Fritze<sup>1</sup>, Jonas Holmqvist<sup>2</sup>, Jochen Wirtz<sup>3</sup>*

- 1 University of Cologne, Cologne, Germany
- 2 Kedge Business School, Talence, France
- 3 National University of Singapore, NUS Business School, Singapore

**14:45 - 16:15 CONCURRENT 19** Fryxellsalen 1B306

**14:45 - 15:15 A102 - Recognizing Employees' Customer-Oriented Behaviors: Modeling the Effects on Customer Satisfaction over Time**

*Jeffrey Arthur<sup>1</sup>*

- 1 Virginia Tech University, Blacksburg, Virginia, United States

**15:15 - 15:45 A106 - Same same, but different! A systematic review of Service Design, Design Thinking, Lean, and Agile Development**

*Nina Veflen<sup>1</sup>, Line Lervik-Olsen<sup>1</sup>*

- 1 BI Norwegian Business School

**15:45 - 16:15 A73 - Leveraging human touch opportunities in a high-tech world: A configurational model**

*Mahesh Subramony<sup>1</sup>, David Solnet<sup>2</sup>, Maria Golubovskaya<sup>2</sup>*

- 1 College of Business, Northern Illinois University, DeKalb, Illinois, USA
- 2 Business School, University of Queensland, Brisbane, Australia

**14:45 - 16:15 CONCURRENT 20** Sjöströmsalen 1B309

**14:45 - 15:15 A23 - Cocreation Governance - The case of Lifescience Incubators**

*Michael Ehret<sup>1</sup>, Daniel McDonald-Junor<sup>1</sup>*

- 1 Nottingham Trent University, Nottingham, United Kingdom

**15:15 - 15:45 A77 - Linking Strategy and Operations using a Service Business Model - a hypergraph theory-based approach**

*Mahei Manhai Li<sup>1</sup>, Christoph Peters<sup>2</sup>, Jan Marco Leimeister<sup>2</sup>*

- 1 Research Center for Information System Design (ITeG), University of Kassel, Kassel, Germany
- 2 Institute of Information Management, University of St.Gallen, St.Gallen, Switzerland

**15:45 - 16:15 A109 - Service Efficiency and Service Quality in Health Care: Lost in Translation**

*Claudia Steinkel<sup>1</sup>, Helen Kelley<sup>1</sup>, Anirban Kar<sup>2</sup>*

- 1 University of Lethbridge, Lethbridge, Canada
- 2 Simon Fraser University, Canada

## WEDNESDAY JUNE 12

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**10:30 - 12:00 CONCURRENT 21** Erlandersalen, 11D227

**10:30 - 11:00 A53 - Extending the Understanding of Service Design - From Co-Design to Collective Designing**

*Josina Vink<sup>1</sup>, Kaisa Koskela-Huotari<sup>2</sup>, Bård Tronvoll<sup>3</sup>, Bo Edvardsson<sup>2</sup>, Katarina Wetter-Edman<sup>4</sup>*

<sup>1</sup> Experio Lab, County Council of Värmland & CTF, Service Research Center, Karlstad University, Karlstad Sweden

<sup>2</sup> CTF, Service Research Center, Karlstad University, Karlstad, Sweden

<sup>3</sup> CTF, Service Research Center, Karlstad University, Karlstad, Sweden & Hedmark University of Applied Sciences, Norway

<sup>4</sup> County Council of Sörmland, Eskilstuna & Örebro University, Örebro, Sweden

**11:00 - 11:30 A16 - Behavioral Drivers of Routing Decisions: Evidence from Restaurant Table Assignment**

*Tom Tan<sup>1</sup>, Bradley Staats<sup>2</sup>*

<sup>1</sup> Cox Business School, Southern Methodist University, Dallas, USA

<sup>2</sup> Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, USA

**11:30 - 12:00 A116 - Managing zone-of-tolerance in space-to-face services**

*Ritva Höykinpuro<sup>1</sup>*

<sup>1</sup> University of Tampere, Faculty of Management and Business, Tampere, Finland

**10:30 - 12:00 CONCURRENT 22** Andersalen, 11D121

**10:30 - 11:00 A9 - Agrifood Ecosystem: exploiting convergence between Artificial Intelligence and Blockchain**

*Tiziana Russo Spina<sup>1</sup>, Cristina Mele<sup>1</sup>, Adriana Carotenuto<sup>1</sup>, Marialuisa Marzullo, Swapnil Morande<sup>1</sup>*

<sup>1</sup> University of Naples Federico II, Naples, Italy

**11:00 - 11:30 A115 - Social Media as a Cornerstone of Value Co-creating Experiences**

*Rodoula Tsiotsoul<sup>1</sup>*

<sup>1</sup> Department of Business Administration, University of Macedonia, Thessaloniki, Greece

**11:30 - 12:00 A97 - Organizing Scaling-up - A Service Ecosystem Perspective**

*Sebastian Dehling<sup>1</sup>*

<sup>1</sup> CTF, Service Research Center, Karlstad University, Karlstad, Sweden

**10:30 - 12:00 CONCURRENT 23** Agardhsalen, 11D257

**10:30 - 11:00 A114 - Social Innovation in Service: A Conceptual Framework and Research Agenda**

*Lerzan Aksoy<sup>1</sup>, Linda Alkire<sup>2</sup>, Sunmee Choi<sup>3</sup>, Peter Kim<sup>4</sup>, Lu Zhang<sup>5</sup>*

<sup>1</sup> Fordham University, New York, USA

<sup>2</sup> Texas State University, San Marcos, USA

<sup>3</sup> Yonsei University, Seoul, KOREA

<sup>4</sup> Auckland University of Technology, Auckland, New Zealand

<sup>5</sup> Michigan State University, East Lansing, USA

**11:00 - 11:30 A42 - Does sustainable mobility values affect the intention of using car sharing? - Car-sharing in Italy**

*Samuel Petros Sebhatu<sup>1</sup>, Roberta Guglielmetti Mugion<sup>2</sup>, Hendry Raharjo<sup>3</sup>, Martina Toni<sup>2</sup>*

<sup>1</sup> CTF, Service Research Center, Karlstad University, Karlstad, Sweden

<sup>2</sup> University of Roma Tre, Roma, Italy

<sup>3</sup> Division of Service Management and Logistics, Chalmers University of Technology, Gothenburg, Sweden

**10:30 - 12:00 CONCURRENT 24** 11B240

**10:30 - 11:00 A111 - Servitization as a system of interconnected problem-solving cycles**

*Antti Sihvonen<sup>1</sup>, Nina Löfberg<sup>1</sup>, Peter Magnusson<sup>1</sup>, JanErik Odhe<sup>2</sup>, Maria Åkesson<sup>1</sup>*

<sup>1</sup> CTF, Karlstad University, Karlstad, Sweden

<sup>2</sup> Karlstad University, Karlstad, Sweden

**11:00 - 11:30 A33 - Customer Acceptance of Smart Product-Service Systems in the B2B-Context**

*Eva Kropp<sup>1</sup>, Dirk Totzek<sup>1</sup>*

<sup>1</sup> University of Passau, Chair of Marketing and Services, Passau, Germany

**11:30 - 12:00 A139 - The Solution Selling Paradox: The Imperative of Sales-Service Cooperation for Cross-Selling Outcomes**

*Ed Nijssen<sup>1</sup>, Michel Van der Borgh<sup>2</sup>, Jeroen Schepers<sup>1</sup>*

<sup>1</sup> Eindhoven University of Technology

<sup>2</sup> Copenhagen Business School

## 10:30 - 12:00 CONCURRENT 25 11C269

### 10:30 - 11:00 A43 - Dynamic Capabilities and the Creation of Ambidextrous Organizations in Financial Services

*Christopher Schumacher*<sup>1</sup>, *Peter Maas*<sup>1</sup>

<sup>1</sup> University of St. Gallen, St. Gallen, Switzerland

### 11:00 - 11:30 A1 - Back to the future: An evolved view on customer value

*Sara Leroi-Werelds*<sup>1</sup>

<sup>1</sup> Hasselt University, Hasselt, Belgium

### 11:30 - 12:00 A82 - Market Innovation in Service Business

*Maria Holmlund*<sup>1</sup>, *Tore Strandvik*<sup>1</sup>, *Ilkka Lähteenmäki*<sup>2</sup>

<sup>1</sup> Hanken School of Economics, CERS and Department of Marketing, Helsinki, Finland

<sup>2</sup> Hanken School of Economics, CERS, and Aalto University, Department of Industrial Engineering and Management, Helsinki, Finland

## 10:30 - 12:00 CONCURRENT 26 11C270

### 10:30 - 11:00 A147 - Toward a consumer-based framework for balancing human employees and technologies in service interactions

*Eline Hottat*<sup>1</sup>, *Sara Leroi-Werelds*<sup>1</sup>, *Sandra Streukens*<sup>1</sup>

<sup>1</sup> Hasselt University, Hasselt, Belgium

### 11:00 - 11:30 A156 - Use It or Lose It: An Analysis of (Dis-) Continued Technology Usage

*Birgit Altrichter*<sup>1</sup>, *Sabine Benoit*<sup>1</sup>

<sup>1</sup> University of Surrey, Surrey Business School, Guildford, UK

### 11:30 - 12:00 A41 - Digital Distraction: Shedding light on a new phenomenon in service settings

*Silke Bartsch*<sup>1</sup>, *Daniel Zimmermann*<sup>1</sup>

<sup>1</sup> LMU Munich, Institute for Marketing, Munich, Germany

## 10:30 - 12:00 CONCURRENT 27 11C369

### 10:30 - 11:00 A55 - Graceful Disengagement or Full Force for the Elderly Surrounded by Services

*Catharina von Koskull*<sup>1</sup>, *Laurie Anderson*<sup>2</sup>

<sup>1</sup> University of Vaasa, School of Marketing and Communication, Helsinki, Finland

<sup>2</sup> Arizona State University, Department of Marketing, Tempe, USA

### 11:00 - 11:30 A31 - Consumers on the Job: Coproduction Crafting in Expert Services

*Jelena Spanjol*<sup>1</sup>, *Courtney Nations*<sup>2</sup>, *Martin Mende*<sup>3</sup>, *Laurel*

*Anderson*<sup>4</sup>, *Hilary Downey*<sup>5</sup>, *Josephine Go Jefferies*<sup>6</sup>, *Amy Ostrom*<sup>4</sup>

<sup>1</sup> Institute for Innovation Management, Ludwig-Maximilians-University of Munich, Munich, Germany

<sup>2</sup> Coggin College of Business, University of North Florida, Jacksonville, Florida, USA

<sup>3</sup> Florida State University College of Business, Tallahassee, Florida, USA

<sup>4</sup> W P Carey School of Business, Arizona State University, Tempe, Arizona USA

<sup>5</sup> Queen's Management School, Queen's University Belfast, Belfast, Northern Ireland

<sup>6</sup> Newcastle University Business School, Newcastle University, Newcastle upon Tyne, UK

### 11:30 - 12:00 A58 - Hierarchy of Customer Goals Framework: Linking Drivers, Goal Type and Outcomes

*Zahra Tabaei Aghdaei*<sup>1</sup>, *Janet McColl-Kennedy*<sup>1</sup>

<sup>1</sup> UQ Business School, The University of Queensland

## 10:30 - 12:00 CONCURRENT 28 11C370

### 10:30 - 11:00 A63 - Impact of Employee Behaviors in Service Encounters

*Elizabeth Martyn*<sup>1</sup>, *Christopher K. Anderson*<sup>1</sup>

<sup>1</sup> School of Hotel Administration, Cornell University, Ithaca, NY USA

### 11:00 - 11:30 A129 - The experience of hospitality: the role of the embodied concepts warmth and comfort

*Ruth Pijls*<sup>1</sup>, *Brenda H. Groen*<sup>1</sup>, *Mirjam Galetzka*<sup>2</sup>, *Ad T. H. Pruyn*<sup>2</sup>

<sup>1</sup> Saxion University of Applied Sciences, Enschede, The Netherlands

<sup>2</sup> University of Twente, Enschede, The Netherlands

### 11:30 - 12:00 A85 - Measuring Customer Experiences: A Textual and Graphical Scale

*Markus Gahler*<sup>1</sup>, *Jan F. Klein*<sup>2</sup>, *Michael Paul*<sup>1</sup>

<sup>1</sup> University of Augsburg, Chair for Value Based Marketing, Augsburg, Germany

<sup>2</sup> Tilburg University, Department of Marketing, Tilburg, The Netherlands

**10:30 - 12:00 CONCURRENT 29** Fryxellsalen 1B306

**10:30 - 11:00 A57 - Health Consumer Experience and Service Delivery Framework**

*Alexis Strong<sup>1</sup>, Rohit Verma<sup>1</sup>*  
1 Cornell University

**11:00 - 11:30 A120 - Temporality in the conception of life after a diagnosis of severe illness affected by interactions in healthcare service**

*Leila Hurmerinta<sup>1</sup>, Valtteri Arstila<sup>1</sup>, Birgitta Sandberg<sup>1</sup>, Henna Leino<sup>1</sup>, Outi Kortekangas-Savolainen<sup>1</sup>*  
1 University of Turku, Finland

**11:30 - 12:00 A44 - Emergence of customer experience along a multilevel journey: a goal-hierarchical analysis**

*Larissa C. B. Becker<sup>1</sup>, Elina Jaakkola<sup>1</sup>*  
1 University of Turku, Turku School of Economics

**10:30 - 12:00 CONCURRENT 30** Sjöströmsalen 1B309

**10:30 - 11:00 A48 - Experience in the Making - Organizational Success Factors of Corporate Customer Experience Management**

*Heiko Holz<sup>1</sup>, Stefanie Paluch<sup>1</sup>*  
1 Service and Technology Marketing, RWTH Aachen University, Aachen, Germany

**11:00 - 11:30 A60 - How Do B-to-B Companies Compete with Customer Experience? Proposing Value through Target Customer Experiences.**

*Ekaterina Panina<sup>1</sup>, Elina Jaakkola<sup>1</sup>, Harri Terho<sup>1</sup>*  
1 Turku School of Economics, University of Turku, Turku, Finland

**11:30 - 12:00 A89 - Member Retention and Donations in Nonprofit Settings: The Balance Between Peer and Organizational Identity**

*Di Fang<sup>1</sup>, Ruth Bolton<sup>2</sup>, Paul Fombelle<sup>3</sup>*  
1 University of Arkansas  
2 Arizona State University  
3 Northeastern University

**13:00 - 14:30 CONCURRENT 31** Erlandersalen, 11D227

**13:00-14:30 Meet the Editors Session**

**13:00 - 14:30 CONCURRENT 32** Andersalen, 11D121

**13:00 - 13:30 A62 - How Innovative Service Ecosystems Scale Up: An Extended Conceptual Framework and Empirical Contextualization**

*Bo Edvardsson<sup>1</sup>, Laura Di Pietro<sup>2</sup>, Maria Francesca Renzi<sup>2</sup>, Javier Reynoso<sup>3</sup>*

1 CTF, Service Research Center, Karlstads Universitet, Karlstad, Sweden  
2 Department of Business Studies, University of Roma Tre, Rome, Italy  
3 Service Management Research and Education, Tecnológico de Monterrey, EGADE Business School, Monterrey, Mexico

**13:30 - 14:00 A35 - Customer ecosystems in the social and health care service context**

*Karl-Jacob Mickelsson<sup>1</sup>, Ulla Särkikangas<sup>2</sup>, Kristina Heinonen<sup>1</sup>, Tore Strandvik<sup>1</sup>*  
1 Department of Marketing, Hanken School of Economics, Helsinki, Finland  
2 Department of Economics and Management, University of Helsinki, Helsinki, Finland

**14:00 - 14:30 A72 - Learning to Participate in Service Ecosystems: A Study of Music Actors**

*Per Skålen<sup>1</sup>, Jenny Karlsson<sup>1</sup>*  
1 Karlstad University, Service Research Center, Karlstad, Sweden

**13:00 - 14:30 CONCURRENT 33** Agardhsalen, 11D257

**13:00 - 13:30 A145 - Time personalities and time experience of patients in supporting healthcare processes**

*Paul Gemmell<sup>1</sup>, Bert Meijboom<sup>2</sup>, Charlotte Verdonck<sup>3</sup>*  
1 Faculty of Economics and Business Administration, Ghent University, Ghent, Belgium  
2 Department of Management, Department of Tranzo, Tilburg University, Tilburg, The Netherlands  
3 Ghent University, Ghent, Belgium

**13:30 - 14:00 A8 - Addressing transformation of Businesses: An approach based on Service Innovation with Design Innovation as an enabler**

*Doji Samson Lokku<sup>1</sup>, Deepak John Mathew<sup>2</sup>*  
1 Tata Consultancy Services, Hyderabad, India  
2 Indian Institute of Technology, Hyderabad, India

**14:00 - 14:30 A12 - Archetypes of service innovation: implications for sustainable development goals**

*Anu Helkkula1, Christian Kowalkowski2, Bård Tronvoll3*

- 1 Hanken School of Economics, Department of Marketing, CERS Centre for Relationship Marketing and Service Management, Helsinki, Finland
- 2 Linköping University, Department of Management and Engineering, Linköping, Sweden
- 3 Inland Norway University of Applied Sciences, Elverum, Norway

**13:00 - 14:30 CONCURRENT 34** 11B240

**13:00 - 13:30 A61 - How do people react to health diagnosis provided by new technologies?**

*Rafael Luis Wagner1, Natália Araujo Pacheco2, Kenny Basso1*

- 1 IMED Business School, Passo Fundo, Brazil
- 2 IPAM & Universidade Europeia and IMED Business School, Lisbon, Portugal

**13:30 - 14:00 A28 - Conceptualizing artificial intelligence for creative tasks in marketing and service**

*Christine Auer1, Silke Bartsch1*

- 1 LMU Munich, Institute for Marketing, Munich, Germany

**14:00 - 14:30 A15 - Authentic or Counterfeit Service? A Framework on the Complexity of AI Enabled Service Encounters**

*Chiara Orsinger1, Stacey Robinson2, Linda Alkire3, Arne De Keyser4, Mike Giebelhausen5, Nadia Papamichail6, Poja Shams7, Mohamed Sobhy8*

- 1 University of Bologna, Department of Management, Bologna, Italy
- 2 The University of Alabama, Department of Marketing, Tuscaloosa, USA
- 3 Texas State University, Department of Marketing, San Marcos, Texas, USA
- 4 EDEC Business School, Roubaix, France
- 5 Clemson University, College of Business, Clemson, SC, USA
- 6 Alliance Manchester Business School, Management Science and Marketing Division, Manchester, UK
- 7 CTF, Service Research Center, Karlstad University, Karlstad, Sweden
- 8 Faculty of Commerce, Cairo University, Cairo, Egypt

**13:00 - 14:30 CONCURRENT 35** 11C269

**13:00 - 13:30 A10 - An abductive approach for investigating the role of theory in co-design**

*Erin Hurley1, Timo Dietrich1, Sharyn Rundle-thiele1*

- 1 Griffith University, Brisbane, Australia

**13:30 - 14:00 A140 - The transformative effect of digital technologies on the healthcare service ecosystem**

*Sebastiani Roberta1, Angela Caridà2, Alessia Anzivino1, Monia Melia2*

- 1 Catholic University Milan, Italy
- 2 University Magna Graecia of Catanzaro, Catanzaro, Italy

**14:00 - 14:30 A6 - A synthesis of nine years of transformative service research (TSR)**

*Hoang Linh Vu1, Volker Georg Kuppelwieser2*

- 1 Neoma Business School, Research Department, Mont-Saint-Aignan, France
- 2 Neoma Business School, Department of Marketing, Mont-Saint-Aignan, France

**13:00 - 14:30 CONCURRENT 36** 11C270

**13:00 - 13:30 A13 - Artificial emotions intelligence: Using artificial intelligence to study feelings in customer experience**

*Karim Sidaoui1, Jamie Burton1, Matti Jaakkola1*

- 1 Alliance Manchester Business School, University of Manchester, Manchester, UK

**13:30 - 14:00 A40 - Digital customer experience: identifying the drivers and outcomes of successful mega events**

*Ellie Hickman1, Husni Kharouf2, Rui Biscaia2, Alexeis Garcia-Perez2*

- 1 De Montfort University, Leicester, UK
- 2 Coventry University, UK

**14:00 - 14:30 A138 - The role of emotions on the customer value in service experiences**

*Spring Han1, Yoshinori Hara1*

- 1 Kyoto University

**13:00 - 14:30 CONCURRENT 37** 11C369

**13:00 - 13:30 A37 - Customer voicing behavior and justice evaluation in co-recovery encounters.**

*Jasenka Arsenovic1, Bo Edvardsson1, Thorsten Gruber2, Bård Tronvoll1*

- 1 Karlstad University, CTF, Karlstad Sweden
- 2 Loughborough University, CSM, Loughborough, UK

**13:30 - 14:00 A117 - Strategic response to online review in the sharing economy context: Evidence from B&Bs in China**

*Wenlong Liu1, Xiucheng Fan1*

- 1 School of Management, Fudan University, Shanghai, China

**14:00 - 14:30 A103 - Return on Service Recovery: Is Recovery Really a Profitable Art?**

*Yupal Shukla*<sup>1</sup>, *Chiara Orsinger*<sup>2</sup>, *Yves Van Vaerenberg*<sup>3</sup>

1 Doctoral Student at the Department of Management, University of Bologna, Italy

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**13:00 - 14:30 CONCURRENT 38** 11C370

**13:00 - 13:30 A128 - The Evolving Role of Artificial Intelligence and Robotics in Services: Insights from the Hospitality Industry**

*Lina Zhong*<sup>1</sup>, *Rohit Verma*<sup>2</sup>

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**13:30 - 14:00 A49 - Exploring the eye of the object as a service design tool**

*David Joelsson*<sup>1</sup>, *Julia Jonasson*<sup>2</sup>, *Jonas Matthing*<sup>2</sup>

1 RISE Research institutes of Sweden, and CTF, Karlstad University

2 RISE Research institutes of Sweden

**14:00 - 14:30 A83 - Innovate markets through design practice**

*Charlotta Windahl*<sup>1</sup>, *Katarina Wetter-Edman*<sup>2</sup>

1 University of Auckland Business School, New Zealand

2 Örebro University School of Business, Sweden

**13:00 - 14:30 CONCURRENT 39** Fryxellsalen 1B306

**13:00 - 13:30 A87 - Measuring Service Quality of Buy-Online-Pick-up-in-Store (BOPS) Service**

*Yeonjoo Lee*<sup>1</sup>, *Sunmee Choi*<sup>1</sup>

1 School of Business, Yonsei University, Seoul, Korea

**13:30 - 14:00 A154 - Unravelling system level antecedents to resource integration and value experienced in a base of the pyramid context.**

*Michelle Greene*<sup>1</sup>, *Allard van Riel*<sup>2</sup>

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2 University Hasselt, Hasselt, Belgium

**14:00 - 14:30 A100 - Privacy or personalization? Driver, Deterrents and moderators of consumers' willingness to disclose personal data**

*Teresa Fernandes*<sup>1</sup>, *Nuno Pereira*<sup>1</sup>

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**13:00 - 14:30 CONCURRENT 40** Sjöströmsalen, 1B309

**13:00 - 13:30 A45 - EMPA - A group-based crowdsourcing platform for healthcare innovation**

*Jakob Trischler*<sup>1</sup>, *Jessica Westman*<sup>1</sup>, *Peter Magnusson*<sup>1</sup>, *Lars E Olsson*<sup>1</sup>

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**13:30 - 14:00 A39 - Customizable Menu Enhances Taste Perception of Healthy Food For Overweight Patrons**

*Elisa Chan*<sup>1</sup>, *Robert Kwortnik*<sup>2</sup>

1 Ecole hoteliere de Lausanne, Switzerland

2 Cornell University, USA

**14:00 - 14:30 A67 - Informal and Unpaid Service Provision in Service Systems - Family Caregiving and Aging in Place**

*Carol Kelleher*<sup>1</sup>, *Deirdre O' Loughlin*<sup>2</sup>

1 University College Cork, Ireland

2 University of Limerick, Ireland

**15:00 - 16:30 CONCURRENT 41** Erlandersalen, 11D227

**15:00 - 15:30 A118 - Swedish Innovation Index**

*Aku Valtakoski*<sup>1</sup>, *Jenny Karlsson*<sup>2</sup>, *Johan Netz*<sup>2</sup>, *Kaisa Koskela-Huotari*<sup>2</sup>, *Lars Witell*<sup>1</sup>, *Per Kristensson*<sup>2</sup>

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**15:30 - 16:00 A93 - Nudging innovation**

*Cristina Mele*<sup>1</sup>, *Tiziana Russo Spina*<sup>1</sup>, *Mariailuisa Marzullo*<sup>1</sup>, *Adriana Carotenuto*<sup>1</sup>

1 University of Naples Federico II, Naples, Italy

**16:00 - 16:30 A64 - In the eye of the beholder: A qualitative study of managers' and customers' perceptions of innovation**

*Line Lervik-Olsen*<sup>1</sup>, *Seidali Kurtmollaiev*<sup>2</sup>, *Tor Wallin Andreassen*<sup>2</sup>

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**15:00 - 16:30 CONCURRENT 42** Andersalen, 11D121

**15:00 - 15:30 A27 - Communication Style as Performance Indicator in Text-Based Online Communication**

*Katrin Scherschell<sup>1</sup>, Sabine Benoit<sup>1</sup>, Stephan Ludwig<sup>2</sup>*

<sup>1</sup> University of Surrey, Guildford, UK

<sup>2</sup> University of Melbourne, Melbourne, Australia

**15:30 - 16:00 A119 - Symbiotic relationship between brands and society: The roles of value, culture and climate**

*Jay Kandampully<sup>1</sup>, Luigi Cantone<sup>2</sup>, Pierpaolo Testa<sup>2</sup>*

<sup>1</sup> The Ohio State University, Columbus, Ohio, USA

<sup>2</sup> University of Naples Federico II, Naples, Italy

**16:00 - 16:30 A86 - Measuring Resource integration and its impact on resource integration performance**

*Rolf Findsrud<sup>1</sup>, Bård Tronvoll<sup>2</sup>*

<sup>1</sup> Inland Norway University of Applied Sciences, INTOP, Lillehammer, Norway

<sup>2</sup> Inland Norway University of Applied Sciences, Marketing, Rena, Norway

**15:00 - 16:30 CONCURRENT 43** Agardhsalen, 11D257

**15:00 - 15:30 A19 - Bringing service design to sport event management: Redesigning an International Running Event**

*Nicholas D. Theodorakis<sup>1</sup>, Zafeiroula Kallitsari<sup>1</sup>, Jorge Grenha Teixeira<sup>2</sup>, Lia Patrício<sup>2</sup>*

<sup>1</sup> Aristotle University of Thessaloniki

<sup>2</sup> INESC TEC, Faculty of Engineering, University of Porto, Porto, Portugal

**15:30 - 16:00 A74 - Leveraging service design to enhance resilience in services**

*Vanessa Rodrigues<sup>1</sup>, Stefan Holmlid<sup>1</sup>, Dominik Mahr<sup>2</sup>, Gaby Odekerken-Schröder<sup>2</sup>*

<sup>1</sup> Linköping University, Linköping, Sweden

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**15:00 - 16:30 CONCURRENT 44** 11B240

**15:00 - 15:30 A110 - Service innovation and organizational performance in healthcare: the mediating role of customer participation**

*Peter Samuelsson<sup>1</sup>*

<sup>1</sup> Karlstad University, Service Research Center, Karlstad, Sweden

**15:30 - 16:00 A24 - Cognitive and materialistic practices in service innovation**

*Per Carlborg<sup>1</sup>, Christina Öberg<sup>1</sup>*

<sup>1</sup> Örebro University, Örebro Business School, Örebro, Sweden

**16:00 - 16:30 A149 - Travelling and translation of ideas - an innovation study in dementia care**

*Maria Rønnebak<sup>1</sup>, Marit Engen<sup>2</sup>*

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**15:00 - 16:30 CONCURRENT 45** 11C269

**15:00 - 15:30 A105 - Roles of Technology in Actor Engagement**

*Valtteri Kaartemo<sup>1</sup>, Elina Jaakkola<sup>1</sup>, Matthew Alexander<sup>2</sup>*

<sup>1</sup> Turku School of Economics, University of Turku, Turku, Finland

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**15:30 - 16:00 A14 - Artificial intelligence for public well-being**

*Jon Engström<sup>1</sup>, Elisabeth Johansson<sup>2</sup>, Mattias Elg<sup>2</sup>, Ander Ekholm<sup>3</sup>*

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**16:00 - 16:30 A104 - Role of Frontline Employees' Automated Social Presence (ASP) Co-Creation Orientation to Support Service Ambidexterity**

*Gauri Laud<sup>1</sup>, Chatura Ranaweera<sup>2</sup>, Cheryl Leo<sup>3</sup>, Sima*

*Sedighadeli<sup>4</sup>, Sanjit Roy<sup>5</sup>*

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**15:00 - 16:30 CONCURRENT 46** 11C270

**15:00 - 15:30 A90 - Mine, yours or ours: Psychological ownership in the co-creation of wellbeing in healthcare**

*Tom Chen<sup>1</sup>, Sarah Dodds<sup>2</sup>, Joerg Finsterwalder<sup>3</sup>, Lars Witell<sup>4</sup>*

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**15:30 - 16:00 A84 - Maternity services: E-servicescapes and transformative service outcomes**

*Janet Davey1, Jayne Krisjanous1, Marlina Bakri1, Robyn Maude2*  
1 School of Marketing & International Business, Victoria University of Wellington, Wellington, New Zealand  
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**16:00 - 16:30 A50 - Exploring the Integrative Transformative Service Research Framework in a Refugee Context**

*Jörg Finsterwalder1, Ilayaraja Subramanian1*  
1 University of Canterbury

**15:00 - 16:30 CONCURRENT 47** 11C369

**15:00 - 15:30 A137 - The role of Brands and Customer Relationships in Service**

*Tore Strandvik1, Anne Rindell1*  
1 Hanken School of Economics, CERS Centre for Relationship Marketing and Service Management, Helsinki, Finland

**15:30 - 16:00 A71 - Is revenge served ice-cold? Service Employee Reactions to Customer Incivility**

*Regina Frey1, Meike Eilert2, Marion Buttgen3*  
1 International University Bad Honnef  
2 University of Kentucky  
3 Universität Hohenheim

**16:00 - 16:30 A32 - Cross-channel Integration in a Multichannel Retail Environment and Consumer Experience**

*Kyunghwa Chung1, Minjeong Kim2, Kyung Wha Oh3, Rohit Verma4*  
1 Cornell Institute for Healthy Futures  
2 Indiana University  
3 Chung-Ang University  
4 Cornell University

**15:00 - 16:30 CONCURRENT 48** 11C370

**15:00 - 15:30 A98 - Perceived Customer Value in Customer participation: Understanding the Complete Picture**

*Sandra Streukens1, Sara Leroy-Werelds1*  
1 Hasselt University, Campus Diepenbeek, Belgium

**15:30 - 16:00 A125 - The clock is ticking?! - Systematic review on time pressure and directions for service research**

*Sabine Fliess1, Sarina Nenninger1*  
1 University of Hagen

**16:00 - 16:30 A47 - Experience 2.0 in Services**

*Fred Lemke1, Qusay Hamdan2*  
1 Vlerick Business School, Brussels, Belgium  
2 Vlerick Business School, Brussels, Belgium/Gent University, Gent, Belgium

**15:00 - 16:30 CONCURRENT 49** Fryxellsalen 1B306

**15:00 - 15:30 A132 - The Impact of Process and Service standardization on Operational Performance in Nursing Homes**

*Lu Kong1, Rohit Verma1, Kejia Hu2*  
1 Cornell University, Ithaca, NY, United States  
2 Vanderbilt University, Nashville, Tennessee

**15:30 - 16:00 A153 - Understanding The Customer Experiences of Smart Services**

*Luisa Gonçalves1, Jorge Teixeira1, Lia Patrício1, Nancy Wunderlich2*  
1 Faculty of Engineering, University of Porto and INESC TEC, Porto, Portugal  
2 Department of Business Administration and Economic, Paderborn University, Paderborn, Germany

**16:00 - 16:30 A91 - Mobile value-in-use in social network driven platform: Lessons from the WeChat**

*Yi Zou1, Allard van Riel2*  
1 Institute for Management Research (IMR), Radboud University, Nijmegen, The Netherlands  
2 Business Economics, Hasselt University, Hasselt, Belgium

**15:00 - 16:30 CONCURRENT 50** Sjöströmsalen 1B309

**15:00 - 15:30 A142 - The use of animal personas when co-designing services for vulnerable consumers**

*Rebekah Russell-Bennett1, Kate Letheren1, Maria Raciti2, Rory Mulcahy2, Ryan McAndrew1*  
1 Queensland University of Technology, QUT Business School, Brisbane, Australia  
2 University of the Sunshine Coast, Faculty of Arts, Business and Law, Brisbane, Australia

**15:30 - 16:00 A113 - Social Innovation in Healthcare Services at the Base of the Pyramid (BoP)**

*Ilma Nur Chowdhury1, Linda Alkire2*  
1 The University of Manchester, Manchester, UK  
2 Texas State University, San Marcos, USA



**16:00 - 16:30 A141 - The Transformative Service Paradox: Wellbeing Trade-offs and The Social Dilemma**

*Rebekah Russell-Bennett*<sup>1</sup>, *Kate Letheren*<sup>1</sup>, *Uwe Dulleck*<sup>1</sup>, *Rory Mulcahy*<sup>2</sup>, *Ryan McAndrew*<sup>1</sup>

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## THURSDAY JUNE 13

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### 08:30 - 10:00 CONCURRENT 51 Leander

#### SERVSIG Best Dissertation Awards

**08:30-09:00 Orchestrating the customer journey: four essays on how to create meaningful customer experiences**

*Anne-Madeleine Kranzbühler*

Delft University of Technology, Netherlands

**09:00-09:30 Reaching for the Stars: Consumers' Interpretations of Online Rating Distributions and Their Validity as an Indicator of Product Quality**

*Sarah Köcher*

TU Dortmund University, Germany

**09:30-10:00 Why customers do not participate in the access economy**

*Simon Hazée*

HEC Liège - ULiège, Belgium

### 08:30 - 10:00 CONCURRENT 52 Zarah

**08:30 - 09:00 A78 - Linking Transformative Service Research and Collaborative Economy: a Systematic Literature Review**

*Paulo Azenha*<sup>1</sup>, *Gabriela Beirão*<sup>2</sup>

<sup>1</sup> Faculty of engineering, University of Porto, Porto, Portugal

<sup>2</sup> INESC TEC, Faculty of engineering, University of Porto, Porto, Portugal

**09:00 - 09:30 A101 - Proximity as Pleasure or Pain? Examining the Impact of Salesperson-Consumer Proximity on Consumers' Purchase Behavior**

*Tobias Otterbring*<sup>1</sup>, *Freeman Wu*<sup>2</sup>, *Per Kristensson*<sup>3</sup>

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**09:30 - 10:00 A144 - The Wegman's Effect: When a Service Organization Provides Customers with Restorative and Relational Resources**

*Mark Rosenbaum*<sup>1</sup>, *Margareta Friman*<sup>2</sup>, *Germán Contreras Ramirez*<sup>3</sup>, *Tobias Otterbring*<sup>4</sup>

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### 08:30 - 10:00 CONCURRENT 53 Fridolf Rhudin

**08:30 - 09:00 A59 - How Augmented Reality in Smart Services improves customer experience**

*Katja Gelbrich*<sup>1</sup>, *Jana Gäthke*<sup>1</sup>, *Sita Birner*<sup>1</sup>

<sup>1</sup> Catholic University Eichstätt-Ingolstadt, Department of International Management, Ingolstadt, Germany

**09:00 - 09:30 A127 - The Evolution of Service Robots and Human-Robot Interaction in Service: A Transdisciplinary Systematic Scoping Review**

*Nicole Hartley*<sup>1</sup>, *Daniela Berg*<sup>1</sup>, *Linda Alkire*<sup>2</sup>

<sup>1</sup> The University of Queensland

<sup>2</sup> Texas State University

**09:30 - 10:00 A130 - The how, what, and why of digitalizing physical retail spaces.**

*Pernille K. Andersson*<sup>1</sup>, *Sture Nöjd*<sup>1</sup>, *Tobias Otterbring*<sup>1</sup>, *Jessica Westman*<sup>1</sup>, *Erik Wästlund*<sup>1</sup>

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