



Program

SERVICE SYSTEM TRANSFORMATION - SEMINAR SERIES

MONDAY DECEMBER 9

Service-Dominant Logic: Theoretical Foundations and Recent Developments

Service-dominant (S-D) logic is an alternative, service-based logic of exchange and value creation that has resonated well with scholars across multiple disciplines. In this seminar, Professor Vargo gives an overview of the theoretical foundations of S-D logic and discusses the implications and future research directions of the major conceptual turns to systems and institutions within the metatheoretical framework of S-D logic.

STEPHEN L. VARGO, UNIVERSITY OF HAWAII AT MANOA

Time and place: 13:15-14:30, 11D227, Karlstad University

TUESDAY DECEMBER 10

Capabilities, Hope and Agency: Transformative Service Research and Structure

Transformative service research often misses crucial contributions to well-being by ignoring structural and system aspects and focusing mainly on the individual or dyadic level. This seminar suggests three intertwining conceptual lenses (capability, hope and agency) that shed light on the structural level and raise challenging questions about well-being and services. Most especially the gnarly issues of who gets to define well-being and the equity of services are evident.

LAUREL ANDERSSON, ARIZONA STATE UNIVERSITY

Time and place: 13:15-14:30, 11D227, Karlstad University

WEDNESDAY DECEMBER 11

Transformation through Service Ecosystem Design - Stories from Experio Lab

This seminar will share an alternative understanding of service design, called service ecosystem design, which offers a more systemic and contextual perspective of the service design process. The nuances of the embedded process of service ecosystem design will be explored through stories from Experio Lab - a national movement of service designers, healthcare professionals, patients and caregivers working to transform the Swedish healthcare system.

JOSINA VINK, OSLO SCHOOL OF ARCHITECTURE & DESIGN (AHO)

Time and place: 13:15-14:30, 9C203, Karlstad University

THURSDAY DECEMBER 12

On the Platformization of Service Ecosystems: Reflections and Opportunities

Digital service platforms have transformed virtually every economic sector, including banking, hospitality, or transportation. Conversely, academic disciplines like information systems (IS), technology management, or marketing have begun to study the facets and use, as well as the socio-economic impact of these novel technological artefacts. This seminar will reflect on the nature and purpose of digital platforms, their role in service ecosystems, and discuss potential pathways to advance knowledge in the field.

CHRISTOPH BREIDBACH, UNIVERSITY OF QUEENSLAND

Time and place: 13:15-14:30, 11D 227, Karlstad University

FRIDAY DECEMBER 13

Sustainable Packaging Development - Applying a Service Perspective

In this seminar, Helén Williams will use the service perspective to discuss how improving the functions of packaging is essential for less food to be wasted and more resources to be saved. For a long time, packaging has been seen as an environmental villain and something that should be minimized to save resources. When packaging is viewed from a systemic, service perspective and the focus will be on what packaging does, the priority changes as to what is most important from an environmental point of view; the food. Packaging initiatives that preserve food products will be important to fulfill the United Nation's Sustainable Development goal to 'halve global per capita global food waste at the retail and consumer levels' (12.3).

HELÉN WILLIAMS, KARLSTAD UNIVERSITY

Time and place: 13:15-14:30, 11D 227, Karlstad University

Practical information

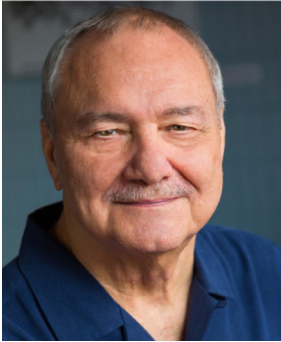
For whom: researchers, doctoral students, graduate students, and others that are interested in getting to know more about the research field and want to connect and discuss the opportunities and challenges related to the theme.

How to attend: the seminars are open, free of charge, and no registration is needed. You can attend at all five seminars or pick the one most valuable to you.

Contact: Kaisa Koskela-Huotari, +46 54-700 1005, kaisa.koskela-huotari@kau.se

More information, please see next page >

Introducing the presenters



STEPHEN L. VARGO is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawai'i at Manoa. He also is an Ander Foundation Visiting Professor at the CTF Service Research Center at Karlstad University, Sweden and has held visiting positions at the Judge Business School at the University of Cambridge, the University of Warwick, the University of Maryland, College Park, and other major universities. He has articles published in the Journal of Marketing, the Journal of the Academy of Marketing Science, the Journal of Service Research, MIS Quarterly, and other top-ranked journals, in addition to three books. He currently serves as editor-in-chief of the AMS Review. Professor Vargo has been awarded the Shelby D. Hunt/ Harold H. Maynard Award (twice) and the AMA/Sheth Foundation Award for his contributions marketing theory, among other awards. The Web of Science Group has named him to its Highly Cited Researchers' list (top 1%) and has identified him as one of the World's Most Influential Scientific Minds in economics and business for each of the last six years.



LAUREL ANDERSON is marketing faculty at Arizona State University's W.P. Carey School of Business. She has graduate degrees in both marketing and community health. Her expertise is in cultures, service and transformative consumer research. In particular, she works to develop the area of Transformative Service Research. In her research, she utilizes predominantly qualitative and community participatory action research methods. Her research has appeared in the Journal of Consumer Research, Journal of Service Research, Journal of Business Research, Journal of Public Policy and Marketing, Journal of Advertising, Journal of Consumer Behavior, International Journal of Research in Marketing, Journal of Marketing Management among others. She was co-editor of a special issue of the Journal of Service Research on Transformative Service Research and is co-editor of another upcoming special issue of the Journal of Service Research on Transformative Service Research and Unintended Consequences. She is an Associate Editor for the Journal of Service Research and she is on the Editorial Review Board of the Journal of Public Policy and Marketing. She is also on the Patient Experience Committee at Mayo Clinic.



JOSINA VINK is a designer and researcher with expertise in health system transformation. She has extensive experience leading and facilitating participatory system and service design processes in health care, government, non-profit and community settings. In her practice, she has developed new services, supported policy change, facilitated shifts in practices across sectors, and led social lab processes. Josina is an Associate Professor of Service Design at Oslo School of Architecture and Design (AHO). Her research explores how design can create profound and significant change in health care by reshaping social norms and beliefs. She is passionate about disrupting the status quo and building resilient service systems to enable a healthy future for all.



CHRISTOPH BREIDBACH is a Senior Lecturer at The University of Queensland Business School, where he also co-leads the Service Innovation Alliance. He previously held positions at The University of Melbourne, University of California Merced, and was a visiting researcher at IBM's Almaden Research Center. His empirical and conceptual research addresses the fundamental question of how information technology transforms service ecosystems, and is positioned at the intersection of the Business Information Systems and Service Science disciplines. Dr Breidbach's publications consistently appear in leading journals like the Journal of Service Research, Industrial Marketing Management, Journal of Service Management, Managing Service Quality, Journal of Service Theory and Practice, Service Science, as well as the ICIS, ECIS, ACIS and HICSS Proceedings. He serves on the Editorial Boards of the Journal of Service Research, Journal of Service Theory and Practice, as well as the Journal of Business Research, and leads the Special Interest Group Services at the Association of Information Systems as elected President.



Helén Williams is an associate professor of Environment and Energy system and part of CTF, Service Research Center at Karlstad University. For the past 10 years she has been involved in building a new research area in the field of Packaging for Sustainable Development that focuses on understanding the role of packaging for resource efficiency in the value chain and specifically their role in households. Helén is strongly committed to contribute to sustainable development and she teaches the subject at different university courses. She is also a frequently invited speaker to inspire and educate in governmental organizations as well as in business and research conferences