

Spring Servitization Conference 2019

Room guide: Registration: Musikalen.
Main conference room - Musikalen.
Refreshment breaks - Galleri K.
Dining room for lunch - Studion.
Poster exhibition – 13 & 14 May – Galleri K, 15 May – Melodin (first floor).

Key

Keynotes	
Case Studies	Ecosystems, Value and Digitalisation
Small and Medium Sized Enterprises	Concept, Literature and Theory

Day 1, 14 May	Time	Title	Presenter & Author/s	Organisation/University
	08:15-09:00	Registration and refreshments		
	09:00-09:15	Welcome – University of Linköping and the Advanced Services Group - Prof Tim Baines / Prof Christian Kowalkowski		
Keynote 1	09:15-10:00	<i>Title to be confirmed</i>	Joakim Plate, Director Service Market & Patrick Carlsson, Sr Manager Business Development, Service Market	Toyota Material Handling.
Panel 1	10:00	SERVITIZATION AND ACTIVITY COORDINATION	Frandsen, Thomas; Raja, Jawwad Z.	Copenhagen Business School, Denmark

	10.15	<i>DIGITAL SERVITIZATION THROUGH THE LENSES OF PARADOX THEORY – THE EVIDENCE OF TENSIONS FROM THE AEROSPACE AND MARITIME INDUSTRIES</i>	Zsófia Tóth ¹ , Christian Kowalkowski ² , Alexey Skylar ² , David Sörhammar ³ , Bård Tronvoll ⁴ , Oliver Wirths ⁵	1: University of Nottingham, United Kingdom; 2: Linköping University, Sweden; 3: Stockholm University, Sweden; 4: Inland Norway University of Applied Sciences, Norway; 5: University of Cologne, Germany
	10.30	<i>THE ROLE OF DIGITAL CAPABILITIES FOR DIGITAL PRODUCT-SERVICE SYSTEMS DEVELOPMENT</i>	Daisy Valle Enrique ¹ , Lucas Santos Dalenogare ² , Marie Anne Le Dain ² , Néstor Fabián Ayala ³ , Alejandro Germán Frank ³	1: Universidade da Beira Interior - Portugal; 2: Institut polytechnique de Grenoble - France; 3: Universidade Federal do Rio Grande do Sul - Brazil
	10:45	Q & A		
	11:00	Refreshments		
Panel 2	11:30	<i>WHAT CAN SERVITIZED MANUFACTURERS LEARN FROM THEIR CUSTOMERS? AN EMPIRICAL INVESTIGATION IN THE ELEVATOR INDUSTRY</i>	Miguel Leichsenring Franco ¹ , José Miguel Sá Carneiro ³ , Rui Soucasaux Sousa ² , Bernardo Almada-Lobo ¹	1: Faculty of Engineering of University of Porto and INESC TEC, Portugal; 2: Católica Porto Business School and CEGE - UCP (Porto), Portugal; 3: Schmitt-Elevadores Lda, Portugal
	11:45	<i>EXTERNAL GROWTH – AN OPTION FOR ACHIEVING SERVICE GROWTH IN INDUSTRIAL COMPANIES</i>	Gebauer, Heiko; Valtakoski, Aku; Witell, Lars	Linköping University, Sweden
	12:00	<i>DEALING WITH THE FINANCIAL IMPLICATIONS OF ADVANCED SERVICES THROUGH ALTERNATIVE FUNDING MECHANISMS</i>	Kamp, Bart; Gil de San Vicente, Ibon	Orkestra-Basque Institute of Competitiveness, Spain
	12:15	Q & A		
	12:30	Lunch		
Panel 3	13:30	<i>DIGITAL CAPABILITIES FOR ADVANCED SERVICES: A MULTI-ACTOR PERSPECTIVE</i>	Chris Raddats ¹ , Jamie Burton ² , Vicky Story ³ , Judy Zolkiewski ²	1: University of Liverpool, United Kingdom; 2: University of Manchester, United Kingdom; 3: Loughborough University, United Kingdom

	13:45	SERVITIZATION IN THE CREATIVE AND CULTURE INDUSTRIES	Luis Rubalcaba1, Jon Sundbo2, Alberto Peralta1	1: University of Alcala, Department of Economics and Business, Spain; 2: Roskilde University, Department of social sciences and business, Denmark.
	14:00	USING DYNAMIC TOPIC MODELLING TO DECONSTRUCT THE SERVITIZATION META-NARRATIVE	Rodrigo Rabetino1, Marko Kohtamäki1, Saara Brax2, Jukka Sihvonen3	1: University of Vaasa, Finland; 2: Laappenranta University of Technology, Finland; 3: Aalto University, Finland
	14:15	INSTITUTIONAL ISOMORPHISM, INSTITUTIONAL LOGICS AND ORGANISATIONAL FIELDS: AN INSTITUTIONALIST PERSPECTIVE ON CIRCULAR ECONOMY	Widmer, Tobias Benjamin; Prior, Daniel	Cranfield University, UK.
	14:30	Q & A		
	14:45	Refreshments		
Keynote 2	15:15-16:00	Title to be confirmed	Mikael Cato, Chief Digital Officer	Scania
Panel 4	16:00	CIRCULAR SERVITIZATION IN SME'S – A PRACTICE APPROACH	Per Carlborg1,2, Maira Babri1	1: Örebro University School of Business, Sweden; 2: Linköping University, Sweden
	16:15	CAPABILITY CONFIGURATIONS FOR SUCCESSFUL SERVITIZATION PROCESSES WITHIN SMES	Anna Biedersberger1, David Tempelmayr2, Christian Stadlmann2, Stefan Mang1, Doris Ehrlinger2, Margarethe Überwimmer2	1University of Passau, Germany; 2University of Applied Sciences Upper Austria, Austria
	16:30	CHALLENGES AND APPROACHES WITH DATA-DREIVENT SERVICES FOR SMES: INSIGHTS FROM A FIELD STUDY	Jürg Meierhofer1, Petra Kugler2, Roman Etschmann1	1: Zurich University of Applied Sciences, Switzerland; 2: University of Applied Sciences St.Gallen, Switzerland.
	16:45	Q & A		
17:00 Close of day 1				
Evening drinks at the venue: Time and location to be confirmed.				

Day 2 14 May	Time	Title	Presenter & Author/s	Organisation
Keynote 3	09:00-09:45	<i>Title to be confirmed</i>	Magnus Savenas, VP Customer Care & Quality	Electrolux
Panel 5	09:45	<i>DIGITAL SERVITIZATION AS AN ENABLER OF CIRCULAR ECONOMY MODELS</i>	Adrodegari, Federico; Bressanelli, Gianmarco; Saccani, Nicola	University of Brescia - RISE Lab, Italy
	10:00	<i>INDUSTRY 4.0: EXPLORING COLLABORATIVE SUPPLY NETWORKS FROM THE PERSPECTIVE OF A MATURE PUBLIC TRANSPORT SYSTEM</i>	Ennis, Caroline; Barnett, Nicholas	University of Westminster, UK.
	10:15	<i>GLOBAL IMPLEMENTATION OF CIRCULAR BUSINESS MODELS – DECISION SUPPORT</i>	Reim, Wiebke; Sjödin, David; Parida, Vinit	Luleå University of Technology, Sweden
	10:30	Q & A		
	10:45	Refreshments		
Panel 6	11:15	<i>READINESS FOR SERVITIZATION TOWARDS ADVANCED SERVICES: AN SME DYNAMIC CAPABILITIES PERSPECTIVE</i>	Paul Jackson, Ahmad Beltagui & Daniel Andrews	Aston University< UK
	11:30	<i>SERVITIZATION, HOW? DIFFERENT ROUTES TO TAKE</i>	Nina Löfberg, Peter Magnusson, JanErik Odhe, Antti Sihvonen & Maria Åkesson	
	11:45	<i>SERVITIZATION OF SMES THROUGH STRATEGIC ALLIANCES</i>	Mario Rapaccini, Sara Giovanna Mauro, Lino Cinquini & Andrea Tenucci	
	12:00	Q & A		
	12:15	Lunch		

Panel 7	13:15	<i>OVERCOMING THE CHALLENGES OF CHANGE MANAGEMENT ASSOCIATED WITH SERVITIZATION: LESSONS FROM 20 PRACTICAL CASES</i>	Shaun West ¹ , Paolo Gaiardelli ² , Anet Mathews ¹	Organisation(s): 1: Lucerne University of Applied Sciences and Arts, Swiss; 2: University of Bergamo, Italy
	13:30	<i>THE ROLE OF CUSTOMER RELATED FACTORS FOR SERVITIZATION SUCCESS – A TWO-STEP QCA</i>	Lexutt, Eva	Fernuniversitaet Hagen, Germany
	13:45	<i>DEPICTING THE PROCESS TOWARDS DIGITAL SERVITIZATION</i>	Kohtamäki, Marko; Rabetino, Rodrigo	University of Vaasa, Finland
	14:00	<i>FINANCIAL PERFORMANCE OF SERVICE INFUSION: EQUIFINAL CONSTELLATIONS OF ORGANISATIONAL DESIGN, PRODUCT CHARACTERISTICS, AND SERVICE INFUSION APPROACHES</i>	Nima Heirati, Stephan Henneberg, & Alexander Leischnig.	Queen Mary University of London, United Kingdom
	14:15	Q & A		
	14:30	Refreshment break		
Keynote 4	15:00-15:45	<i>Title to be confirmed</i>	Ellen Molin SVP, Head of Business Area Support and Services,	SAAB
Panel 8	15:45	HOW FIRMS CO-CREATE VALUE IN DIGITAL SERVITIZATION: A PROCESS VIEW ON DIGITALIZATION RELATIONSHIPS	Sjödin, David; Parida, Vinit	Luleå University of Technology, Sweden
	16:00	<i>ENHANCING PSS DESIGN THROUGH BIG DATA, IOT AND BIG DATA ANALYTICS</i>	Sakao, Tomohiko; Liu, Yang; Neramballi, Abhijna	Linköping University, Sweden
	16:15	<i>A METHOD FOR DEVELOPING CAPABILITIES FOR THE MANAGEMENT OF PRODUCT/SERVICE SYSTEMS</i>	Kimita, Koji	Tokyo Metropolitan University, Japan
	16:30	Q & A		

16:45 Close of day 2

18:30 Drinks reception and conference dinner - Venue: Scandic Frimurarehotellet Sankt Larsgatan 14, 582 24 Linköping.

Speaker - Antony Bourne, President, IFS Industries. Title: *The History of IFS: the Role Servitization, Customers and Solutions.*

Day 3 15 May Melodin (first floor)

Time	Activity
08:30–9:00	Arrival and Coffee
9:00	Keynote 1: Servitization in SMEs: Motivations, Challenges and New Horizons Iain McKechnie, The Advanced Services Group.
9:30	Keynote 2: Servitization: Quo Vadis? Prof Christian Kowalkowski, University of Linköping & Dr Chris Raddats, University of Liverpool
10:00	Refreshment break
10:15	Evolving research session and Working Lunch The posters will be grouped into 4-5 relevant themes. Each theme will be assigned to a senior academic/industrialist to provide detailed feedback to each poster and facilitate the discussions between the authors on the theme. The facilitators will then come together in a panel to: (1) provide an overview of the posters in the theme, (2) discuss the key findings and implications of the theme
12:15	Panel discussion on the posters (senior academic panel) followed by announcements and awards. SSC 2019 will close at 13:00.