

Day 1, 14 May	Time	Title	Author/ s	Organisations
	08:15-09:15	Registration		
	09:15-09:30	Welcome - CBS and ABS		
Keynote	09:30-10:15	Keynote 1: Servitisation: what do you need to know to be successful?	Presenter: Andy Harrison, Honorary Professor and Engineering Associate Fellow at Rolls Royce	Rolls Royce Plc
Panel 1	10:15-10:30	<i>Industrial Service Excellence - Antecedents and Measurement</i>	Biedersberger, Anna (1); Mang, Stefan (1); Tempelmayr, David (2); Ehrlinger, Doris (2); Stadlmann, Christian (2); Überwimmer, Margarethe (2)	1: University of Passau, Germany; 2: Upper Austrian University of Applied Science
	10:30-10:45	<i>Exploring Operational Challenges for Servitization: an European survey</i>	West, Shaun (1); Gaiardelli, Paolo (2); Bigdeli, Ali (3); Baines, Tim (3)	1: Luzern University of Applied Science and Art, Switzerland; 2: University of Bergamo, Italy; 3: Aston Business School, UK
	10:45-11:00	<i>Gaining Competitive Advantage through Maintenance Improvement: the Case of Condition Based Maintenance</i>	Zhu, Quan (1); Akkermans, Henk (2)	Tilburg University, the Netherlands;
	11:00-11:15	Q & A		
	11:15-11:30	Refreshment break		
Panel 2	11:30-11:45	<i>Ready to sell? Requirements for Promoting Service Selling in a Manufacturing Firm</i>	Vaittinen, Eija Kaarina; Martinsuo, Miia	Tampere University of Technology, Finland

	11:45-12:00	<i>Mediation effect of Servitization on Customer Relationship Orientation and Business Performance in B2B Textile Manufacturing Companies in Asia.</i>	Maheepala, Sammuarachchige Don Sameera Rasanjana; Warnakulasooriya, B.N.F; Weerakoon Banda, Y.K	University of Sri Jayewardenepura, Sri Lanka
	12:00-12:15	<i>Obstacles to Servitization of Japanese Companies and the Service Paradox</i>	Keiko Toya ¹ , Koji Kimita ² Masaaki Mochimaru ³	1: Meiji University, Japan; 2: Tokyo Metropolitan University, Japan; 3: AIST, Japan
	12:15-12:30	Q & A		
	12:30-13:15	Lunch		
Keynote	13:15-14:00	Keynote2: Ishida Europe: A Japanese organizations journey towards Servitization	Ross Townshend, Business Manager EMEA – Advanced Services & Data	Ishida Europe
	14:00-14:15	<i>Development of a Service-Oriented, Customer-Centric Business Model for Competitive Electromobility: Charging of Electric Vehicles at the Employer's Site with Locally Transmitted Green Electricity Self-Produced at Home</i>	Rambow-Hoeschele, Kira (1,2,3); Nagl, Anna (3); Harrison, David K. (2); Wood, Bruce M. (2); Bozem, Karlheinz (4); Braun, Kevin (3); Hoch, Peter (3)	1: Robert Bosch GmbH; 2: Glasgow Caledonian University;; 3: Competence Centre for Innovative Business Models, Aalen University, Germany; 4: Bozem Consulting Associates, Germany
	14:15-14:30	<i>Digital transformation and servitization: business models migration and hybridization in manufacturing companies</i>	Paiola, Marco (1); Gebauer, Heiko (2)	1: University of Padua, Italy; 2: EAWAG, Zurich (CH)
	14:30-14:45	Q & A		

	14:45-15:00	Refreshment break		
Keynote	15:00-15:45	Keynote 3 Title to be confirmed	Presenters: Thomas Rosenkilde Anderson, Group Vice President for Services at Grundfos A/S & Marianne Kjeldgaard Knudsen Senior Director, Head of Digital Commercial Offerings	Grundfos A/S
Panel 4	15:45-16:00	<i>Value co-creation through Entrepreneurial Account management: The case of servitisation in an industry company</i>	Yang, Man; Leposky, Tiina	University of Vaasa, Finland
	16:00-16:15	<i>A Practical Toolkit for Redesigning Products for Sustainable PSS in Industrial B2B Contexts</i>	Ardolino, Marco; Adrodegari, Federico; Saccani, Nicola	RISE Research Laboratory, University of Brescia, Italy
	16:15-16:30	Q & A		
	16:30-16:45	Refreshments		
Panel 5	16:45-17:00	<i>Data Driven Servitization for SMEs in Manufacturing</i>	Meierhofer, Jürg	Zurich University of Applied Sciences, Switzerland
	17:00-17:15	<i>Servitization's Effect on Innovation and Financial Performance</i>	Manresa, Alba (1); Bikfalvi, Andrea (1); Ligthart, Paul (2)	1: University of Girona, Girona, Spain; 2: Radboud University, Nijmegen, The Netherlands
	17:15-17:30	Q & A		

	17:30	Close of day 1		
Day 2, 15 May	Time	Title	Author/s	Organisation
Keynote	09:00-09:45	Keynote 4: Product-services for competitiveness and sustainability– drivers, barriers and supporting governance structures.	Presenter: Prof Arnold Tukker	Leiden University & TNO
Panel 6	09:45-10:00	Hybridization of Management Accounting in Servitization: a Case Study	Tenucci, Andrea; Cinquini, Lino	Institute of Management, Scuola Superiore Sant'Anna, Italy
	10:00-10:15	When does product-service integration lead to growth? An empirical study of exploration and exploitation in different business environments	Coreynen, Wim (1,2,3,4); Matthyssens, Paul (1,2); Vanderstraeten, Johanna (2); van Witteloostuijn, Arjen (1,2,3,5)	1: Antwerp Management School, Belgium; 2: University of Antwerp, Belgium; 3: Jheronimus Academy of Data Science, the Netherlands; 4: Tilburg University, the Netherlands; 5: Vrije Universiteit Amsterdam, the Netherlands
	10:15-10:30	Disentangling the Complex Causalities of Servitization Success	Lexutt, Eva; Fliess, Sabine	Fernuniversitaet Hagen, Germany
	10:30-10:45	Q & A		
	10:45-11:00	Refreshment break		

Panel 7	11:00-11:15	<i>The Role of Platform for Achieving Complexity Reduction and Absorption in Servitization</i>	Ardolino, Marco (1); Eloranta, Ville (2); Saccani, Nicola (1); Turunen, Taija (3)	1: RISE Research Laboratory, University of Brescia, Italy; 2: Aalto University, School of Business, Finland; 3: University School of Business, Helsinki, Finland
	11:15-11:30	<i>Industry 4.0: Business framework and model development for Service 4.0</i>	Ennis, Caroline Ann (1,2); Pilkington, Alan (1,3); Barnett, Nicholas (1); De Cesare, Sergio (1); Lander, Rachel (1)	1: Dept of Business Information Management and Operations, University of Westminster, United Kingdom; 2: Dept of Management, Birkbeck, University of London; 3: School of Management, Roehampton University
	11:30-11:45	<i>Exploiting digitalization opportunities through business models: Empirical insights from leading Swedish manufacturing companies</i>	Sundén, Lina (1); Parida, Vinit (1,2); Sjödin, David (1)	1: Luleå University of Technology, Sweden; 2: University of Vaasa, Finland
	11:45-12:00	Q & A		
	12:00-12:45	Lunch		
Panel 8	12:45-13:00	<i>Value creation through servitization within SMEs</i>	Raddats, Chris (1); Burton, Jamie (2); Story, Vicky (3); Zolkiewski, Judy (2); Baines, Tim (4); Bigdeli, Ali (4); Andrews, Daniel (4)	1: University of Liverpool, United Kingdom; 2: University of Manchester, United Kingdom; 3: Loughborough University; 4: Aston University
	13:00-13:15	<i>Servitisation or Productisation? Two Cases of Service-based SMEs moving into manufacturing</i>	Mountney, Sara	Sheffield Hallam University, United Kingdom

	13:15-13:30	Q & A		
	13:30-13:45	Refreshment break		
Panel 9	13:45-14:00	<i>Complexity and its dimensions in the Servitization literature: a systematic review</i>	Zou, Wenting (1); Brax, Saara (2); Rajala, Risto (1)	1: Aalto University, Finland; 2: Lappeenranta University of Technology, Finland
	14:00-14:15	<i>The Transition from Products to Service Solutions - Changing Corporate Strategies and Business Models</i>	Møller, Jørn Kjølseth	Roskilde University, Denmark
	14:15-14:30	<i>Servitization Effects on Customer Productivity</i>	Bröchner, Jan	Chalmers University of Technology, Sweden
	14:30-14:45	Q & A		
	14:45-15:00	Refreshment break		
Keynote	15:00-15:45	<i>Driving standardization through service execution</i>	Ulrika Lindberg, Vice President, Global Service at Alfa Laval AB	Alfa Laval AB
	15:45-16:00	<i>Servitized Value Proposition on Cargo Transportation Systems in Low Earth Orbit</i>	Takata, Shinichi (1); Hidaka, Kazuyoshi (2)	1: JAXA; 2: Professor, School of Environment and Society, Tokyo Institute of Technology
Panel 10	16:00-16:15	<i>How do the External and Internal Factors Promote or Hinder Servitization of a Manufacturing Firm Over Time? An In-depth Case Research in the Elevator Industry.</i>	Leichsenring Franco, Miguel (1); Almada-Lobo, Bernardo (1); Soucasaux Sousa, Rui (2)	1: Faculty of Engineering of University of Porto, and INESC TEC, Portugal; 2: Católica Porto Business School and CEGE - UCP (Porto), Portugal
	16:15-16:30	<i>Alignment of Value Drivers in Outcome-based Contracts</i>	West, Shaun (1); Jovanovic, Marin (2,3)	1: Luzern University of Applied Science and Art, Switzerland; 2: KTH Royal Institute of Technology, Sweden;

				3: Universidad Politécnica de Madrid, Spain
	16:30- 16:45	Q & A		
	16:45	Close of day 2		
	19:30	<p>The Diamond library tour (optional activity). Contact conference reception desk for details. A tour of The Black Diamond, the impressive Royal National Library extension. Duration: 30 minutes.</p> <p>Conference dinner – Venue: , Søren K Royal National Library, Søren Kierkegaards, Plads 1, 1221 København</p>		
Case Study		Ecosystems, value and digitalization		
Concept and Theory		Servitization in the SME sector		
Business Model and Business Model Innovation				

Day 3 Evolving Research Day 16 May

Time	Activity
08:45 – 9:00	Arrival and Coffee
9:00 – 9:30	Keynote 1: Prof Tim Baines Topic: Engagement in a Research Project: EPSRC Digital Economy: Digitally Enhanced Advanced Services (DEAS) NetworkPlus
9:30 – 10:00	Keynote 2: Prof Marko Kohtamäki Topic: to be confirmed.
10:00 – 10:15	Refreshment break
10:15 – 12:30	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
12:30 – 13:15	Panel discussion on the posters (senior academic panel)

13:15 – 14:00

Announcements: Prizes / SSC 2019 / Close