



#SSC2020

# Call for Papers

**Spring Servitization Conference 2020  
& World Servitization Convention**

5-7 May 2020

The International Convention Centre (ICC).  
Birmingham, UK.

*Advanced Services for Sustainability & Growth*

**EPSRC**

Engineering and Physical Sciences  
Research Council

**E·S·R·C**  
ECONOMIC  
& SOCIAL  
RESEARCH  
COUNCIL



The Spring Servitization Conference (#SSC2020) is dedicated to understanding how organisations can develop and adapt their business models through servitization and advances services. The theme will be **Advanced Services for Sustainability and Growth** and will be held at venue in Birmingham, UK (full details will be available in due course). Once again, the conference will bring together the world's leading researchers, practitioners and doctoral students to debate and engage with the theory and practice of servitization.

### Tuesday 5 and Wednesday 6 May 2020, Academic Programme

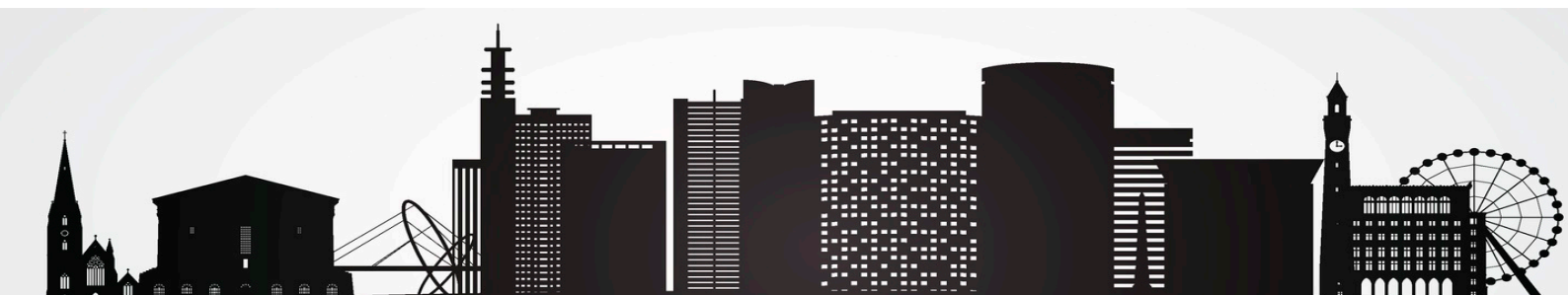
Comprises single stream where all contributors present to the whole conference audience and engage in both structured and semi-structured panel sessions to discuss their work. The programme is designed to encourage the participation of different academic disciplines, extensive debate, and continue to bridge research theory and industrial practice. The conference will also feature keynotes from senior executives at leading manufacturing businesses, along with poster-based presentations of emergent research.

We welcome contributions from the academic fields of strategic management, marketing, operations management, industrial engineering, and service management. We also welcome contributions from practitioners and especially interdisciplinary and trans-disciplinary research. Any aspect of servitization and encompassing topics are welcome, such as:

- International comparisons, trade, economic and meta-study analyses of market and social trends in services growth,
- Services-centric competitive strategies, business models, and especially evidence of impact on growth and sustainability,
- Synergies with complementary topics such as Product-Service Systems, Industrial Product-Service Systems, circular economy, and Industry 4.0,
- Insights into servitization adoption across geographic regions, large and small manufacturing organisations, transformation and transition pathways, barriers and enablers.
- Services marketing, solutions, services dominant logic, differentiation, pricing and revenue models,
- Services operations, supply chain and value network, organisational structures and processes,
- Services finance, risk aspects of services, and legal contracts,
- Human factors in service design and delivery,
- Digital capabilities enabling services (e.g. smart products, digital twin, IoT, AI, Big data, and data analytics). Sourcing and partnerships,
- Engineering and design for services.

### Wednesday 7 May 2020, World Servitization Convention

In 2020, day three will be dedicated to a Business Convention, comprising a full-day of corporate speakers and workshops. Further details will be announced in due course.



### Extended abstract guidelines

SSC is highly selective. Only papers of the highest quality will be chosen for presentation to the full audience. Therefore, this year the review process has been revised to ensure that contributors get early guidance on the suitability of their contribution and how quality can be enhanced.

Please submit an extended abstract of **1,000** words (including any figures, tables and references) via the conference website (*submissions will be open at the **end of September***). Please ensure your extended abstract comprises the following nine sections:

1. Title
2. Keywords
3. Summary (this MUST be identical to the one which will be provided for the full paper max 100 words)
4. Introduction / purpose
5. Theoretical background
6. Research methodology
7. Findings (actual / expected)
8. Theoretical and practical contributions
9. References

### Review process

The extended abstracts will undergo a double-blind review process against the following criteria:

- Topic suitability to the conference
- Justification of the purpose
- Appropriate theoretical background
- Robustness of the applied research methodology
- Alignment between the findings/discussion and the objectives/research questions
- Relevance of contributions to theory and practice

The reviewing committee will invite successful authors to develop their extended abstract into a full conference submission.

All accepted papers will be published in the conference proceedings and awards given for contributions of merit.

### Important dates for authors

Extended abstract deadline (1,000 words): **9 January 2020**

Abstract review author notification: **23 January 2020**

Full paper or executive summary deadline: **23 March 2020\***

\*(Submissions must be ready for printing by the 23 March, after this date no further changes).



## The Spring Servitization Conference 2020

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Abstracts will be accepted for review on the understanding that the submitted manuscript is an original work and has not been copyrighted, published or accepted for presentation at any other conference.

### Important notice to authors: Special Issues

We have two special issues associated with SSC2020, the *Journal of Service Management* and *International Journal of Operations and Production Management*. Through the review process or after the conference, the reviewing committee will invite outstanding submissions to further develop their papers and submit them to one of these two special issues. The dates will be confirmed in due course.

**Dr Ali Ziaee Bigdeli and Prof Tim Baines**

Conference Co-chairs, The Advanced Services Group, Aston Business School.

To submit an extended abstract go to: [www.conftool/ssc2020](http://www.conftool/ssc2020)

**Conference Venue:** Birmingham,  
United Kingdom. Full details in  
due course.

**Contact:** Jill Forrest

**Email:** [abs\\_ssc2020@aston.ac.uk](mailto:abs_ssc2020@aston.ac.uk)

**Tel:** +44 (0)121 204 3249

**Conference website:**

[www.advancedservicesgroup/ssc2020](http://www.advancedservicesgroup/ssc2020)

