CALL FOR PAPERS

SPRING SERVITIZATION CONFERENCE 2022

#SSC2022

9-11 MAY 2022 | FLORENCE | ITALY

Aston University
BIRMINGHAM UK

UNIVERSITÀ DEGLI STUDI FIRENZE

UNIVERSITÀ DEGLI STUDI DI BRESCIA

Achieving Net-Zero through Servitization

The Spring Servitization Conference (#SSC2022) is dedicated to understanding how organisations can develop and adapt their business models through servitization and advances services. The theme will be **Achieving Net-Zero through Servitization** and will be held in **Florence, Italy.** 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.

Monday 9th and Tuesday 10th May will follow the now established format of a single stream where all contributors have an opportunity to 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 extensive debate and bridge research theory and industrial practice. The conference will also feature keynotes from senior executives at leading manufacturing businesses.

Wednesday 11th May will be dedicated to early stage research and comprise of interactive keynotes by leading academics in the field, debates around emergent research themes, and poster reviews of proposed projects and doctoral theses. A certificate of attendance will be provided on request during the registration process.

Abstracts are invited on all aspects of servitization. We welcome contributions from practitioners along with empirical studies of product manufacturers, utilities and technology vendors. Contributions from the academic fields of strategic management, marketing, operations management, industrial engineering, and service management – including interdisciplinary and transdisciplinary research – are especially sought to cover the topics of:

- Services-centric competitive strategies, business models, and especially evidence of impact on growth and sustainability,
- Country-specific issues, international comparisons, trade, economic and meta-study analyses of market and social trends in services growth,
- Synergies with complementary topics such as Product-Service Systems, Industrial Product-Service Systems, circular economy, and Industry 4.0,
- Territorial servitization: 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. digital twin, IoT, AI, Big data, Blockchain, and data analytics).
- Engineering and design for services.

THE ADVANCED SERVICES GROUP

Service Management Forum

ASAP

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 we follow the previous year's process 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 November). Please ensure your extended abstract comprises the following nine sections:

1. Title
2. Keywords
3. Introduction
4. Theoretical background/Literature Review
5. Research Methodology
6. Findings (actual / expected)
7. Theoretical and Practical Contributions
8. References

Review Process

The extended abstracts will undergo a peer-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, which is an Open Access Publication developed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0), and permits non-commercial re-use, distribution, and reproduction in any medium, provided the original work is properly cited. Best paper and poster awards will be given for contributions of merit.

#SSC2022

Important Dates for Authors

Extended abstract deadline (1,000 words): 9th January 2022

Abstract review author notification: w/c 7th February 2022

Full paper or executive summary deadline: 3rd April 2022

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.

We ask that contributors **pay strict attention to the submissions guidelines** and **deadlines** as not doing so will delay the review process and may result in rejection.

Conference Co-Chairs

Prof Tim Baines	**Dr Ali Z. Bigdeli**	**Prof Mario Rapaccini**	**Prof Nicola Saccani**	**Dr Federico Adrodegari**
The Advanced Services Group, Aston University, UK.		University of Florence, Italy	University of Brescia, Italy	

Conference Secretary

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https://www.advancedservicesgroup.co.uk/ssc2022