

Call for Abstracts

The 7th Spring Servitization Conference ***Driving Competitiveness through Servitization***

14, 15 & 16 May 2018, Copenhagen, Denmark

Co-chairs

Dr Thomas Frandsen and Dr Jawwad Raja (Copenhagen Business School)
Dr Ali Ziaee Bigdeli and Prof Tim Baines (Aston Business School)

The 7th Spring Servitization Conference (SSC2018) is dedicated to understanding how manufacturers and technology-innovators can grow and sustain their revenues and profits through advanced services. This year the theme will be 'driving competitiveness through servitization' and the conference will be hosted by Copenhagen Business School and 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 14 & Tuesday 15 will be the now established format of a single stream where all contributors will 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 strong participation, extensive debate, and continue to bridge research theory and industrial practice. The conference will also feature keynotes from senior executives at leading manufacturing businesses.

Wednesday 16 will be dedicated to early stage research and will 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 like to 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 are especially sought that cover the topics of:

- Organisational change towards servitization,
- Servitization in SMEs,
- Industrial product service systems,
- Circular economy, IoT, and Industry 4.0, big data and data analytics in Servitization.
- Field service and service performance
- Solutions marketing and delivery,
- Service orientated business models,
- Services in emerging markets,
- Financial and legal aspects of services,
- Servitization, supply chain and value network.

Abstracts of no more than 300 words may be submitted for consideration for the either the main conference or research day. Papers will be peer reviewed and published in the conference proceedings. Prizes will be awarded against a selection of criteria including: best paper, best doctoral paper and best poster.

Key deadlines for authors:

Abstract deadline: 8 January 2018
Abstract review author notification: 15 January 2018
Full paper deadline: 25 March 2018
Full paper review author notification: 1 April 2018