

## 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).

### Topic Key

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

Day 1, 13 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>TMHE's Service Business Transformation.</i>	Joakim Plate, Director Service Market & Patrick Carlsson, Sr Manager Business Development, Service Market	Toyota Material Handling.
Panel 1	10:00	<i>Servitization And Activity Coordination</i>	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 <sup>1</sup> , Christian Kowalkowski <sup>2</sup> , Alexey Sklyar <sup>2</sup> , David Sörhammar <sup>3</sup> , Bård Tronvoll <sup>4</sup> , Oliver Wirths <sup>5</sup>	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 <sup>1</sup> , Lucas Santos Dalenogare <sup>2</sup> , Marie Anne Le Dain <sup>2</sup> , Néstor Fabián Ayala <sup>3</sup> , Alejandro Germán Frank <sup>3</sup>	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		
<b>Panel 2</b>	11:30	<i>What Can Servitized Manufacturers Learn From Their Customers? An Empirical Investigation In The Elevator Industry</i>	Miguel Leichsenring Franco <sup>1</sup> , José Miguel Sá Carneiro <sup>3</sup> , Rui Soucasaux Sousa <sup>2</sup> , Bernardo Almada-Lobo <sup>1</sup>	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		
<b>Panel 3</b>	13:30	<i>Digital Capabilities For Advanced Services: A Multi-Actor Perspective</i>	Chris Raddats <sup>1</sup> , Jamie Burton <sup>2</sup> , Vicky Story <sup>3</sup> , Judy Zolkiewski <sup>2</sup>	1: University of Liverpool, United Kingdom; 2: University of Manchester, United Kingdom; 3: Loughborough University, United Kingdom.

	13:45	<i>Servitization In The Creative And Culture Industries</i>	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	<i>Using Dynamic Topic Modelling To Deconstruct The Servitization Meta- Narrative</i>	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	<i>Institutional Isomorphism, Institutional Logics And Organisational Fields: An Institutional Perspective On Circular Economy</i>	Widmer, Tobias Benjamin; Prior, Daniel	Cranfield University, UK.
	14:30	Q & A		
	14:45	Refreshments		
Keynote 2	15:15-16:00	<i>Driving digital at Scania; Customer experience and service development</i>	Mikael Cato, Chief Digital Officer	Scania
Panel 4	16:00	<i>Circular Servitization In SMEs – A Practice Approach</i>	Per Carlborg1,2, Maira Babri1	1: Örebro University School of Business, Sweden; 2: Linköping University, Sweden.
	16:15	<i>Capability Configurations For Successful Servitization Processes Within SMEs</i>	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	<i>Challenges And Approaches With Data-Driven Services For SMEs: Insights From A Field Study</i>	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 followed by an evening drinks reception and video presentation sponsored by Electrolux Professional.				

Day 2 14 May	Time	Title	Presenter & Author/s	Organisation
Keynote 3	09:00-09:45	<i>The service transformation journey</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	Karlstad University, Sweden.
	11:45	<i>Servitization Of SMEs Through Strategic Alliances</i>	Mario Rapaccini <sup>1</sup> , Sara Giovanna Mauro <sup>2</sup> , Lino Cinquini <sup>2</sup> & Andrea Tenucci <sup>2</sup>	1: Università di Firenze; 2: Scuola Superiore Sant'Anna.
	12:00	Q & A		
	12:15	Lunch		

<b>Panel 7</b>	13:15	<i>Overcoming the Challenges Of Change Management Associated With Servitization: Lessons From 20 Practical Cases.</i>	Shaun West <sup>1</sup> , Paolo Gaiardelli <sup>2</sup> , Anet Mathews <sup>1</sup>	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, UK.
	14:15	Q & A		
	14:30	Refreshment break		
<b>Keynote 4</b>	<b>15:00-15:45</b>	<b><i>Smart support at every stage</i></b>	<b>Ellen Molin, SVP, Head of Business Area Support and Services,</b>	<b>SAAB</b>
<b>Panel 8</b>	15:45	How Firms Co-Create Value In Digital Servitization: A Process View On Digitalization Relationships	Sjödin, David; Parida, Vinit	Luleå University of Tecnology, 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**

**19:00 Drinks reception sponsored by IFS Industries** - 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.***

**19:45 Conference Dinner.**

## Day 3 15 May Melodin (first floor)

Time	Activity
08:30-09:00	Arrival and Coffee
09:00	<b>Keynote 1: <i>Servitization In SMEs: Motivations, Challenges And New Horizons</i></b> Iain McKechnie, The Advanced Services Group.
09:30	<b>Keynote 2: <i>Servitization: Quo Vadis?</i></b> Prof Christian Kowalkowski, University of Linköping & Dr Chris Raddats, University of Liverpool
10:00	Refreshment break
10:15	<b>Evolving research session and Working Lunch</b>  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.  <b>The facilitators will then come together in a panel to:</b> (1) provide an overview of the posters in the theme, (2) discuss the key findings and implications of the theme
12:15	<b>Panel discussion on the posters</b> (senior academic panel) followed by announcements and awards. SSC 2019 will <b>close at 13:00.</b>