

# 13<sup>th</sup> SERVSIG 2024

Bordeaux, France 5th – 8th June



AM>  
**SERVSIG**

**KEDGE**  
BUSINESS SCHOOL

Service for Humanity



## Welcome!

On behalf of Kedge Business School, it is our pleasure to welcome you to Bordeaux and to AMA SERVSIG 2024. We are absolutely thrilled to host leading service researchers from all around the world for the largest SERVSIG conference to date! This year, SERVSIG broke all records for submissions, and we are delighted by this strong evidence of a vibrant and active service research field. The unprecedented number of submissions resulted in a highly selective acceptance procedure. We hope and believe that this will be reflected in the strong quality of research presentations throughout the conference.

Our conference theme is **Service for Humanity** and we believe strongly in the importance of this theme. We are all aware of the serious challenges the world is facing, and we believe that service research, through its multiple subfields, has an important and positive role to play in facing these challenges. This year, we have several tracks dedicated to this conference theme, including circular service and sustainability, the social impact of services, transformative service research, and numerous research presentations in other tracks dealing with diverse aspects of service for humanity.

We are also thrilled to welcome you to our city, Bordeaux. Often listed as the French city with the best quality of life, Bordeaux also combines Europe's largest urban city centre protected by UNESCO (almost entirely pedestrian) and a vibrant restaurant, wine and coffee scene. Speaking of wine, Bordeaux is of course known as the wine capital of the world, and we look forward to bringing you all to a Château for the gala dinner, and to the world's largest wine museum, Cité du Vin, for our closing ceremony.

**Jonas Holmqvist & Frédéric Ponsignon, SERVSIG 2024 chair**



SERVSIG 2024 organizers: Larissa Belgouzia, Domenic Winfrey, Jonas Holmqvist and Elise François (missing from the picture is co-chair Frédéric Ponsignon)

## Programme

<b>Wednesday, 5th June</b>		
<b>14:45-17:00</b>	Pre-conference Customer Vulnerability Workshop	Kedge Excecutive Centre
<b>17:00-19:00</b>	Workshop cocktail, sponsored by QUT and University of Canberra	Kedge Excecutive Centre
<b>Thursday, 6th June</b>		
<b>09:00 - 11:30</b>	Pre-conference ServCollab Workshop	Kedge Excecutive Centre
<b>13:00 - 15:00</b>	Registration and coffee	Foyer
<b>13:00 - 14:30</b>	Parallel Sessions 1	See pp. 8-21
<b>14:30 - 15:00</b>	Coffee Break	Foyer
<b>15:00 - 16:10</b>	Parallel Sessions 2	See pp. 8-21
<b>18:00 - 21:00</b>	Conference Welcome Reception / Cocktail Dinner	<b>Palais de la Bourse</b>
<b>Friday, 7th June</b>		
<b>09:00 - 09:15</b>	Welcome and Opening Adress	Amphi 1136
<b>08:30 - 12:00</b>	Registration and coffee	Foyer
<b>09:15 - 10:15</b>	Keynote speech Prof. Yves van Vaerenbergh	Amphi 1136
<b>10:15 - 10:45</b>	Coffee Break	Foyer
<b>10:45 - 12:15</b>	Parallel Sessions 3	See pp. 8-21
<b>12:15 - 13:15</b>	Lunch	Foyer
	Editorial Review Board Meeting - <i>Journal of Service Theory and Practice</i>	Room 718
<b>13:15 - 14:45</b>	Parallel Sessions 4 / Meet the editors 1	See pp. 8-21
<b>14:45 - 15:00</b>	Coffee Break	Foyer
<b>15:00 - 16:30</b>	Plenary Session Prof. Christian Grönroos, Prof. Hope Schau, Prof. Ray Fisk	Amphi 1136
<b>18:45 - 19:30</b>	Panoramic boat ride to Gala Dinner	<b>Ponton d'Honneur</b>
<b>19:30 - 01:00</b>	Gala Awards Dinner	<b>Château Grattequina</b>
<b>Saturday, 8th June</b>		
<b>08:00 - 09:00</b>	Editorial Review Board Meeting - <i>Journal of Services Marketing</i>	Salle de conseil
<b>09:00 - 10:30</b>	Parallel Sessions 5	See pp. 8-21
<b>10:30 - 11:00</b>	Coffee Break	Foyer
<b>11:00 - 12:30</b>	Parallel Sessions 6 / Meet the editors 2	See pp. 8-21
<b>12:30 - 13:30</b>	Lunch	Foyer
	Editorial Review Board Meeting - <i>Journal of Service Management</i>	Salle de conseil
<b>13:30 - 14:45</b>	Parallel Sessions 7	See pp. 8-21
<b>16:30 - 18:00</b>	Visit to Cité du Vin	<b>Cité du Vin</b>
<b>18:00 - 21:00</b>	Networking dinner	<b>Cité du Vin</b>

## Social Events

### Opening cocktail dinner – Palais de la Bourse



Palais de la Bourse sits at Place de la Bourse is a UNESCO World Heritage Site, recognized as one of the most important works of 18th century neoclassical French architecture, completed in 1775. The

*Pl. de la Bourse, 33000 Bordeaux*

### Gala and Awards Dinner – Château Grattequina



Built in 1872, the chateau is located on the outskirts of Bordeaux, surrounded by vineyards. The château will be reached via a panoramic boat ride on the Garone River.

*50 Av. de Labarde, 33290 Blanquefort  
(Departure from : Ponton d'Honneur,  
Quai Richelieu, 33000 Bordeaux)*

### Closing Networking Dinner – Cité du Vin



“The city of wine” is the largest wine museum in the world and was opened to the public in 2016. In addition to being a museum, it contains exhibitions, movies, and various shows related to wine and the world of wine.

*134 Quai de Bacalan, 33300 Bordeaux*



## Opening Address and Keynote Speech

Friday 7<sup>th</sup> June 09:00 – 09:15 Amphitheatre 1136 (1<sup>st</sup> floor)

### Welcome and Opening Address

Mr Alexandre de Navailles, General Direction of Kedge Business School

Dr Jonas Holmqvist, Conference Chair

Friday 7<sup>th</sup> June 09:15 – 10:15 Amphitheatre 1136 (1<sup>st</sup> floor)

### Keynote Speech

Prof. Yves Van Vaerenbergh, KU Leuven

### Our Keynote Speaker



**Yves Van Vaerenbergh** is Professor of Marketing at KU Leuven, Belgium. His research focuses mainly on various aspects of customer experience management. His publications have appeared in *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Retailing* and *Academy of Management Perspectives*, among others. He has received numerous awards for research and teaching, including the 2022 AMA SERVSIG Emerging Service Scholar Award, the 2019 Best Paper Award from the *Journal of Service Research* and the 2023 Best Reviewer Award from *Journal of Service Research*. He is an associate editor at *Journal of Service Research*, and co-founder of KALEPA, a KU Leuven spin-off company to help organizations improve customer experiences.

## Our Plenary Session Panellists



**Ray Fisk** is Emeritus Professor of Marketing at Texas State University and the founder of AMA SERVSIG. His research focuses on service, and recent topics include service design, transformative service, and serving humanity. He has published in numerous journals such as *Journal of Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Public Policy & Marketing*, *European Journal of Marketing* and others, and has published several books. In 2012, he received the Grönroos Service Research Award from the CERS at Hanken School of Economics, Finland and in 2020, he received the Steve Baron Award for Outstanding Contribution to the Service Community from the *Journal of Services Marketing*.



**Christian Grönroos** is Emeritus Professor at Hanken School of Economics, and the initiator and first chair of CERS, Centre for Relationship Marketing and Service Management at Hanken School of Economics, one of the first research centres in the service research area. His research has been published in journals such as *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Business Research*, *European Journal of Marketing*, *Journal of Services Marketing* and others, and has published several books. He holds five honorary doctorates and has been honored as a "Legend in Marketing" by the Sheth Foundation, the first selection outside North America.



**Hope Jensen Schau** is Professor and Gilly Family Endowed Chair in Marketing, Paul Merage School of Business, University of California. Her research focuses on innovation, market-oriented technological mediation, practice diffusion and adoption, collaborative value creation, consumption journeys, and brand building and has appeared in journals such as the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Advertising*, *Journal of Business Research* and others. She is an Associate Editor at the *Journal of Consumer Research*, and an Area Editor for the *Journal of the Academy of Marketing Science*.

## Thank you!

The Servsig 2024 committee would like to extend its warm thanks and appreciation to:

### AMA SERVSIG Co-Chairs:

Prof. Kristina Heinonen  
Prof. Sertan Kabadayi

Hanken School of Economics  
Fordham University

### SERVSIG Conference Curator:

Prof. Ray Fisk  
Texas State University

### SERVSIG 2024 International Committee:

Dr. Matthew Alexander  
Dr. Linda Alkire  
Prof. Christian Grönroos  
Prof. Kristina Heinonen  
Prof. Elina Jaakkola  
Prof. Sertan Kabadayi  
Prof. Bart Larivière  
Prof. Rebekah Russell-Bennet  
Prof. Yves Van Vaerenbergh  
Prof. Jochen Wirtz

University of Strathclyde  
Texas State University  
Hanken School of Economics  
Hanken School of Economics  
Turku School of Economics  
Fordham University  
KU Leuven  
University of Canberra  
KU Leuven  
National University of Singapore

### Meet the editors:

Prof. Eric Arnould  
Prof. Mirella Morgan-Kleijnen  
Prof. John Hulland  
Prof. Marianna Sigala  
Dr. Linda Alkire  
Prof. Martin Wetzels  
Prof. Mark Rosenbaum  
Prof. Chatura Ranaweera  
Prof. Rebekah Russell-Bennet

International Journal of Research in Marketing  
Journal of Business Research  
Journal of the Academy of Marketing Science  
Journal of Hospitality & Tourism Management  
Journal of Service Management  
Journal of Service Research  
Journal of Services Marketing  
Journal of Service Theory and Practice  
Journal of Social Impact in Business Research

### Track Chairs

Track	Chair	Affiliation
B2B in Services	Christian Kowalkowski	Linköping University
	Elina Jaakkola	University of Turku
	Sissi Lehto	University of Strathclyde
CCT in Services	Hope Schau	University of California Irvine
	Robin Canniford	University of Galway
	Anna Hartman	Australian National University
	Vitor Lima	ESCP Business School

Circular Services & Sustainability	Arne De Keyser	EDHEC Business School
	Julia Fehrer	University of Auckland
	Katrien Verleye	Ghent University
	Marlena Ciszek	KEDGE Business School
Customer/Actor Engagement	Jodie Conduit	University of Adelaide
	Wafa Hammedi	Nadi-CeRCle – University of Namur
	Juthawan Karnasuta Thongborisute	ESCP Business School
Customer Experience & Journeys	Larissa Becker	Hanken School of Economics
	Matthew Alexander	University of Strathclyde
	Isadora Gasparin	Uni. of Turku, Federal University of Rio Grande do Sul
	Yasin Sahhar	University of Twente
Digital Services	Jochen Wirtz	National University of Singapore
	Lorena Blasco-Arcas	ESCP Business School
	Karim Sidaoui	Radboud University
	Louisa Peine	KU Eichstätt-Ingolstadt
Luxury Services	George Christodoulides	American University of Sharjah
	Nina Michaelidou	Loughborough University
	Gabriele Murtas	University of Bergamo
	Thamiris Magalhães	Escola Superior de Propaganda e Marketing, URM
Service Design & Innovation	Daniela Sangiorgi	Politecnico di Milano
	Josina Vink	Oslo School of Architecture and Design (AHO)
	Lia Patricio	University of Porto
	Antonietta Megaro	University of Salerno
Service Ecosystems & Institutions	Bård Tronvoll	Inland University of Applied Sciences, Karlstad Uni.
	Kaisa Koskela – Huotari	Stockholm School of Economics
	Alessandro Biffi	Politecnico di Milano
	Nina Lugmair	Friedrich-Alexander-Universität Erlangen-Nürnberg
Service Employment & Employees	Dana Yagil	University of Haifa
	Mahesh Subramony	Northern Illinois University
	Ilias Danatzis	King's College London
	Maria Golubovskaya	Griffith University
Service Failure and Recovery	Amin Nazifi	University of Birmingham
	Simon Hazée	Université Catholique de Louvain
	Nguyen (Katie) Nguyen	HEC Montréal
Service Strategy, Operations & Productivity	Jens Hogleve	Catholic University of Eichstätt-Ingolstadt
	Nancy Wunderlich	TU Berlin
Social Impact of Services	Rebekah Russell-Bennett	University of Canberra
	Amir Raki	University of Liverpool
	Martina Čaić	Aalto University
Technological Service Transition	Alessia Anzivino	Catholic University of Sacred Heart, Milan
	Debora Sarno	University of Naples Parthenope
	Valtteri Kaartemo	University of Turku
	Kristin Svärd	Karlstad University
Transformative Service Research	Linda Alkire	Texas State University
	Sertan Kabadayi	Fordham University
	Oscar Naranjo Del Giudice	Universidad de Los Andes
Wine and Tourism Services	Nathalie Spielmann	NEOMA Business School
	Tatiana Bouzdine	KEDGE Business School
	Diana Arcila Perdomo	KEDGE Business School



## Thursday June 6th

### Parallel Session 1 Thursday June 6th 13:00 - 14:30

Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3	Paper 4
700	<b>Service Strategy, Operations &amp; Productivity</b>	Paul Fombelle	Optimizing Service Productivity with Service Robots: A Field Experiment	Which marketing event has the largest firm value impact? A meta-analysis	Service Ecosystem Agility as a Response to Different Types of Crises	Strings Attached: The Financial Benefits of Consumer Gratitude and Obligation in Firm Gift Giving
			<i>Larivière, Koerten &amp; Schmidt</i>	<i>Edeling, Ferraz Teixeira, Mafael &amp; Van Vaerenbergh</i>	<i>Raki, Burggraf, Kullak, Peine, Myrden &amp; Kabadayi</i>	<i>Fombelle, Voorhees, Gustafsson, Gustafsson &amp; Witell</i>
508	<b>Digital services 1</b>	Rebekah Russell-Bennett	Understanding Digital Platforms' Emergence and Evolution: A Systematic Review	Being In Sync: Digital Twins in Service	How smartly are we connecting? an actor-oriented relational perspective on smart service systems	A behavioural approach to conceptualising, measuring and building consumer cyber resilience in the digital service ecosystem.
			<i>Karnasuta-Thongborisute, Blasco-Arcas, Kastanakis &amp; Alexander</i>	<i>Peine, Hogreve &amp; Wirtz</i>	<i>Belghiti, Hammedi, Leclercq &amp; Henkens</i>	<i>Russell-Bennett, McAndrew, Van Hummel, Payne, Whittaker, Thomson &amp; Levy</i>
504	<b>CCT In Services</b>	Eric Arnould	Unveiling Service Sustainability: Probing the Nexus of Consumer Behavior and Justifications in the Pursuit of Sustainable Services	Poetics and Politics of Embodied Practice: The Role of Service Providers in the Social Production of Servicescapes	Conceptualising Informal Servicescapes	Serving Fast and Slow
			<i>Paas</i>	<i>Chronis</i>	<i>Goode &amp; Anderson</i>	<i>Bhatnagar &amp; Padhaiskaya</i>
501	<b>Circular Services</b>	Elina Jaakkola	An ecology-based conceptual framework for mutualistic value cocreation between ecosystem actors.	The effect of mortality salience on consumer engagement towards sufficiency	Sustainable service ecosystem shaping – Reflecting on the (un-)sustainable service ecosystem of voluntary carbon offsetting	Exploring the influence of customer experience on sustainable consumer behavior
			<i>Grenha Teixeira, Gallan &amp; Wilson</i>	<i>De Bruyne &amp; Verleye</i>	<i>Ebel, Koldewey &amp; Poeppelbuss</i>	<i>Kumer Balo, Jaakkola, Aleem &amp; Sandberg</i>

511	<b>Digital services 2</b>	Cristina Mele	The Impact of Confidential Robot Teachers on Student-Robot Interactions: Evidence from the Field	Implementing Service Robots in the Frontline: Perspectives from Three Types of Digitally Diverse Organizations	An Embodied-Enactive Conceptualization of Consumer-Robots Interactions in Services	Pepper & the children: an investigation of the care journey at pediatric hospital
			<i>Mennens, Becker, Briker, Mahr &amp; Steins</i>	<i>Knof, Stock-Homburg &amp; Wirtz</i>	<i>Lima &amp; Belk</i>	<i>Ranieri, Di Bernardo, Mele &amp; Russo Spina</i>
505	<b>Customer Experience &amp; Journeys 1</b>	Gaby Odekerken-Schröder	Immersion of art in service environment: Harmonizing servicescape and experiencescape through artwork	Empowering Role of Artificial Intelligence (AI)-enhanced Services	Converging Perceptions: The Impact of Shared Views on Service Robots during Collective Service Experiences	
			<i>Stenbacka Nordström &amp; Brozovic</i>	<i>Akhavannasab &amp; Roschk</i>	<i>Steins, Becker, Odekerken-Schröder, Mathmann, Mahr &amp; Russell-Bennett</i>	
506	<b>Customer Experience &amp; Journeys 2</b>	Nadia Pomirleanu	Capturing Richer Service Quality Assessments with an Interval-Valued Customer Satisfaction Index	An Alternative (Longitudinal) Perspective on Customer Satisfaction	Examining the Effects of Service Experience Upgrades on Experiential Value and Service Brand Outcomes	Decoding Consumer Generated Content: How Quality vs. Satisfaction Oriented Reviews Shape Product Perceptions
			<i>Zhao, Wagner, Ryan, Pekaslan, Harvey &amp; Navarro</i>	<i>Bateson</i>	<i>Lin &amp; Chu</i>	<i>Pomirleanu, Mao, Ganesh, Yang &amp; Wo</i>
510	<b>Digital services 3</b>	Tobias Schäfers	Gigabytes & Shopping Bags: Unpacking the Data-Driven Retail Adventure	Towards improving customer journeys with automated data-driven analysis	Online in the store: Leveraging tracking and targeting for brick-and-mortar retailing	On-Demand Product Features: How Abstract vs. Concrete Communication Influences Consumer Reactions
			<i>Gustafsson &amp; Samuelsson</i>	<i>Halvorsrud, Kobialka, Prillard, Mannhardt &amp; Broch Johnsen</i>	<i>Breustedt &amp; Schäfers</i>	<i>Saracevic &amp; Schäfers</i>
14:30 - 15:00 <b>Coffee Break</b> Foyer						

Parallel Session 2 Thursday June 6th 15:00 - 16:10					
Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3
504	<b>Social impact of services</b>	Amir Raki	Towards an ethics of care approach to services for social impact - Bank customers experiencing gambling related harm	The Impact of Corporate Social Responsibility On Green Service Marketing	Partnerships for Social Impact: Co-Designing Online Services with Non-profit Organisations
			<i>Badejo, Cahill &amp; Gordon</i>	<i>Bradbury, Cronin &amp; Bourdeau</i>	<i>Raki, Chowdhury &amp; Zolkiewski</i>
704	<b>Transformative Service Research</b>	Sven Tuzovic	Creating digital attachment in transformative services experiences with augmented and virtual reality	A Strengths-based Investigation of Customer Integration in Robot-supported Healthcare Services	Who Defines Wellbeing Gets More Difficult: Polarization and Incivility
			<i>Maris, Hilken &amp; Odekerken-Schröder</i>	<i>Burggraf, Mele, Heinonen &amp; Ranieri</i>	<i>Anderson &amp; Ostrom</i>
510	<b>Service Employment &amp; Employees</b>	Ilias Danatzis	What is my role, anyway? Making sense of customer service identities when artificial intelligence (AI) comes to the frontline	From promises to practice: unraveling the psychological impact of generative AI on organizational dynamics	Enabling Human-Technology Synergies at the Organizational Frontlines: Conceptual Model and Research Propositions
			<i>Čaić, Ciuchita, Khoreva &amp; Einola</i>	<i>Mehmood, Verleye, De Keyser &amp; Larivière</i>	<i>Danatzis, Field &amp; Subramony</i>
501	<b>Service Ecosystems &amp; Institutions</b>	Kaisa Koskela-Huotari	Two sides of the same coin: Trust and Distrust in Service Ecosystems	Understanding Attention Dynamics in Public Service Systems: A case study on infrastructure development	Interaction of Multiple Change Processes in Service Ecosystem Transformation
			<i>Van Hummel, Russell-Bennett, Letheren &amp; McAndrew</i>	<i>Jagstedt &amp; Fransson</i>	<i>Biffi, Artusi, Koskela-Huotari &amp; Bellini</i>
505	<b>Service Design, Innovation &amp; Transformation</b>	Maria Colurcio	Designing For Memorable Experiences: A Comprehensive Analysis of Managerial Perspectives within Cultural Institutions	Exploring Co-Design as a Vehicle for Social Service System Transformation	Redefining Hospitality: Innovating Service Design for Active Seniors in Tourism
			<i>Arcila Perdomo</i>	<i>Willmott</i>	<i>Vigolo, Colurcio, Edvardsson &amp; Bonfanti</i>

700	<b>CCT In Services</b>	Robin Canniford	How Practices Drive Persistence in Service Ecosystems: The Transformational Journey of Native Americans in Higher Education	Reconstructing hospitality: Organizational identity work through values-driven adaption	Overcoming Intense Negative Consumer Emotions: A Study of Sentimental Work in Outdoor Sporting Services
			<i>Almodovar &amp; Akaka</i>	<i>Hartman &amp; Costlor</i>	<i>Wieser, Woermann &amp; Riehle</i>
506	<b>Technological Service Transition</b>	Alessia Anzivino	Collaborative Resources in Human and AI Value Cocreation within Service Ecosystems	Exploring the Protaverse Ecosystem: A Case Study of Nikelandcv	Metaverse and cultural appropriation: How immersive digital technologies diffuse in Indigenous communities and economies
			<i>Kaartemo &amp; Helkkula</i>	<i>Richter, Richter &amp; Fehrer</i>	<i>Fehrer, Richter, Lythberg &amp; Kosheleva</i>
508	<b>Technological Service Transition</b>	Liliana Bove	May I help you? Service failures and recovery actions of conversational agents	Understanding the role of augmented reality digital assistants (ARDAs) in enhancing phygital service experiences through product packaging	Navigating Captivity with Automation: Service Robots' Influence on Consumer Experience and Compliance
			<i>Di Bernardo, Ranieri &amp; Mele</i>	<i>Barhorst, Marriott &amp; McLean</i>	<i>Zhang, Bove &amp; Scaraboto</i>
511	<b>Customer Experience &amp; Journeys</b>	Larissa Becker	Navigating the Customer Journey: Examining Promotional Inconsistency Across Offline and Online Channels.	Unlocking the Holistic Nature of Multisensory Embodied Service Experiences: An Explorative Framework for Integrating the Seven Senses in Service Value Creation	How does the interplay between different types of touchpoints affect customer experience? A qualitative investigation of customer journeys
			<i>Duquesne, Hazée &amp; Ducarroz</i>	<i>Hulten &amp; Engilbertsson</i>	<i>Gasparin, Panina, Becker &amp; Jaakkola</i>
18:00 - 21:00 <b>Conference Welcome Reception/Cocktail Dinner</b> <i>Palais de la Bourse (Espace Miroir d'Eau), Place de la Bourse, Bordeaux</i>					

## Friday June 7th

09:00 - 09:15 <b>Welcome and Opening Adress: DG Alexandre de Navailles and Prof. Jonas Holmqvist</b> <i>Amphi 1136</i>						
09:15 - 10:15 <b>Keynote speech: Prof. Yves van Vaerenbergh</b> <i>Amphi 1136</i>						
10:15 - 10:45 <b>Coffee Break</b> <i>Foyer</i>						
<b>Parallel Session 3</b> <i>Friday June 7th 10:45 - 12:15</i>						
Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3	Paper 4
501	<b>Transformative Service Research 1</b>	Gabriela Beirão	The role of service inclusion in creating a positive destination image: A quantitative study on Halal tourism in non-Muslim destinations.	Enabling and Sustaining Transformative Multi-actor Co-creation in Healthcare Systems	A service design toolbox for collaboration in the social service sector to create social impact	TSR 2.0: Looking Back to Move Forward
			<i>Oktora, Alexander &amp; Kim</i>	<i>Leocadio, Kelleher, Fernandez &amp; Hawkes</i>	<i>Mager</i>	<i>Tuzovic, Beirão, Simões, Alkire &amp; Gallan</i>
508	<b>Transformative Service Research 2</b>	Sertan Kabadayi	Immigrant customers' service encounters: When does frontline employees' cultural intelligence matter?	Pursuing a Transformative Impact Through The Choice of Charities: An Examination of Consumer Donation Portfolios	Digital tools for health and well-being of transnational communities: A systematic literature review	Venezuelan Refuges Ethical Tensions in the Informal Service Economy in Colombia
			<i>Baillod &amp; Furrer</i>	<i>Buchholz &amp; Wunderlich</i>	<i>Bakri, Davey, Culpi Mann &amp; Parkinson</i>	<i>Kabadayi &amp; Naranjo Del Giudice</i>
510	<b>Luxury Services</b>	George Christodoulides	Luxury to-go? The impact of restaurants providing to-go containers on luxury return intention	Moments of travel: How consumers craft unconventional luxury experience via physical, virtual and imaginary escape	Mystery as a Luxury Service Brand Signal	The Luxury Customer Experience in Hospitality: Scale Development & Validation
			<i>Winfrey, Holmqvist &amp; Lunardo</i>	<i>Wu &amp; Zhang</i>	<i>Creevey, Coughlan &amp; O'Connor</i>	<i>Christodoulides, Chatzipanagiotou, Baker &amp; Buhalis</i>
505	<b>Customer/Actor Engagement</b>	Matthew Alexander	Spiritual Engagement: Conceptualisation and Operationalisation Through a Multi-Method Study	A typology of actor engagement roles within collaborative settings	Effects of customer volitional resource investment on engagement processes	Dynamics of Human-Machine Engagement in Services
			<i>Tierney, Conduit &amp; Karpen</i>	<i>Uude &amp; Conduit &amp; Plewa</i>	<i>How, Chen &amp; Alsan</i>	<i>Azer &amp; Alexander</i>



504	<b>Technological Service Transition</b>	Debora Sarno	Designing futures: A conceptual framework for sustainable transitions towards Industry 5.0	Customer Reaction to feeling AI: An Analysis of Online Reviews Using Topic Modeling	Sustainability transition of service ecosystems: the role of Digital Innovation Hubs	The role of technology in service transition
			<i>Viljakainen &amp; Salminen</i>	<i>André &amp; Pagani</i>	<i>Anzivino, Sebastiani &amp; Cantù</i>	<i>Kaartemo, Anzivino, Svärd &amp; Sarno</i>
506	<b>Service Employment &amp; Employees</b>	Mahesh Subramony	Unveiling Communication Dynamics in Event-Level Customer Incivility during Online Service Encounters	"The robot can deal with it": Understanding robot-employee task allocation strategies within the Intrusion challenge	Opening the 'black box' of HRM algorithmic biases – How companies' hiring practices induce discrimination on freelancing platforms	From pipe dream to reality? Unleashing the potential of technical and human service systems synergies.
			<i>Okan, Altinigne, Kuzgun &amp; Arikani</i>	<i>Phillips, Odekerken-Schröder, Russell-Bennett, Steins, Mahr &amp; Letheren</i>	<i>Zechiel, Trautwein, Coussement, Meire &amp; Büttgen</i>	<i>Bartholin, Collings &amp; Gao</i>
511	<b>Circular Services</b>	Katrien Verleye	Remanufacturing for prolonging value co-creation: A systematic literature review and future research directions	Service innovation for sustainability: A practiced-based process study of new circular services in a retail company	Circular Solutions as Co-evolutionary Outcomes of Service Ecosystem Properties	Striving for Sustainability through Circular Service Systems: A Multiple Case Study
			<i>Lastovetskaia, Arsenovic, Kurilova &amp; Witell</i>	<i>Gulbrandsen, Wedum, Skåln &amp; Mele</i>	<i>Harala, Keranen, Aarikka-Stenroos, Koskela-Huotari &amp; Siltaloppi</i>	<i>Verleye, Antonissen, Smeets &amp; De Keyser</i>
700	<b>Digital services</b>	Mikael Gidhagen	Consumer Responses to Service Firm's Adoption of Artificial Intelligence Service Agents	Make AI a real charmer: The Development of Artificial Intelligence Service Acceptance Model	Examining The Use of An AI-Based Hybrid Recommender System In The Automotive Industry	Why should I trust you ? The role of Explainable AI on AI-based recommendation systems trust and acceptance
			<i>Sohn</i>	<i>Gracia Quita, Liang, Cattapan, Lin &amp; Chou</i>	<i>Ang, McLean &amp; Halvey</i>	<i>Nizette, Hammedi, Van Riel &amp; Steils</i>
12:15 - 13:15 <b>Lunch</b> Foyer						
12:15 - 13:15 Editorial Review Board Meeting - Journal of Service Theory and Practice						

Parallel Session 4 Friday June 7th 13:15 - 14:45						
Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3	Paper 4
508	<b>Service Ecosystems &amp; Institutions</b>	Melissa Akaka	Suspicious eyes on the new kid on the block: How artificial intelligence (AI) affects the structure of interdependency of innovation in service ecosystems	Institutions in the laboratory: The micro-level making and institutional shaping of resources in service ecosystems	How to develop multi-stakeholder value propositions in ecosystems – evidence from specialty pharma	How Institutional Arrangements Shape Practice Adaptation: IoT Adoption in Service Ecosystems
			<i>Högberg, Trischler, Jagstedt &amp; Netz</i>	<i>Fellessen</i>	<i>Schau &amp; Taillard</i>	<i>Akaka, Schau &amp; Chandler</i>
501	<b>Service Employment &amp; Employees</b>	Kristina Heinonen	Impact of Sustainability Initiatives on Service Employee Agency and Sustainability Efforts	Social connection on the frontline: Responding to the loneliness epidemic	The future of work: The voice of the next generation of service workers	Service Design-inspired Internal Marketing for Employee Alignment with Promises
			<i>Leo, Chou &amp; Laud</i>	<i>Worsteling, Solnet, Golubovskaya &amp; Okimoto</i>	<i>Golubovskaya, Sakdiyakorn &amp; Solnet</i>	<i>Liewendahl, Grönroos &amp; Heinonen</i>
506	<b>Transformative Service Research</b>	Linda Alkire	EHealth Literacy and the Wellbeing of Midlife Women	Habitual or Transformative Value? Unraveling Transformative Service Characteristics and the Role of Technology	The Impact of Frontline Service Technology in Healthcare on Patient Well-Being	Digital Healthcare Service Ecosystem: a TSR perspective
			<i>Kopanidis &amp; Reid</i>	<i>Endres, Henkens &amp; Bilstein</i>	<i>Vaes, Streukens &amp; Leroi-Werelds</i>	<i>Anzivino, Alkire &amp; Sebastiani</i>
511	<b>Service Failure and Recovery</b>	Simon Hazée	The negative effect of “open secrets” in hospitality: Controversial practices and response strategies	Revisiting the Service Recovery Paradox: Unveiling Dichotomous Word of Mouth Dynamics – Silent Observers and Vocal Influencers	Racial Discrimination by Service Providers during Service Recovery: Illusion or Reality?	Who wants to work for a company that treats customers badly? The impact of service failures on organizational attractiveness as an employer
			<i>Antonetti &amp; Cambier</i>	<i>Chung, Han &amp; Verma</i>	<i>Azab &amp; Holmqvist</i>	<i>van Vaerenbergh &amp; Arijs</i>
510	<b>Special session</b>		Back to the future?, Services Science Myopia? - how we get back to working with industry to advance the services field			
			<i>Rosenbaum, Zion, Johnson, De Keyser &amp; Hollmann</i>			

504	<b>Service Design, Innovation &amp; Transformation</b>	Josina Vink	Responsible Innovation in Service Firms: A Cross-Cultural Investigation of Stakeholder Engagement in the Innovation Process	A systemic perspective on Service Design	The Role of Stakeholder Engagement in Design Processes of a Sustainable Service Ecosystem	Dynamics & tensions in service ecosystem sustainability
			<i>Matta, Kawakami, Hamdi-Kidar, Bauer, Reith &amp; Gopalakrishnan</i>	<i>Sangiorgio, van der Bijl-Brouwer &amp; Patricio</i>	<i>Flaig, Guyader &amp; Ottosson</i>	<i>Findsrud, Rodrigues &amp; Vink</i>
505	<b>Technological Service Transition</b>	Marianna Sigala	Initiating and scaling radical innovations in healthcare – Revisiting the roles of public procurement and transformative innovation policy in sustainable service ecosystem design.	Robots in Emergency Departments: A Systematic Review and Synthesis of Current Evidence	Modelling collaborative market-shaping between human and non-human actors: A case study of AI-based solutions in the German healthcare market	Generative AI and the future of service work: impacts and implication on service staff creativity
			<i>Trischler, Wästlund, Svensberg, Matthing &amp; Broden</i>	<i>Keshavarzsaleh, Erlinger, Scholz &amp; Lu</i>	<i>Helmer, Plewa &amp; Hawa</i>	<i>Sigala</i>
700	<b>B2B in Services</b>	Maria Holmlund	Customer onboarding – Improving business customers' readiness to achieve their goals	Exploring the role of automated touchpoints in B2B customer journeys	Business Customer Experience (BCX): Conceptualization and Implications for Research	Customer Experience Management in B2B Markets: CX Value Propositions and Archetypal CXM Strategies
			<i>Kleinaltenkamp, Iqbal &amp; Poepelbuss</i>	<i>Lehto, Alexander, McLean &amp; Jaakkola</i>	<i>Kleinaltenkamp, Becker, Panina, Jaakkola, Karpen &amp; Madruga</i>	<i>Holmlund, Jaakkola, Ahmed, Kowalkowski, Ulaga &amp; Wirtz</i>
404	<b>Meet the editors</b>	<b>Meet the editors 1: IJRM, JAMS, JBR and JSR</b>				
<i>14:45 - 15:00 Coffee Break Foyer</i>						
<i>15:00 - 16:30 Plenary session: Prof. Christian Grönroos, Prof. Hope Schau and Prof. Ray Fisk Amphi 1136</i>						
<i>18:45 - 19:30 Panoramic boat ride to Gala Dinner Ponton d'Honneur, Quai Richelieu, Bordeaux</i>						
<i>19:30 - 01:00 Gala Dinner and Awards Ceremony Château Grattequina, Blanquefort</i>						

## Saturday June 8th

08:00 - 09:00 Editorial Review Board Meeting - Journal of Services Marketing						
Parallel Session 5 Saturday June 8th 09:00 - 10:30						
Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3	Paper 4
504	<b>Service Employment &amp; Employees</b>	Maria Golubovskaya	Service-Sales Ambidexterity: Differential Effects of Appraisal Tendencies on Frontline Employee Outcomes	More than Acting: Unpacking Emotional Labor Strategies and Frontline Employee Outcomes	Avoiding turnover intentions among frontline employees in resource-constrained contexts	Employees Delivering Harmonious Moments of Truth in Technologically Complex Environments: A Conceptual Model of Mindfulness Orientation
			<i>Bin, Sok, Robertson &amp; Sok</i>	<i>Ifie, Gruber, Walsh &amp; Xie</i>	<i>Keating, Worsteling, Beatson, Alahakoon, Riedel &amp; Mulcahy</i>	<i>Ranaweera, Xie, Olajuwon-Ige, Lee &amp; Kumari</i>
508	<b>CCT In Services</b>	Johanna Gummerus	Delivering a ‘Good Death’: How Nurse Practitioners Enact Aesthetic-Emotion Work To Support The Bereaved	In Search of Actor Well-Being: Mapping and Navigating Actor Transitions and Dynamics Within Service Ecosystems	Fueled by emotional energy: Exploring the impact of customer interactions on service employees	Amplifying the voices of older consumers: Ethnodrama as a pathway to ethics of care
			<i>Fisser &amp; Haartman</i>	<i>Leocadio, Kelleher, Fernandez &amp; Hawkes</i>	<i>Cayla &amp; Auriacombe</i>	<i>von Koskull, Gummerus &amp; Fougère</i>
505	<b>Service Failure and Recovery</b>	Doga Istanbuluoglu	Negative customer-to-customer interactions (NCCI): “Blind spots” in service failures	AI-Based Detection of Customer Misbehavior: Passenger Reactions to Surveillance Technology in Public Transport	Identifying and Recovering Online Complainers: A Combination of Machine Learning and Experimental Evidence	Consumers’ Motivations to Post Fake Online Reviews: An Examination of the Dark and Light Triad Traits
			<i>Landry, Baillod, Furrer, Tsiotsou &amp; Kerguignas</i>	<i>Pieper, Woisetschläger &amp; Schaefers</i>	<i>Meire, Grégoire, Minh Nguyen &amp; Vinhal Nepomuceno</i>	<i>Istanbuluoglu &amp; Sakman</i>
506	<b>Technological Service Transition</b>	Nina Lugmair	The role of living labs in shaping sustainability transitions through living labs	The Emergence of Human-AI Symbiotic Engagement in Services	The Dual Nature of AI in Service Interactions: A Mixed Methods Investigation	Boost Or Bust: Characterizing Value Co-Creation With AI-Based Non-Human Agents From A User Perspective
			<i>Patricio &amp; Trischler</i>	<i>Le, Sajtos &amp; Kunz</i>	<i>Flaig, Arsenovic &amp; Kaartemo</i>	<i>Wilga, Lugmair, Schymanietz &amp; Roth</i>

510	<b>Customer Experience &amp; Journeys</b>	Bart Larivière	Systematic Exploration of Patient-Centricity in the Pharmaceutical Industry: Antecedents, Outcomes, and Comparative Analysis with Healthcare	Organizational Support During Onsite Treatment in Patients' Journey: A Bottom of the Pyramid (BoP) Perspective	Customer Experience Management (CXM): towards examining the linkages and impact on business performance	Focusing on customer satisfaction to improve firm performance during business cycle fluctuations: right move or misstep?
			<i>Fleissig, Steils &amp; Delcourt</i>	<i>Rahman, Mustak &amp; Kibria</i>	<i>Schreiner &amp; de Villiers</i>	<i>Vancoetsem, van Vaerenbergh &amp; Larivière</i>
511	<b>Transformative Service Research</b>	Sara Leroi-Werelds	Empowering the Visually Impaired: A Strength-Based Approach to Voice Assistants for Agency & dignity	The role of meso-level actors in strengths-based transformative service solutions: The Women's Butterfly Project	Bridging the Gap: A Transformative Service Research Perspective on Digital Platforms for Social Inclusion	The role of tour guides' in supporting people's well-being during war
			<i>Goosse, Hammedi &amp; Mahr</i>	<i>Russell-Bennett, Bull, Letheren, Parkinson, Kelly &amp; Zainuddin</i>	<i>Caridà &amp; Colurcio</i>	<i>Kolomoyets &amp; Tomej</i>
704	<b>Service Design, Innovation &amp; Transformation</b>	Dominik Mahr	The Relevance of Auto-Ethnographic Research for Service Scholars with Transformative Ambitions	Designed service concepts and situated actions – Exploring the implementation phase of service design	Beyond User-centeredness: Integrating Service Providers Experiences into Service Design	A new yellow brick road: Wizard-of-Oz prototyping in service design
			<i>de Pourcq &amp; Verleye</i>	<i>Engen &amp; Røhnebæk</i>	<i>Mikae</i>	<i>Phillips, Russell-Bennett, Odekerken-Schröder &amp; Mahr</i>
501	<b>Special session</b>		Towards a Critical Service Research Paradigm			
			<i>Vink, Zainuddin &amp; Gordon</i>			
700	<b>Special session</b>		Boosting or Busting of Service Habits: A Challenge to Consumer Well-Being. A Special Session Workshop			
			<i>Beatty, Taylor, Goodarzi, Sirianni &amp; Alkire</i>			
10:30 - 11:00 <b>Coffee Break</b> Foyer						



Parallel Session 6 Saturday June 8th 11:00 - 12:30						
Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3	Paper 4
700	<b>CCT In Services</b>	Joonas Rokka	Socially unacceptable services as heterotopias	Unintended consequences of the service experience: Competing practices for health and wellbeing	“Sorry, Not Tonight”: How Firms Manage Social Atmospheres through the Curation of Aesthetic Fit	Foam and Sphere Conceptualisations of Social Atmosphere
			<i>Naranjo Del Giudice, Barrios &amp; Rojas Gaviria</i>	<i>Westburg, Martin, Stavros, Parker, Reid, Powell, Fouvry &amp; Micallef</i>	<i>Kleinaltenkamp, Karpen, Danatzis &amp; Hill</i>	<i>Hill, Canniford &amp; Rokka</i>
504	<b>Customer Experience &amp; Journeys</b>	Yves Van Vaerenbergh	Unravelling Customer Experience Formation in Non-Owned Touchpoints on Social Media Platforms	Moving Forward: An Exploration of Embodied Consumer Experiences in Immersive Virtual Environments from a Post-Humanist Perspective	The Duality of Workload in Teams: A Daily Diary Investigation on How and When Team Service Workload Helps and Hinders Team Effectiveness	Unlocking opportunities for undirected online customer-firm interactions
			<i>Heemskerk &amp; Sahhar</i>	<i>Kelleher, Kelleher, McCarthy &amp; O'Raghallaigh</i>	<i>Liu, Koopmann, Alterman, Liu &amp; Yuan</i>	<i>Meire &amp; Hoornaert</i>
505	<b>Service Design, Innovation &amp; Transformation</b>	Andrew Gallan	Striving for trust in AI systems – A reflection upon service design and innovation in healthcare	Towards an Evaluation Framework for Inclusive Technological Innovation in Social and Health Care Services	Service Design for Design Principles – Translate deep customer insights into actionable design knowledge for smart solutions in healthcare	Addressing Social Determinants of Health: Applying a Service Design Approach
			<i>Megaro, Polese, Masucci &amp; Sirianni</i>	<i>Wilson-Nash, Pavlopoulou, McCabe &amp; Gibson</i>	<i>Adler, Ebel, Gebauer &amp; Rathi</i>	<i>Gallan, Helkkula, Jaoudé, Blocker, Davey, Russell-Bennett &amp; Tanner</i>
506	<b>Service Failure and Recovery</b>	Cristiana Lages	Managing attributions of responsibility for product failures in a multi-agent context	Unraveling the Impact of Technology-Enabled Service Failures on Frontline Staff Emotions and Customer Experiences	When Does Humor Backfire? Effects of Stigmatizing Humor in Service Recovery	Customer Emotions: Pre-, During and Post-recovery
			<i>Antonetti, Baghi &amp; Grégoire</i>	<i>Kerguignas &amp; Boninsegni</i>	<i>Marquardt, Hogleve, Bilstein &amp; Heimann</i>	<i>Lages, Clark, Myers &amp; Zhang</i>

404	<b>Meet the editors</b>		<b>Meet the editors 2: JHTM, JSIBR, JSM, JOSM, and JOSTP</b>			
510	<b>Digital services</b>	Jochen Wirtz	The dark side of conversational AI agents: Systematic literature review on customer negativity and their management strategies	Automated Social Presence in Service Encounters led by Service Robots: A Meta-Analysis	Can automated agents help with labor shortages? A meta-analysis of customer responses to automated vs. human service agents	Deep or shallow mental processing? Consumers responses to robots' anthropomorphism
			<i>ELKattan, Sobhy Temerak, Jayawardhena &amp; Pitardi</i>	<i>Juquelier, Poncin &amp; Hazée</i>	<i>Gelbrich, Miederer, Kerath &amp; Roschk</i>	<i>Pitardi, Wirtz, Kunz &amp; Paluch</i>
508	<b>Luxury Services</b>	Nina Michaelidou	Immersion or social presence? Investigating the effect of virtual reality immersive environments on sommelier learning experiences	Do NFTs enhance customer perceptions of luxury hotels' reward schemes?	The key challenges to Implementing AI-enabled business models in digital servitization and digital innovation: A case study of luxury services	Do Mobile Apps Enhance the Experiential Value of Luxury? An empirical study.
			<i>Moonen, Heller, Hilken, Han &amp; Mahr</i>	<i>Boukis</i>	<i>Tahirzade</i>	<i>Kostopoulos, Michaelidou &amp; Nasr</i>
511	<b>B2B in Services</b>	Jeroen Schepers	Intra and inter-organizational paradoxes that arise at manufacturer's sales function level during digital servitization journey	Platform Evolution for Data-Driven Servitization: An Affordance Perspective	Enhancing customer willingness to pay for digital services through the application of free-to-fee choice architecture	Service Growth in B2B Relationships: The role of service infusion and customer experiences
			<i>Lakka, Mero &amp; Leppäniemi</i>	<i>Ahmed, Kowalkowski &amp; Sklyar</i>	<i>Keranen, Salonen, Terho &amp; Munnukka</i>	<i>Witell &amp; Zaki</i>
501	<b>Transformative Service Research</b>	Volker Kuppelwieser	Enabling Marketplaces: An Embodied Strengths-Based Logic for Customers with (Dis)abilities	The Impact of Personalised Pricing and Anthropomorphised Agents on Consumer Purchase Decisions	Ritualizing Service: Exploring Service Ritualization, Ritualistic Service Experiences, and Enhanced Customer Wellbeing	Non-impaired consumer preference for and against accessible services
			<i>Salomonson &amp; Fisk</i>	<i>He, Sarantopoulos &amp; Atia</i>	<i>Cattapan, Liang, Gracia Quita, Lin &amp; Chou</i>	<i>Kuppelwieser, Schnurr &amp; Wetzels</i>
<b>12:15 - 13:15 Lunch</b> <i>Patio (foodtrucks) and foyer</i>						
<b>12:30 - 13:30 Editorial Review Board Meeting - Journal of Service Management</b>						

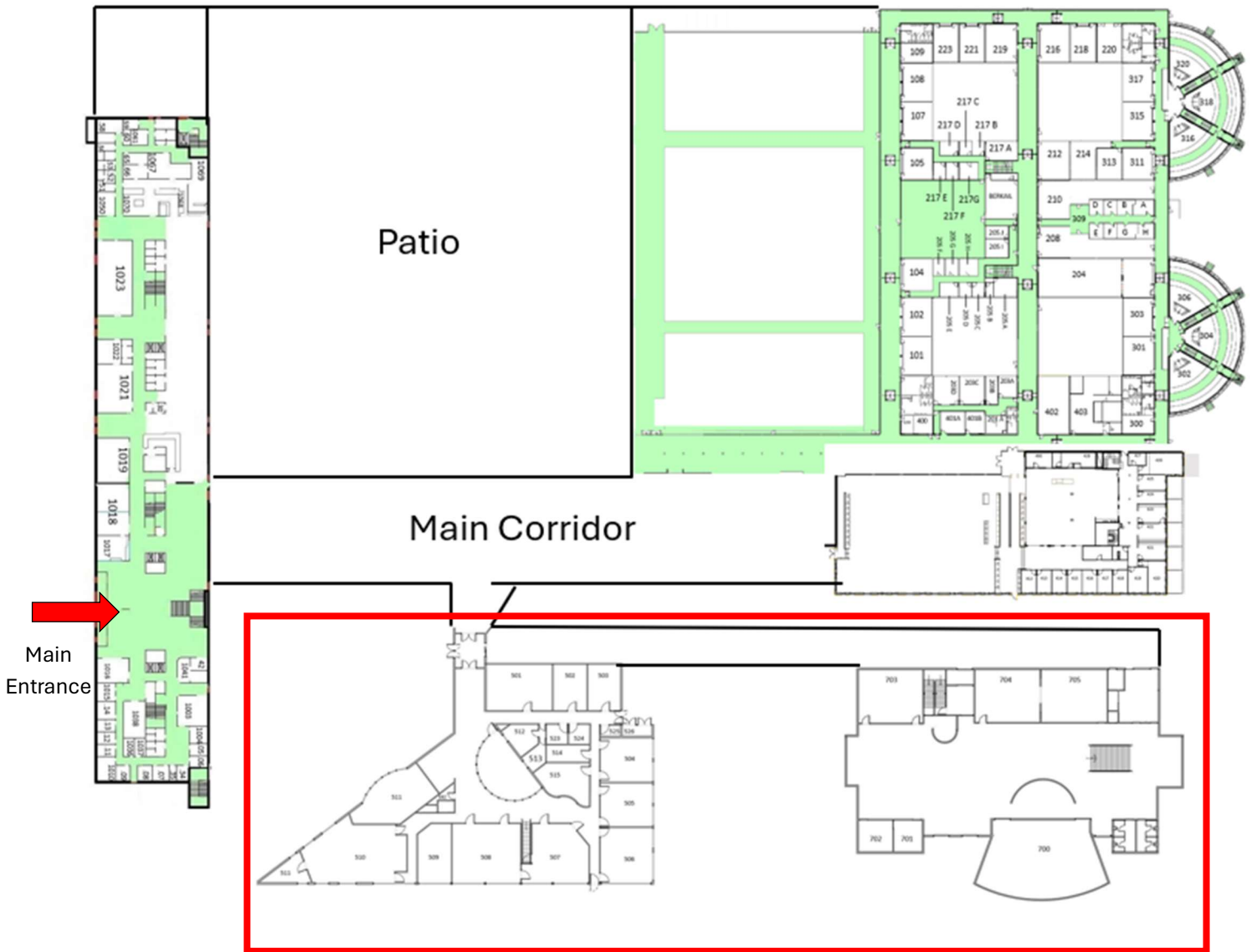
Parallel Session 7 Saturday June 8th 13:30 - 14:40					
Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3
510	<b>B2B in Services</b>	Lars Witell	The Impact of B2B Relational Quality on Customer Experience in a Digital B2B2C Context	Mapping the Evolution of B2B Service Research: A Large-Language Model-Based Topic Modelling Approach	Managing digital business transformation – The role of human activities and interactions in B2B relationships
			<i>Kandil, Standaert &amp; Dessart</i>	<i>Wetzels, Zaki, Jha &amp; Wetzels</i>	<i>Fredriksson &amp; Edvardsson</i>
700	<b>CCT In Services</b>	Carlos Diaz Ruiz	AI Lovers, Friends and Partners: Interpreting the emotional bonds between consumers and anthropomorphic chatbots	Designing Service Environments for Spiritual Well-being	A Customer Journey Mapping Approach to Online Self-Radicalization
			<i>Minina Jeunemaitre, Masè &amp; Smith</i>	<i>Buschgens &amp; Makkar</i>	<i>Diaz Ruiz</i>
511	<b>Digital services</b>	Stefanie Paluch	Understanding the Impact of Automatic and Deliberate Mental Haptic Imagery on Consumer Touch Perception in E-commerce Environments.	Digital Emotional Labor: Unravelling the Benefits and Challenges of Text-Based Service Exchanges	“Mind over Matter”: Harnessing brain-computer interfaces for enhancing frontline employee performance
			<i>Doucé, Rademakers &amp; Willems</i>	<i>Cheshin, Glikson, Lavee &amp; Gabriel</i>	<i>Kies, Hilken, Heller &amp; Paluch</i>
501	<b>Service Ecosystems &amp; Institutions</b>	Kim Feddema	The Persistence of Deinstitutionalized Value Cocreation Practices in Service Ecosystems	Value creation and logistics: Developing a theoretical framework	Mergers and acquisitions from a service lens
			<i>Feddema, Koskela-Huotari &amp; Harrigan</i>	<i>Brozovic, D'Auria, Tregua</i>	<i>Colurcio, Meglio &amp; Edvardsson</i>
504	<b>Service Ecosystems &amp; Institutions</b>	David Sörhammar	Functional and structural sustainability in service ecosystems: a perspective on dynamics and adaptation	Participatory Institutional Analysis through Design Research: Collective Sensemaking of Estonian Mental Health System Logics	Towards Circular Service Ecosystems: Institutional Challenges and Drivers of Innovation
			<i>Braathen</i>	<i>Kubinyi &amp; Vink</i>	<i>Hanssen, Sörhammar &amp; Tronvoll</i>

505	<b>Circular Services</b>	Arne de Keyser	Navigating Towards Sustainable Consumption: Insights from a Pop-up Recycling Mall	How Tech Companies Advance Sustainability Through Artificial Intelligence: Developing and Evaluating an AI x Sustainability Strategy Framework	Agenda 2030 as Hypernorm for Service Ecosystem Transformation toward Circular Business and Society
			<i>Karlsson &amp; Edlom</i>	<i>Zechiel, Blaurock, Weber, Büttgen &amp; Coussement</i>	<i>Sebhatu &amp; Edvardsson</i>
506	<b>Customer/Actor Engagement</b>	Wafa Hammedi	Catalyzing collective engagement: The interplay of leadership work and actor engagement	Are you tired of these ecological and environmental claims? The role of eco-fatigue in consumers' behavior	You Play, I Watch? Unraveling Gamification Unforeseen Consequences Through Jealousy and Envy at The Workplace
			<i>Ozgen Genc, Wilson &amp; Alexander</i>	<i>Kuppelwieser &amp; ittefaq</i>	<i>Talaat, Hammedi &amp; Leclercq</i>
704	<b>Service Design, Innovation &amp; Transformation</b>	Anna Mattila	Cultivating Actorship - Expanding the Theater Metaphor in Service Design	Service Robots: Unveiling the Gratitude-Status Nexus	Tell Me the Truth: Using Service Robots to Obtain Honest Feedback from Dissatisfied Customers
			<i>Formo Hay</i>	<i>Pontes, Pontes &amp; Goyeneche</i>	<i>Choi, Wan &amp; Mattila</i>
508	<b>Social impact of services</b>	Lorena Blasco Arcas	Evaluating social impact in services: lessons learnt from the Global Impact Analytics Framework (GIAF)	Developing a holistic framework to evaluate social impact in service research	AI-Enabled Service Lifecycle for Social Impact
			<i>Lukersmith, Salvador Carulla, Chen &amp; Woods</i>	<i>Parkinson, Walton &amp; Naidu</i>	<i>Sidaoui, Franco, Blasco Arcas, Patricio &amp; Fisk</i>
<b>16:30 - 18:00 Visit to Cité du Vin</b> <i>Cité du Vin, Bordeaux</i>					
<b>18:00 - 21:00 Networking Dinner</b> <i>Cité du Vin, Bordeaux</i>					



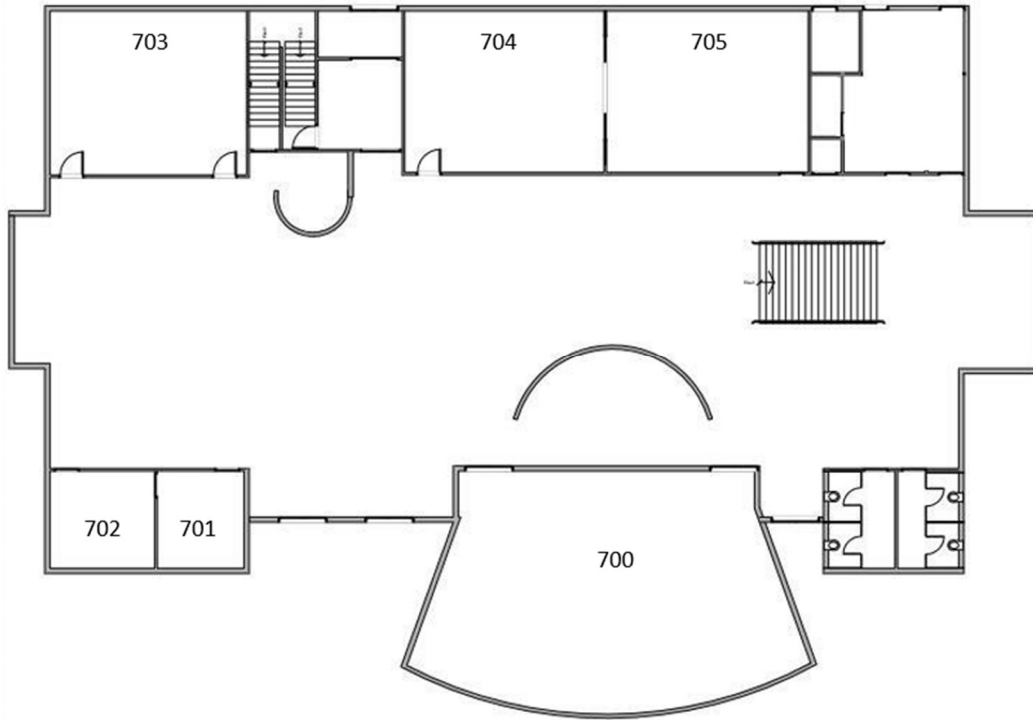


# Maps of KEDGE Business School Campus

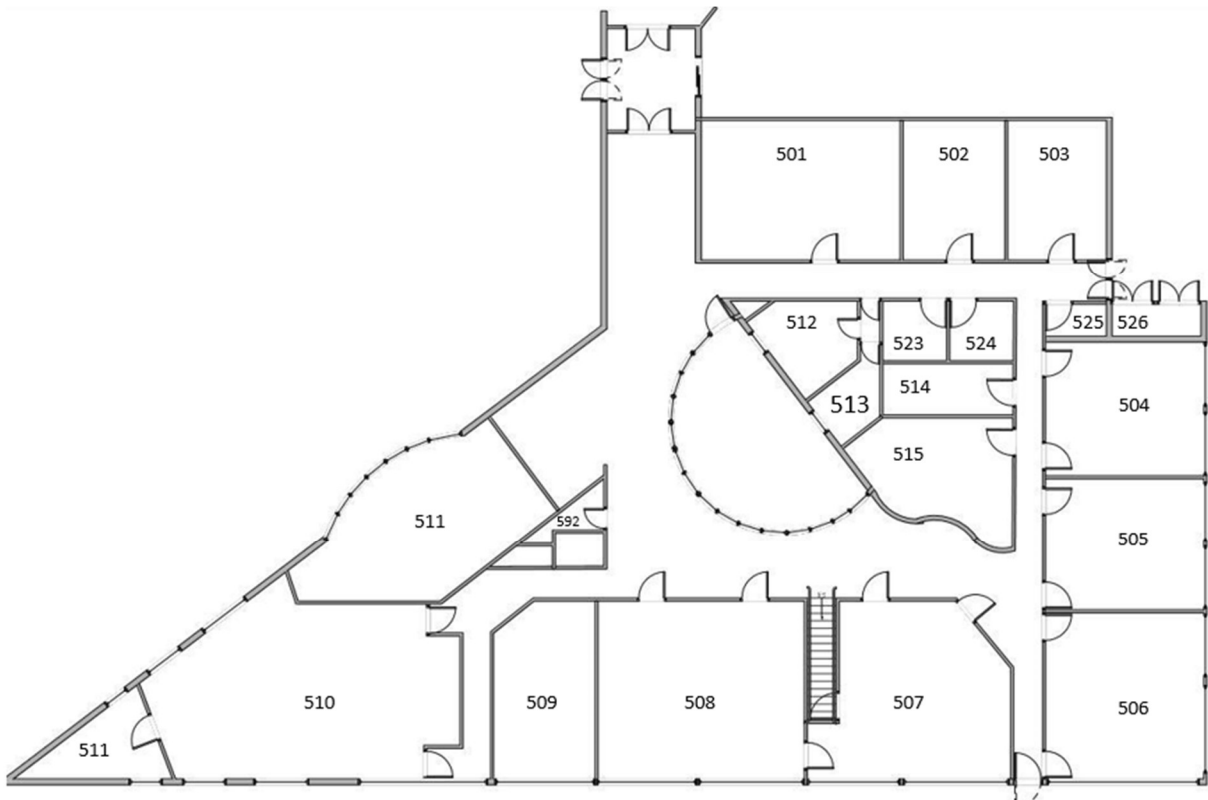


## Presentation Areas

### **Executive Centre**

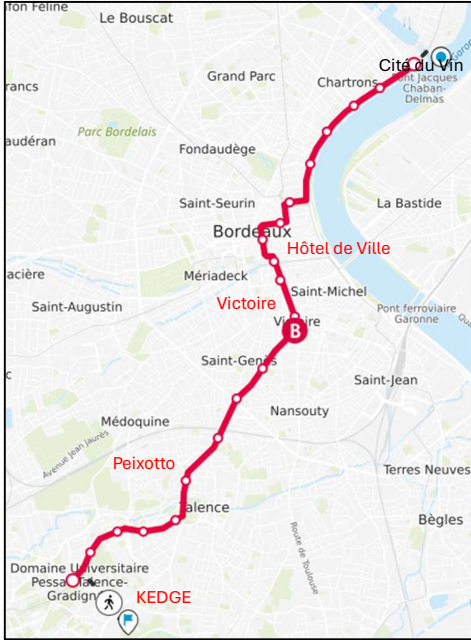


### **500 Wing**



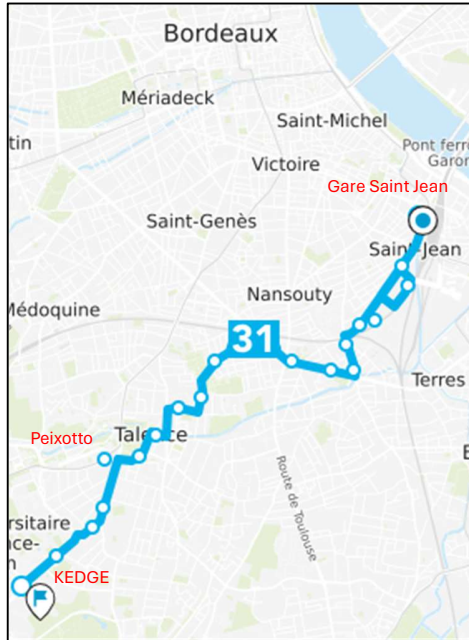
## Getting to Kedge

### Tram Line B



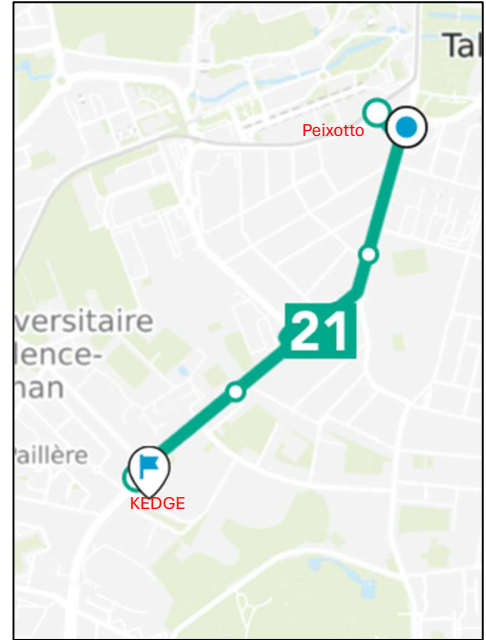
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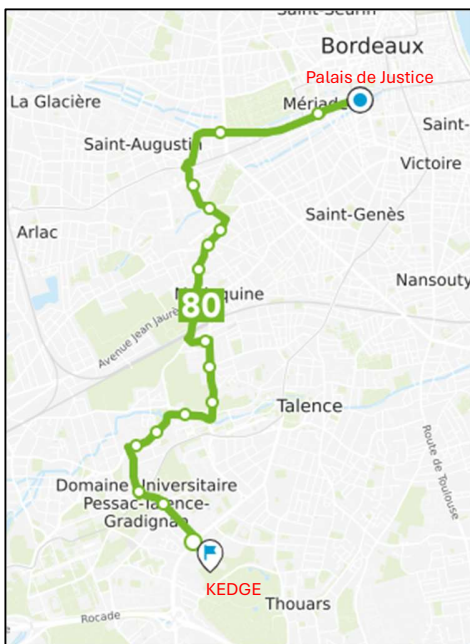
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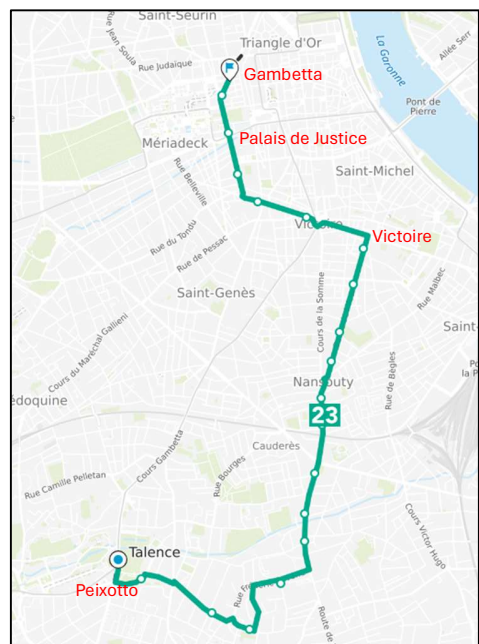
Towards KEDGE: Gradignan Beausoleil

### Bus Line 80



Towards KEDGE: Gradignan Stade Ornon

### Bus Line 23



Towards KEDGE: Peixotto (change to tram B or bus 21/31)