

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	Service Strategy, Operations & Productivity	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 & Schmidt</i>	<i>Edeling, Ferraz Teixeira, Mafael & Van Vaerenbergh</i>	<i>Raki, Burggraf, Kullak, Peine, Myrden & Kabadayi</i>	<i>Fombelle, Voorhees, Gustafsson, Gustafsson & Witell</i>
508	Digital services 1	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 ecosvstem.
			<i>Karnasuta-Thongborisute, Blasco-Arcas, Kastanakis & Alexander</i>	<i>Peine, Hogreve & Wirtz</i>	<i>Belghiti, Hammedi, Leclercq & Henkens</i>	<i>Russell-Bennett, McAndrew, Van Hummel, Payne, Whittaker, Thomson & Levy</i>
504	CCT In Services	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 & Anderson</i>	<i>Bhatnagar & Padhaiskaya</i>
501	Circular Services	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 & Wilson</i>	<i>De Bruyne & Verleye</i>	<i>Ebel, Koldewey & Poeppelbuss</i>	<i>Kumer Balo, Jaakkola, Aleem & Sandberg</i>

511	Digital services 2	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 & Steins</i>	<i>Knof, Stock-Homburg & Wirtz</i>	<i>Lima & Belk</i>	<i>Ranieri, Di Bernardo, Mele & Russo Spena</i>
505	Customer Experience & Journeys 1	Gaby Odekerken-Schröder	Immersion of art in service environment: Harmonizing servicescape and experienscape 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 & Brozovic</i>	<i>Akhavannasab & Roschk</i>	<i>Steins, Becker, Odekerken-Schröder, Mathmann, Mahr & Russell-Bennett</i>	
506	Customer Experience & Journeys 2	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 & Navarro</i>	<i>Bateson</i>	<i>Lin & Chu</i>	<i>Pomirleanu, Mao, Ganesh, Yang & Wo</i>
510	Digital services 3	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 & Samuelsson</i>	<i>Halvorsrud, Kobialka, Prillard, Mannhardt & Broch Johnsen</i>	<i>Breustedt & Schäfers</i>	<i>Saracevic & Schäfers</i>

14:30 - 15:00 **Coffee Break** Foyer

Parallel Session 2 Thursday June 6th 15:00 - 16:10

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

700	CCT In Services	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 & Akaka</i>	<i>Hartman & Coslor</i>	<i>Wieser, Woermann & Riehle</i>
506	Technological Service Transition	Alessia Anzivino	Collaborative Resources in Human and AI Value Cocreation within Service Ecosystems	Exploring the Protoverse Ecosystem: A Case Study of Nikelandcv	Metaverse and cultural appropriation: How immersive digital technologies diffuse in Indigenous communities and economies
			<i>Kaartemo & Helkkula</i>	<i>Richter, Richter & Fehrer</i>	<i>Fehrer, Richter, Lythberg & Kosheleva</i>
508	Technological Service Transition	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 & Mele</i>	<i>Barhorst, Marriott & McLean</i>	<i>Zhang, Bove & Scaraboto</i>
511	Customer Experience & Journeys	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 & Ducarroz</i>	<i>Hulten & Engilbertsson</i>	<i>Gasparin, Panina, Becker & Jaakkola</i>
18:00 - 21:00 Conference Welcome Reception/Cocktail Dinner <i>Palais de la Bourse</i> (Espace Miroir d'Eau), <i>Place de la Bourse, Bordeaux</i>					

Friday June 7th

09:00 - 09:15 **Welcome and Opening Adress: DG Alexandre de Navailles and Prof. Jonas Holmqvist** *Amphi 1136*

09:15 - 10:15 **Keynote speech: Prof. Yves van Vaerenbergh** *Amphi 1136*

10:15 - 10:45 **Coffee Break** *Foyer*

Parallel Session 3 *Friday June 7th 10:45 - 12:15*

Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3	Paper 4
501	Transformative Service Research 1	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 & Kim</i>	<i>Leocadio, Kelleher, Fernandez & Hawkes</i>	<i>Mager</i>	<i>Tuzovic, Beirão, Simões, Alkire & Gallan</i>
508	Transformative Service Research 2	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>Baillood & Furrer</i>	<i>Buchholz & Wunderlich</i>	<i>Bakri, Davey, Culpi Mann & Parkinson</i>	<i>Kabadayi & Naranjo Del Giudice</i>
510	Luxury Services	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 & Lunardo</i>	<i>Wu & Zhang</i>	<i>Creevey, Coughlan & O'Connor</i>	<i>Christodoulides, Chatzipanagiotou, Baker & Buhalis</i>
505	Customer/Actor Engagement	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 & Karpen</i>	<i>Uude & Conduit & Plewa</i>	<i>How, Chen & Alsan</i>	<i>Azer & Alexander</i>

504	Technological Service Transition	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 & Salminen</i>	<i>André & Pagani</i>	<i>Anzivino, Sebastiani & Cantù</i>	<i>Kaartemo, Anzivino, Svärd & Sarno</i>
506	Service Employment & Employees	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 & Arikan</i>	<i>Phillips, Odekerken-Schröder, Russell-Bennett, Steins, Mahr & Letheren</i>	<i>Zechiel, Trautwein, Coussement, Meire & Büttgen</i>	<i>Bartholin, Collings & Gao</i>
511	Circular Services	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 & Witell</i>	<i>Gulbrandsen, Wedum, Skåln & Mele</i>	<i>Harala, Keranen, Aarikka-Stenroos, Koskela-Huotari & Siltaloppi</i>	<i>Verleye, Antonissen, Smeets & De Keyser</i>
700	Digital services	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 & Chou</i>	<i>Ang, McLean & Halvey</i>	<i>Nizette, Hammedi, Van Riel & Steils</i>

12:15 - 13:15 **Lunch** 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	Service Ecosystems & Institutions	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 <i>Högberg, Trischler, Jagstedt & Netz</i>	Institutions in the laboratory: The micro-level making and institutional shaping of resources in service eco-systems <i>Fellesson</i>	How to develop multi-stakeholder value propositions in ecosystems – evidence from specialty pharma <i>Schau & Taillard</i>	How Institutional Arrangements Shape Practice Adaptation: IoT Adoption in Service Ecosystems <i>Akaka, Schau & Chandler</i>
501	Service Employment & Employees	Kristina Heinonen	Impact of Sustainability Initiatives on Service Employee Agency and Sustainability Efforts <i>Leo, Chou & Laud</i>	Social connection on the frontline: Responding to the loneliness epidemic <i>Worsteling, Solnet, Golubovskaya & Okimoto</i>	The future of work: The voice of the next generation of service workers <i>Golubovskaya, Sakdiyakorn & Solnet</i>	Service Design-inspired Internal Marketing for Employee Alignment with Promises <i>Liewendahl, Grönroos & Heinonen</i>
506	Transformative Service Research	Linda Alkire	EHealth Literacy and the Wellbeing of Midlife Women <i>Kopanidis & Reid</i>	Habitual or Transformative Value? Unraveling Transformative Service Characteristics and the Role of Technology <i>Endres, Henkens & Bilstein</i>	The Impact of Frontline Service Technology in Healthcare on Patient Well-Being <i>Vaes, Streukens & Leroi-Werelds</i>	Digital Healthcare Service Ecosystem: a TSR perspective <i>Anzivino, Alkire & Sebastiani</i>
511	Service Failure and Recovery	Simon Hazée	The negative effect of “open secrets” in hospitality: Controversial practices and response strategies <i>Antonetti & Cambier</i>	Revisiting the Service Recovery Paradox: Unveiling Dichotomous Word of Mouth Dynamics – Silent Observers and Vocal Influencers <i>Chung, Han & Verma</i>	Racial Discrimination by Service Providers during Service Recovery: Illusion or Reality? <i>Azab & Holmqvist</i>	Who wants to work for a company that treats customers badly? The impact of service failures on organizational attractiveness as an employer <i>van Vaerenbergh & Arijs</i>
510	Special session		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 & Hollmann</i>			

504	Service Design, Innovation & Transformation	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 & Gopalakrishnan</i>	<i>Sangiorgio, van der Bijl-Brouwer & Patricio</i>	<i>Flaig, Guyader & Ottosson</i>	<i>Findsrud, Rodrigues & Vink</i>
505	Technological Service Transition	Marianna Sigala	Initiating and scaling radical innovations in healthcare – Revisiting the roles of public procurement and transformative innovation policy in sustainable	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 & Broden</i>	<i>Keshavarzsaleh, Erlinger, Scholz & Lu</i>	<i>Helmer, Plewa & Hawa</i>	<i>Sigala</i>
700	B2B in Services	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 & Poepelbuss</i>	<i>Lehto, Alexander, McLean & Jaakkola</i>	<i>Kleinaltenkamp, Becker, Panina, Jaakkola, Karpen & Madruga</i>	<i>Holmlund, Jaakkola, Ahmed, Kowalkowski, Ulaga & Wirtz</i>
404	Meet the editors		Meet the editors 1: IJRM, JAMS, JBR and JSR			
14:45 - 15:00 Coffee Break Foyer						
15:00 - 16:30 Plenary session: Prof. Christian Grönroos, Prof. Hope Schau and Prof. Ray Fisk Amphi 1136						
18:45 - 19:30 Panoramic boat ride to Gala Dinner Ponton d'Honneur, Quai Richelieu, Bordeaux						
19:30 - 01:00 Gala Dinner and Awards Ceremony Château Grattequina, Blanquefort						

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	Service Employment & Employees	Chatura Ranaweera	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 & Sok</i>	<i>Ifie, Gruber, Walsh & Xie</i>	<i>Keating, Worsteling, Beatson, Alahakoon, Riedel & Mulcahy</i>	<i>Ranaweera, Xie, Olajuwon-Ige, Lee & Kumari</i>
508	CCT In Services	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 & Haartman</i>	<i>Leocadio, Kelleher, Fernandez & Hawkes</i>	<i>Cayla & Auriacombe</i>	<i>von Koskull, Gummerus & Fougère</i>
505	Service Failure and Recovery	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 & Kerguignas</i>	<i>Pieper, Woisetschläger & Schaefers</i>	<i>Meire, Grégoire, Minh Nguyen & Vinhal Nepomuceno</i>	<i>Istanbuluoglu & Sakman</i>
506	Technological Service Transition	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 & Trischler</i>	<i>Le, Sajtos & Kunz</i>	<i>Flaig, Arsenovic & Kaartemo</i>	<i>Wilga, Lugmair, Schymanietz & Roth</i>

510	Customer Experience & Journeys	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 & Delcourt</i>	<i>Rahman, Mustak & Kibria</i>	<i>Schreiner & de Villiers</i>	<i>Vancoetsem, van Vaerenbergh & Larivière</i>
511	Transformative Service Research	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 & Mahr</i>	<i>Russell-Bennett, Bull, Letheren, Parkinson, Kelly & Zainuddin</i>	<i>Caridà & Colurcio</i>	<i>Kolomoyets & Tomej</i>
704	Service Design, Innovation & Transformation	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 & Verleye</i>	<i>Engen & Røhnebæk</i>	<i>Mikae</i>	<i>Phillips, Russell-Bennett, Odekerken-Schröder & Mahr</i>
501	Special session		Towards a Critical Service Research Paradigm			
			<i>Vink, Zainuddin & Gordon</i>			
700	Special session		Boosting or Busting of Service Habits: A Challenge to Consumer Well-Being. A Special Session Workshop			
			<i>Beatty, Taylor, Goodarzi, Sirianni & Alkire</i>			
10:30 - 11:00 Coffee Break Foyer						

Parallel Session 6 Saturday June 8th 11:00 - 12:30

Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3	Paper 4
700	CCT In Services	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 & Rojas Gaviria</i>	<i>Westburg, Martin, Stavros, Parker, Reid, Powell, Fouvry & Micallef</i>	<i>Kleinaltenkamp, Karpen, Danatzis & Hill</i>	<i>Hill, Canniford & Rokka</i>
504	Customer Experience & Journeys	Yves Van Vaerenbergh	Unraveling 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 & Sahhar</i>	<i>Kelleher, Kelleher, McCarthy & O'Raghallaigh</i>	<i>Liu, Koopmann, Alterman, Liu & Yuan</i>	<i>Meire & Hoornaert</i>
505	Service Design, Innovation & Transformation	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 & Sirianni</i>	<i>Wilson-Nash, Pavlopoulou, McCabe & Gibson</i>	<i>Adler, Ebel, Gebauer & Rathi</i>	<i>Gallan, Helkkula, Jaoudé, Blocker, Davey, Russell-Bennett & Tanner</i>
506	Service Failure and Recovery	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 & Grégoire</i>	<i>Kerguignas & Boninsegni</i>	<i>Marquardt, Hogreve, Bilstein & Heimann</i>	<i>Lages, Clark, Myers & Zhang</i>
404	Meet the editors		Meet the editors 2: JHTM, JSIBR, JSM, JOSM, and JOSTP			

510	Digital services	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 & Pitardi</i>	<i>Juquelier, Poncin & Hazée</i>	<i>Gelbrich, Miederer, Kerath & Roschk</i>	<i>Pitardi, Wirtz, Kunz & Paluch</i>
508	Luxury Services	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 & Mahr</i>	<i>Boukis</i>	<i>Tahirzade</i>	<i>Kostopoulos, Michaelidou & Nasr</i>
511	B2B in Services	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 & Leppäniemi</i>	<i>Ahmed, Kowalkowski & Sklyar</i>	<i>Keranen, Salonen, Terho & Munnukka</i>	<i>Witell & Zaki</i>
501	Transformative Service Research	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 & Fisk</i>	<i>He, Sarantopoulos & Atia</i>	<i>Cattapan, Liang, Gracia Quita, Lin & Chou</i>	<i>Kuppelwieser, Schnurr & Wetzels</i>
<i>12:15 - 13:15 Lunch Patio (foodtrucks) and foyer</i>						
<i>12:30 - 13:30 Editorial Review Board Meeting - Journal of Service Management</i>						

Parallel Session 7 Saturday June 8th 13:30 - 14:40

Room	Track/Session	Chair	Paper 1	Paper 2	Paper 3
510	B2B in Services	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 Modeling Approach	Managing digital business transformation – The role of human activities and interactions in B2B relationships
			<i>Kandil, Standaert & Dessart</i>	<i>Wetzels, Zaki, Jha & Wetzels</i>	<i>Fredriksson & Edvardsson</i>
700	CCT In Services	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 & Smith</i>	<i>Buschgens & Makkar</i>	<i>Diaz Ruiz</i>
511	Digital services	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 & Willems</i>	<i>Cheshin, Glikson, Lavee & Gabriel</i>	<i>Kies, Hilken, Heller & Paluch</i>
501	Service Ecosystems & Institutions	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 & Harrigan</i>	<i>Brozovic, D'Auria, Tregua</i>	<i>Colurcio, Meglio & Edvardsson</i>
504	Service Ecosystems & Institutions	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 & Vink</i>	<i>Hanssen, Sörhammar & Tronvoll</i>

505	Circular Services	Arne de Keyser	Navigating Towards Sustainable Consumption: Insights from a Popup 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 & Edlom</i>	<i>Zechiel, Blaurock, Weber, Büttgen & Coussement</i>	<i>Sebhatu & Edvardsson</i>	
506	Customer/Actor Engagement	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 & Alexander</i>	<i>Kuppelwieser & ittefaq</i>	<i>Talaat, Hammedi & Leclercq</i>	
704	Service Design, Innovation & Transformation	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 & Goyeneche</i>	<i>Choi, Wan & Mattila</i>	
508	Social impact of services	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 & Woods</i>	<i>Parkinson, Walton & Naidu</i>	<i>Sidaoui, Franco, Blasco Arcas, Patricio & Fisk</i>	
16:30 - 18:00 Visit to Cité du Vin Cité du Vin, Bordeaux						
18:00 - 21:00 Networking Dinner Cité du Vin, Bordeaux						