

30th RESER International Congress
Value Co-creation and Innovation
in the New Service Economy

Including

Joint RESER-COVAL Final Conference: Value Co-creation, Innovation and Digital Transformation in Public Services

International workshop On Servitization, Smart Services and Industry 4.0
Winter School on Service Innovation

Alcalá de Henares (MADRID, SPAIN)

Congress Days: January 21-22, 2021

International workshop: January 20, 2021

Winter School Days: January 18-19-20, 2021

CALL FOR PAPERS (version July 27th, 2020)

EXTRAORDINARY EXTENDED ABSTRACT SUBMISSION DEADLINE:

30th SEPTEMBER 2020

The RESER International Congress is in collaboration with:



The joint RESER-COVAL final Conference is supported by:



The winter school is in collaboration with:



Call for papers

Research in services is moving from a sector and supply approach to an activity and demand perspective, where services generate value in any social and economic activity, with users playing a leading role. Any company, industry, sector, city, region, or country can generate business, economic, or social value when integrating new or improved services. Services generate value by building on new forms of interaction between users and providers, organizations and individuals, the public, business, and the third sector. These interactions increasingly involve co-creation and innovation, for which new technologies are of the utmost importance. This is the case with servitization processes, smart services, Industry 4.0 and digital transformation in public services.

The 30th RESER Congress, which will take place on January 21-22th in Alcalá de Henares (Madrid, Spain), focuses on value co-creation and innovation as new dynamics shaping services today and aimed at improving the transformative power of services in modern societies: new avenues for a new services world.

The RESER Congress includes several activities, before and during the Congress days, related to public and private services. Particular mention has to be made to the joint RESER-COVAL conference on Value co-creation, innovation and digital transformation in public services, on Thursday, January 21, the international workshop on servitization, smart services and industry 4.0 that will take place before the conference, on Wednesday, January 20, and the winter school on services innovation on Monday, January 18 and Tuesday, January 19, 2021.

Call for papers on Value Co-creation, Innovation and Digital Transformation in Public Services

The challenges that the public sector needs to address in the 21st century include providing efficient and high-quality public services, as well as improving the public sector's ability to deal with societal demands. Oftentimes, designing public services following the internal logic of government does not meet the changing needs of citizens. Public sector transformation requires thinking of inclusive ways of citizen engagement. The traditional view of top-down and supply-driven public administrations is no longer appropriate for the creation of public value. There is a need for a demand-driven design of public services that incorporates the opportunities, provided by new technologies, for the effective engagement of citizens and organizations. A key element for a public sector transformation is a paradigm shift from designing and delivering services solely based on the internal logic of public administrations to an external, open and collaborative logic.

An understanding of participatory value creation and innovation promotes a new paradigm of service provision: One that integrates the co-production and multiagent perspectives with an emerging new public service logic. This can be aligned with the on-going work on digital transformation through the use of ICT. The new paradigm fosters technological and non-technological innovation based on changing organizational procedures. Moreover, it demands

a mentality open to innovation and user participation in the development of public goods and services.

Value is increasingly co-created through the involvement of all stakeholders in multiple phases of the service process: Co-planning, co-design, co-implementation, co-delivery and co-evaluation. This process can transform public administrations. Thus, a new research agenda is needed in order to help unlock this transformative power.

This conference builds on the work undertaken by the H2020 research project Co-VAL (www.co-val.eu) on value co-creation and innovation in European public administrations. The project goals are to i) provide a comprehensive and holistic theoretical framework, ii) measure and monitor transformative innovations in the public sector, iii) deliver research outcomes on four areas of public service transformation (digital transformation, service design, living-labs and public-private networks for social innovation), and iv) build practical tools and a tracking system for helping policy design, monitoring and evaluation of existing initiatives to support public service transformation.

RESER is the European Association for Research on Services. The 30th RESER Conference merges with the international Co-VAL conference in an effort to create synergies between the two communities in order to understand the latest trends in public service research towards an authentic transformation of public administration in Europe and worldwide.

The 30th International RESER Congress & Co-VAL Conference will be organized around the main subjects organized around the following tracks:

RESEARCH TRACKS

TRACK 1: Value co-creation in public services

CHAIR: Stephen Osborne and Kirsty Strokosch, University of Edinburgh, UK

- o New theoretical approaches on value co-creation
- o New Public Governance and Public Sector Logic
- o Co-creation of public value and citizen participation
- o New dynamics and challenges for value co-creation in public services

TRACK 1b: Value co-creation in private services

CHAIR: Marie Chistine Monnoyer, University of Toulouse and Javier Reynoso, EGADE Business School, Monterrey

- o New theoretical approaches on value co-creation
- o Service Vision, Leadership and Strategy for Value Creation
- o New developments in services marketing and services management
- o New dynamics and challenges for value co-creation in services

• TRACK 2: Service innovation and innovation ecosystems in services

CHAIR: Faiz Gallouj, Lille University, France

- o Service innovation for public services

- o Service innovation for private firms and smart services
- o Multiagent frameworks for innovation
- o Public-private networks for social innovation
- o Third sector and social innovation services

- **TRACK 3: Digital transformation in public services**

CHAIR: Ines Mergel, University of Konstanz, Germany

- o Digital transformation, e-government and e-governance
- o User centered digital services and open governance
- o Disruptive technologies for public administration: AI and machine learning, big data and the application of block chains in public services

- **TRACK 4: Measuring value co-creation and innovation in services**

CHAIR: Anthony Arundel, Maastricht University, Netherlands

- o New metrics for public sector co-creation and innovation
- o New metrics for business innovation and services
- o Indicators for policy use
- o Use of big data to measure innovation
- o Evaluation of public policies

- **TRACK 5: Service design and co-creation methods for services**

CHAIR: Maria Røhnebæk and Rolf Rønning, Inland Norway University of Applied Sciences, Norway

- o Service Design
- o Design thinking for co-creation
- o Co-creation techniques: AGILE, SCRUM, LEAN, etc.

- **TRACK 6. Living-labs and co-creation spaces for services**

CHAIR: Lars Fuglsang, Roskilde University, Denmark

- o Living labs: Design, implementation and evaluation
- o Smart cities and local services
- o Geography and location of public services
- o Sustainability and the circular economy

- **TRACK 7: Servitization, smart services and industry 4.0**

Chair: Walter Ganz, Fraunhofer Institute, Germany

- o Value co-creation and co-innovation in private services
- o Servitization
- o Living labs and co-design in private sector
- o Service marketing, management and service science
- o Digitalization for new services
- o Smart services

• **TRACK 8: Services globalization and trade**

Chair: Nano Mulder, ECLAC, United Nations, Chile

- o International trade and FDI in services
- o Globalization of services and competitiveness
- o Services challenges for developing economies
- o Public sector reforms in developing economies

TRACK 8b. Economic geography of services

CHAIR: Pedro Costa, ISCTE – University Institute of Lisbon

- o Urban challenges and cities of services
- o Regional transformation from services
- o Services worlds

TRACK 9: New paths in services research: digitalization and jobs

CHAIR: Marja Toivonen, Aalto University, Finland

- o Digitalization
- o Social implications of the new digital revolution
- o Services, employment and jobs
- o Economics, regulation and competition in services
- o Other topics on services research

PRACTITIONERS TRACK

TRACK 10: Policy actions and cases for public sector transformation

CHAIR: David Osimo and Francesco Mureddu, Lisbon Council, Belgium

- o Policy strategies for public sector transformation
- o Case stories of public sector transformation
- o Policies for transforming the public sector
- o Public living labs
- o Digital agendas and strategies
- o Citizens participation, participatory budgets and public consultations

Contributions can be conceptual, empirical, methodological, or policy-based. The authors must specify to which track they are submitting their papers/presentations in the registration form. This call welcomes both research papers (tracks 1-9) and cases provided by practitioners (track 10).

SUBMISSION GUIDELINES

RESEARCHERS

All submissions should be done by using the following formats (templates are provided in the Congress website):

Abstract Template

Abstract proposal should not exceed 400 words and must be sent according to the Abstract Template.doc

Extended abstract Template and/or Full Paper Template

Full paper submission is not compulsory: It is also possible to submit an extended abstract/executive summary of about 1500-2500 words.

In case full paper is preferred, the Full Paper should not exceed c. 9000 words (including tables, notes and references), and must be due according to the template

Abstract submission deadline: 15 February 2020, **extended to 30 September 2020**

Notification of acceptance: up to 31 March 2020 for abstracts submitted before the deadline extension, up to 10 October 2020 for abstracts submitted during the period of deadline extension.

Full paper or extended abstract submission deadline: 10 December 2020

PRATITIONERS

Practitioners Track

Practitioners do not need to prepare any paper nor abstract. However, they should submit a short description of their case story that should not exceed 400 words and take the format indicated in the Template. It includes just a title and a short description of the case.

Deadlines:

Practitioners should send their contribution to the Congress before September 30.

WINTER SCHOOL ON SERVICE INNOVATION (BUSINESS AND PUBLIC INNOVATION)

18-19-20 January 2021

Young researchers, PhD students and practitioners interested in innovation training (on business innovation and public innovation, including training on artificial intelligence, management and marketing strategy for value creation, public innovation and much more), are encouraged to participate in the winter school that will take place days previous to the conference. There will be courses in English and courses in Spanish. The courses in English will be:

PUBLIC INNOVATION

- **Tuesday 19th of January. 9.00-17.00. Course “New dynamics of Innovation in Public Services** (by Paul Windrum, University of Nottingham, Faiz Gallouj, University of Lille, Anne Vorre Hansen, Roskilde University, Manuel García Goñi, UCM, Oscar Montes, UAH)

BUSINESS INNOVATION

- **Monday 18th of January. 9.00-17.00. Course “Service Vision, Leadership and Strategy for Value Creation”** (by Prof. Javier Reynoso, Service marketing and service management, EGADE Business School, Monterrey Institute of Technology , Mexico)
- **Tuesday 19th of January. 9.00-17.00. Course “Artificial intelligence for business innovation”** (by professors of the Polytechnic School, UAH, and keynote by Varun Gupta on “Block chains in business and beyond”)

INTERNATIONAL WORKSHOP ON SERVICITIZATION, SMART SERVICES AND INDUSTRY 4.0.

20 January 2021

Researchers and practitioners interested in the role of services in new business developments are invited to participate in the international workshop on servitization, smart services and industry 4.0, the day before the congress, on Wednesday 20 -January 2021.

Competitiveness of industries is more and more based on the services they provide. Many manufacturing firms have become into firms that deliver services in which goods are just one element, thus, to study servitization is essential in order to create a greater customer-orientation and co-creation with costumers that improves competitiveness. On the other hand, Industry 4.0 is the technological side of the servitization process that implies a new way of organizing services-oriented production. The future of business growth, both in manufacturing and services, is largely depending on the smart use of services and integration of servitization in new business models.

- Andreas Schroeder, The Advance Services Group, Aston University, UK
- Takeshi Takenaka, National Institute of Advance Industrial Science and Technology (AIST) / Society of Serviceology (Sfs), Japan
- Marja Toivonen, Aalto University, Finland
- Walter Ganz, director IAO, Fraunhofer Institute, Germany

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