VALUE CO-CREATION AND INNOVATION IN THE NEW SERVICE ECONOMY

30th RESER International Congress
January 21\textsuperscript{st}-22\textsuperscript{nd} 2021
University of Alcalá. Alcalá de Henares, Madrid, Spain.

www.reser2020.com

Including
COVAL Conference
Value co-creation, innovation and digital transformation in public services
PRESENTATION OF THE RESER CONGRESS

PRESENTATION OF THE COVAL CONFERENCE

ORGANIZING COMMITTEE (University of Alcalá)

SCIENTIFIC COMMITTEE

PROGRAM

- Day 1 - THURSDAY, 21ST JANUARY 2021
- Day 2 - FRIDAY, 22ND JANUARY, 2021

PRESENTATIONS

- Track 1. VALUE co-creation in public services
- Track 2. Service INNOVATION and innovation ecosystems in services
- Track 3. DIGITAL transformation in public services
- Track 4. Measuring value co-creation and innovation in services (METRICS)
- Track 5. Service DESIGN and co-creation methods for services
- Track 6. Living-LABS and co-creation spaces for services
- Track 7. Servitization, Smart services and Industry 4.0 (SERVIT)
- Track 8. Services globalization and trade; Economic geography of services
- Track 9. New paths in services research: digitalization and Jobs (PATHS)
- Track 10. Practitioners Policy actions and cases for public sector transformation (PRACTICE)

COVAL CONFERENCE
Presentation of the RESER Congress

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 21st-22nd in virtually mode, 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 RESER-COVAL conference on Value co-creation, innovation and digital transformation in public services, on Thursday, January 21st and Friday, 22nd, 2021, the International Workshop on Servitization, Smart Services and Industry 4.0 that will take place before the conference, on Wednesday, January 20th, and the Winter School on Services Innovation on Monday, January 18th, Tuesday, 19th and Wednesday, 20th, 2021.

The Organizing Committee
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 nontechnological 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 coevaluation. 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.
# ORGANIZING COMMITTEE (University of Alcalá)

**President**
- Luis Rubalcaba

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- José Manuel Gómez Pulido
- Cristina Suárez
- Óscar Montes
- David Gago
- Alberto Peralta
- Lara Sánchez Pila
- Patricia Martínez de Blas
- Ernesto Solano

# SCIENTIFIC COMMITTEE

**RESER Community:**

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<td>Markus Scheuer</td>
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<td>University of Toulouse, France</td>
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<td>Alexander Schletz</td>
<td>Fraunhofer IAO, Germany</td>
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<td>University Hospital Virgen de las Nieves, Spain</td>
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<td>Luna Leoni</td>
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<td>Ida Gremyr</td>
<td>Chalmers University of Technology, Sweden</td>
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<td>Tiziana Russo Spena</td>
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<td>Liudmila Bagdonienė</td>
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<td>Veronika Belousova</td>
<td>Moscow National Research University, Russia</td>
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<td>Metka Stare</td>
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**Co-VAL Community:**

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<td>Stephen Osborne</td>
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<td>Anthony Arundel</td>
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<td>Rolf Rønning</td>
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<td>Lars Fuglsang</td>
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<td>David Osimo</td>
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<td>Anna Triantafillou</td>
<td>Athens Technology Center SA, Greece</td>
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<td>Università degli Studi Bicocca, Milan, Italy</td>
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<td>StarPIN, University of Urbino, Italy</td>
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<td>Fernando Merino de Lucas</td>
<td>University of Murcia, Spain</td>
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<td>Fernando de Pablo</td>
<td>Digital Office, municipality of Madrid, Spain</td>
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08:15 ARRIVAL & VIRTUAL REGISTRATION

08:30 OPENING SESSION & WELCOME

Chair: Eva Senra. Vice-Chancellor, Economy, Entrepreneurship, and Employability. University of Alcalá
Organizers welcome:
Markus Scheuer. RESER
Anna Triantafillou. COVAL
Luis Rubalcaba. UAH
Fernando de Pablo. Digital Office Director, municipality of Madrid. Ex-Secretary General for Digital Transformation in Spain

09:00 PLENARY PROGRAM: Key-notes “The future of public innovation and digital services”

Chair: Luis Rubalcaba. University of Alcalá

Moving beyond sporadic innovation: Lessons learned from OPSI
Alex Roberts. OECD

The Digital Innovation Challenge
Emanuele Baldacci. Director at DG DIGIT, European Commission

10:00 COFFEE BREAK TIME

10:15 PLENARY PROGRAM – COVAL SESSION

New avenues on value cocreation and service design
Chair: Rolf Ronning. University of Lillehammer, Norway

Jakob Trischler. CTF Service Research Center, Karlstad, Sweden

Selected CO-VAL findings:
Stephen Osborne, on value co-creation. University of Edinburg, UK
Maria Røhnebæk, on service design. University of Lillehammer, Norway

10:15 PARALLEL PROGRAM

Track 7: Servitization, smart services and Industry 4.0 (SERVIT)
Session 1. Servitization

Track 9: New paths in services research: digitalization and jobs (PATHS)
Session 1. PATHS: Marketing and Experience

Track 10 Practitioners: Policy actions and cases for public sector transformation (PRACTICE)
Session 1. PRACTICE: Education
11:30 PLENARY – COVAL SESSION. *New avenues on digital transformation*

Chair: **Anna Triantafiliou.** ATC, Greece

**Gianluca Misuraca.** Danube University Krems, Austria

Discussion: selected CO-VAL findings by:

**Ines Mergel.** Konstanz University, Germany

Concluding remarks by: **David Osimo and Francesco Mureddu.** Lisbon Council, Belgium

11:30 PARALLEL PROGRAM

**Track 1: VALUE co-creation in public services**
  - **Session 1. Value cocreation and participation**

**Track 2: VALUE co-creation in public services**
  - **Session 1. Social innovation**

**Track 7: Service Servitization, smart services and Industry 4.0 (SERVIT)**
  - **Session 2: Digital servitization**

**Track 9: New paths in services research: digitalization and jobs (PATHS)**
  - **Session 2_PATHS. Trends in KIBS**

12:45 LUNCH TIME

13:30 PLENARY – COVAL SESSION *H2020 projects on public sector: sharing Progress and exploring synergies*

Chair: **Asa Barton.** DG CNECT H4, European Commission

**COVAL - Anna Triantafiliou.** ATC, Greece

**COGOV - Keith Shaw.** Northumbria University, UK

**ENLARGE - Cristina Vasilescu and Erica Melloni.** Institute for Social Research, Italy

**CITADEL & TOKEN - Marcos Fernández Gutiérrez.** University of Cantabria, Spain

**TROPICO - Lise Hellebø Rykkja and Line Marie Sørsdal.** University of Bergen, Norway

13:30 PARALLEL PROGRAM

**Track 2: Service INNOVATION and innovation ecosystems in services**
  - **Session 2.Innovation for management**

**Track 3: DIGITAL transformation in public services**
  - **Session 1: Digital transformation framework**

**Track 5: Service DESIGN and co-creation methods for services**
  - **Session 1. Business & ecosystems**

**Track 7: Servitization, smart services and Industry 4.0 (SERVIT)**
  - **Session 3. Value co-creation**

**Track 8: Services globalization and trade; Economic geography of services**
  - **Session 1. Territorial**

**Track 9: New paths in services research: digitalization and jobs (PATHS)**
  - **Session 3. Public and network services**

**Track 10: Practitioners:Policy actions and cases for public sector transformation (PRACTICE)**
  - **Session 2. Municipal challenges**
15:00  COFFEE BREAK TIME

15:15  PLENARY – ROUND TABLE ON WOMEN FOR LEADING PUBLIC INNOVATION
Chair:  Ada Scupola. Roskilde University
A dialogue with:
  Paz Sánchez. Spanish Women for Public Innovation Association
  Mary Feeney. Professor of ethics in public affairs Arizona State University and author of “Power in Editorial Positions: A Feminist Critique of Public Administration”
  Erika Widegren. Chief Executive, Re-Imagine Europa (RIE)

15:15  PARALLEL PROGRAM
Track 1: VALUE co-creation in public services
  Session 2. Challenges for public value cocreation
Track 2: Service INNOVATION and innovation ecosystems in services
  Session 3. Innovation Networks
Track 3: DIGITAL transformation in public services
  Session 2. Local digital
Track 5: Service DESIGN and co-creation methods for services
  Session 2. Public cases
Track 6: Living LABS and co-creation spaces for services
  Session 1. Case studies on Labs (I)
Track 7: Servitization, smart services and Industry 4.0 (SERVIT)
  Session 4
MISCELANEA (in Spanish) Sesión en español
Track 9: New paths in services research: digitalization and jobs (PATHS)
  Session 4. PATHS. Towards social research
Track 10 Practitioners: Policy actions and cases for public sector transformation
(PRACTICE)
  Session 3. Developing economies

16:30  PLENARY – KEY-NOTE: “People, knowledge and innovation for public value”
Chair:  Luis Rubalcaba. University of Alcalá

Mary Feeney. Arizona State University, School for Public Affairs, US

18:00  RESER LIFETIME ACHIEVEMENT AWARD TO PROF. MARJA TOIVONEN, Aalto University
Introduced by Markus Scheuer. RESER president
and Jon Sundbo. Roskilde University

RESER FOUNDERS’PHD AWARD
Introduced by Marie-Christine Monnoyer. ICT Toulouse, France
and Estíbaliz Hernández. Mondragon University

18:30  CLOSE
DAY 2 - FRIDAY, 22nd JANUARY, 2021

08:00 RESER – SFS SPECIAL SESSION ON: Cross-cultural aspects of digitalization and service innovation (joint session with Society for Serviceology)
Chairs: Kentaro Watanabe. National Institute of Advance Industrial Science and Technology (AIST), Japan and Marja Toivonen. Aalto University, Finland
Spring Han. Kyoto University, Japan
Walter Ganz. Fraunhofer Institute, IAO, Germany
Kirsi Hyytinen. VTT Technical Research Centre of Finland, Finland

08:00 PARALLEL PROGRAM
Track 1: VALUE co-creation in public services
Session 3. The territorial and social dimension
Track 2: Service INNOVATION and innovation ecosystems in services
Session 4. Gender issues & social enterpreneurship
Track 3: DIGITAL transformation in public services
Session 3. Artificial intelligence open data
Track 4: Measuring value co-creation and innovation in services (METRICS)
Session 1
Track 5: Service DESIGN and co-creation methods for services
Session 3. Framework
Track 6: Living LABS and co-creation spaces for services
Session 2. Labs and value cocreation

09:30 PLENARY COVAL SESSION. New avenues on public service innovation
Chair: Paul Windrum. University of Nottingham, UK
“Public Innovation”
Marja Toivonen. Aalto University, Finland
Selected CO-VAL findings:
Anthony Arundel, on public innovation metrics. UNU-Merit, The Netherlands
Lars Fuglsang, on living labs. Roskilde University, Denmark
Faïz Gallouj, on networks for social innovation. University of Lille, France

09:30 PARALLEL PROGRAM
Track 3: DIGITAL transformation in public services
Session 4. Digital transformation cases
Track 5: Service design and co-creation methods for services
Session 4
Track 10: Practitioners: Policy actions and cases for public sector transformation (PRACTICE)
Session 4. Design, data and health

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11:15 SPECIAL SESSION “MEETING THE EDITORS”

RESER Session A): *Innovation and services journals*
Chair: Faïz Gallouj. *European Review of Service Economics and Management*
Maria Savona. Editor of *Research Policy*
Levent Altinay. Editor of the *Services Industries Journal*
Faïz Gallouj. *European Review of Service Economics and Management*

Special Issue in Foresight and STI Governance: new directions for KIBS and KIBS research
Guest editors:
- Ian Miles. University of Manchester
- Veroniuka Belousova. ISSEK, Higher School of Economics, Moscow

COVAL Session B): *Public administration journals*
Chair: Stephen Osborne. Editor of *Public Management Review*
Stephen Osborne. Editor of *Public Management Review*
Anders Ryom Villadsen. *Journal of Public Administration Research and Theory*
Paolo Roberto Graziano. Editor of *Governance*
Isabel María García Sánchez. Editor, *Administrative Sciences*

Special Issue at Administrative Sciences. Insights on value co-creation in the public sector
Guest editors:
- Luis Rubalcaba
- Kirsty Strokosch
- Maria Røhnøebæk
- Anne Vorre Hansen
- Christine Liefooghe

11:15 SPECIAL SESSION: *Innovation procurement in Europe and the Procure2Innovate Network*

Marlene Grauer. International Project Manager - KOINNO, German Competence Centre for innovation procurement
Beatriz Torralba. Innovation Procurement Office CDTI, Spanish Ministry of Science and Innovation - Spanish Competence Centre for innovation procurement
Rolf Zeldenrust. Senior Advisor Innovation Procurement - PIANOo, Dutch Competence Centre for innovation procurement
Facilitated by ICLEI - Local Governments for Sustainability

11:15 PARALLEL PROGRAM

Track 1: VALUE co-creation in public services  
Session 4. Business vs Public Co-creation

Track 2: Service INNOVATION and innovation ecosystems in services  
Session 5. Resources cases

Track 3: DIGITAL transformation in public services  
Session 5. Digital capacities
Track 4: Measuring value co-creation and innovation in services (METRICS)
Session 2

Track 5: Service DESIGN and co-creation methods for services
Session 5. Health

Track 6: Living LABS and co-creation spaces for services
Session 3. Case studies on Labs (II)

Track 7: Servitization, smart services and Industry 4.0 (SERVIT)
Session 5. Artificial intelligence and industry 4.0

Track 10 Practitioners: Policy actions and cases for public sector transformation (PRACTICE)
Session 5. Co-creating public services

12:30 LUNCH TIME

14:00 PLENARY JOINT RESER – COVAL SESSION: ROUND TABLE ON POLICIES FOR GOVERNANCE IN DEVELOPING ECONOMIES
Chair: Nanno Mulder. CEPAL-ECLAC and REDLAS
Lea Giménez. IDB, Institutions for Development, Innovation for Citizen Services
Zahid Hasnain. Global Lead on Public Institutions Reform, the World Bank Group
Carlos Santiso. Director for the Digital Innovation in Government Department
Francisco Velázquez. CLAD

15:30 COFFEE BREAK TIME

15:45 PLENARY JOINT RESER – COVAL – IBM POLICY AND STAKEHOLDER’S SESSION: ROUND TABLE ON THE FUTURE OF PUBLIC SERVICES TRANSFORMATIONS AND POLICY AND RESEARCH AGENDAS
Chair: David Osimo. The Lisbon Council, Belgium

The view from different organizations
Walter Ganz. Fraunhofer Institute, IAO, Germany
Miquel Estape. LivingGob, Barcelona
Francisco Rojas. Novagob e Innolabs
Dan Chenok. Center for The Business of Government. IBM, US
Gianluca Misuraca. Danube University Krems, Austria
Francesco Mureddu. The Lisbon Council
Charlotte van Ooijen. The Lisbon Council

Plenary Policy and research agenda

17:30 CLOSING SESSION AND PRESENTATION OF THE NEXT RESER CONGRESS
### Track 1: VALUE co-creation in public services

**Thursday, 21st January 2021**

**VALUE Session 1. Value co-creation and participation**
11:30 – 12:45  
Chair: Rolf Ronning

- **Co-creation and co-destruction of value in public services – A struggle between conflicting interests**  
  Magnussen, Siv; Rønning, Rolf

- **Value creation through intrinsic participation: the importance of context**  
  Strokosch, Kirsty; Osborne, Stephen; Zhu, Edwina Yida

- **Levers of citizen participation in co-creation**  
  Zadra-Veil, Cathy; Fragny, Benjamin

- **Radical value co-creation in public services: A Pragmatist case**  
  Kaszynska, Patrycja

**VALUE Session 2. Challenges for public value co-creation**
15:15 – 16:30  
Chair: György Drotos

- **Political and Cultural Determinants of Public Sector Innovation and Value Co-creation. The Case of Hungary**  
  Drótos, György; Miklós, Rosta

- **Interactive value formation: exploring the literature on the side dark of the service experience from the perspective of value co-destruction, (VCD)**  
  Silva Farias, Josivania; Calhau Codã, Renato; Freitas, Dias, Gilmar; Celis Leon, Andrea; Oliveira Militão, Luciana; Miranda Martins, Isabela

- **The evolution of public management at the Spanish National Health System**  
  García-Goñi, Manuel

**VALUE Session 3. The territorial and social dimension**
08:00 - 09:30  
Chair: Metka Stare

- **Students’ and parents’ co-production in compulsory education: insights and challenges for public services**  
  Díaz-Fuentes, Daniel; Fernández-Gutiérrez, Marcos

- **From City to City-as-a-Service exploring the transformation through the lenses of servitization and service-dominant logic**  
  Viljakainen, Anna; Hyrytinen, Kirsi; Toivonen, Marja

- **Organizations CSR strategies: A long-run sustainability value creation model**  
  Moreno, Manuel; Mañas, Elena; Montes, Óscar René; Fernández, Beatriz

- **Social innovation in extreme institutional contexts: a case study of Non-government organization in Palestine**  
  Morrar, Rabeh; Sofiane Baba

**Friday, 22nd January 2021**

**VALUE Session 4. Business vs Public Co-creation**
11.15 – 12.30  
Chair: Jakob Mickelsson

- **Co-creation challenges in public sector - what can we learn from private sector?**  
  Lindland, Kristiane Marie Fjaer

- **Transformation towards service(s) in Public Research and Technology Organizations**  
  Viljakainen, Anna; Hyrytinen, Kirsi; Toivonen, Marja

- **The Continuing Evolution of Value Research in Service Marketing**  
  Mickelsson, Jacob; Medberg, Gustav

- **Understanding the Dynamics and Challenges of Multi-Actor Collaborations in the Co-creation of Public Value**  
  Yuan, Qianli; Gasco-Hernandez, Mila; Gil-Garcia, J. Ramon

- **Value co-creation and innovation: the case of Portuguese firms**  
  Madeira, João Pedro; Torres, Preto Miguel
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<td><strong>INNOVATION_Session 4. Gender issues &amp; social entrepreneurship</strong></td>
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<td>11:30 – 12:45</td>
<td>08:00 – 09:30</td>
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<td>Chair: Céline Merlin-Brogniart</td>
<td>Chair: Ada Scupola</td>
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<td>A European state-of-the-art of Public Service Innovation Network for Social innovation</td>
<td>Power, participation and public service innovation funding: findings from ‘Gender and Nesta’s Innovation Support’</td>
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<td>Merlin-Brogniart, Céline; Fuglsang, Lars; Magnussen, Siv; Peralta, Alberto; Renning, Rolf; Scupola, Ada</td>
<td>Callaghan, Robert; Lewis, James</td>
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<td>The role of the State in the emergence and scaling-up process of social innovation networks</td>
<td>Women’s innovation in European public administration</td>
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<td>Rosta, Miklós; Merlin-Brogniart, Céline; Katona, Márton; Liefoghe, Christine</td>
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<td>Thanks but no thanks - an empirical analysis on the role of middle managers and their experiences with social entrepreneurship in a public organization</td>
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<td><strong>Public Service Innovation Network for Social Innovation: A European overview</strong></td>
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<td>Network Co-production of Public Service: Interaction of Multiple Agents in Digital Platforms of the European Union and Brazil</td>
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<td>Oliveira Militão, Luciana; Celis Laon, Andrea Juliet; Miranda Martins, Isabela; de Freitas Dias, Gimara Aparecida; Calhau Codá, Renato</td>
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### Track 3: DIGITAL transformation in public services

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<td>Government strategies used in the development of citizens competencies to complete the income tax return in E-Gov</td>
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<td>The digital transformation of French public services: from the government to local public agents. Tools, methods and limits</td>
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<td>The impact of blockchain in the public sector: a Systematic review</td>
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<td>Effectiveness of flexible working arrangement as a form of digital transformation from the perspective of government officials</td>
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Track 4: Measuring value co-creation and innovation in services (METRICS)

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**Efficiency of judicial conciliation activities in French courts: Evidence from a bad-output Data Envelopment Analysis (DEA) framework**
Belarouci, Matthieu

**Effect of strict graders on service scoring: An analysis with mystery shopper’s data**
Sasaki, Kohei; Hiroki, Takahashi; Nariaki, Nishino; Takeshi, Takenaka; Hiroshi, Nishikori

**Basic payment accounts: an analysis of the transparency performance of financial institutions in Spain**
Fernández-Olit, Beatriz; González Sanz, Gloria; Sierra Martín, Óscar; Ortega Díaz, Elena

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**Measuring Public Innovation in Europe. The STARPIN Methodology**
Bianchi, Annaflavia; Marin, Giovanni; Zanfei, Antonello

**Human-centered co-evaluation method to support the renewal of public education**
Hyytinen, Kirsi; Saari, Eveliina; Franstsi, Valtteri

**The Educational and social impact of science museums. The case of the Granada science park**
Martín Segura, José Aureliano

**The effects of user co-creation on innovation outcomes in the public sector: a QCA analysis of survey data**
Jørgensen Nordli, Anne; Arundel, A.: Miklós, Rosta; Márton Tamás, Katona
### DESIGN_Session 1. Business & ecosystems
**13:30 – 15:00**
Chair: Markus Warg

**Why co-creation in service ecosystems needs an architectural view**
Warg, Markus; Deetjen, Ulrike

**The co-creation strategy adapted to the type of service**
Karim, Elasri; Arbia, Chatmi

A systems approach to understanding creative innovation in gastronomy services
Cordeiro, Cheryl Marie; van Hal, Jaap W

### DESIGN_Session 2. Public cases
**15:15 – 16:30**
Chair: Sami Kauppinen

**Service design method in co-creation of public services on example of a polish pilot project representing the CoSIE project**
Misniakiewicz, Anna

**The changing role of healthcare professionals in the public services sector co-creation process**
Kauppinen, Sami; Satu, Luojus; Elina, Kesäniemi

### DESIGN_Session 3. Framework
**08:00 – 09:30**
Chair: Maria Røhnebæk

**Public Service Logic and Service Design - Value propositions through framing**
Røhnebæk, Maria; Yida, Zhu; Francois, Valerie; Peralta, Alberto; Kiss, Norbert

**Quick and dirty: misuse of design thinking and UX design in public action transformation. Lessons from State, regional or metropolitan administrations in France**
Liefooghe, Christine; Garry, Olivier; Ramon-Daré, Marie

**Caught in the middle: Frontline employees ambivalent role in service design**
Bast, Ane; Engen, Marit; Rahnebæk, Maria

**The organizing of the co-design process underlying assumptions and mechanisms: A conceptual framework and a research agenda**
Lundesgaard, Daniela; Högström, Claes

### DESIGN_Session 4
**09:30 – 11:15**
Chair: Norbert Kiss

**Co-creation, power and democracy**
Lindland, Kristiane Marie; Selvig, Therese

**Catalysing systems thinking through service design doing**
Wetter-Edman, Katarina

**Service Design and Learning Experience Development in Higher Education**
Fazekas, Nóra; Kiss, Norbert; Baráth, Tibor

**Co-designing the client’s civic queuing experience based on human ethology: the challenges of welcoming the homeless in a social public institution in Geneva**
Fragniere, Emmanuel; Gouédard, Isis; Girard, Philippe; Reymond, Antonin

### DESIGN_Session 5. Health
**11:15 – 12:30**
Chair: Marianne Storm

**Home-living elderly’ experiences with eHealth technologies in care coordination: How the design thinking perspective can help**
Fjellisa, Hilde Marie H.; Storm, Marianne

**User-testing and co-designing a mobile application for self-management of serious mental illness and service integration**
Storm, Marianne; Fjellisa, Hilde Marie H.; Skjærpe, Jorunn N.; Fortuna, Karen L.; Myers, Amanda

**User-centered design in a school-based health education program**
Kiss, Norbert; Boros, Judit; Drótos, György; Fazekas, Nóra; Révész, Éva

**Scenario-Based Design Process for Digital Technology Assisted Service System**
Tsunetomo, Kaito Watanabe, Kentaro; Kishita, Yusuke
# Track 6: Living-LABS and co-creation spaces for services

## Thursday, 21st January 2021

### LABS_Session 1. Case studies on Labs (I)
**15:15 – 16:30**

Chair: David Gago

- **Living labs in response to the tensions of the circular economy**
  Fragny, Benjamin; Zadra-Veil, Cathy

- **Data-Driven Journalism Living Lab: Concepts and Challenges**
  Mantziari, Despoina; Sidiropoulos, Efstathios; Bratsas, Charalampos; Konstantinidis, Evdokimos; Dimoulas, Charalampos; Veglis, Andreas

- **Inception, activities and performance of Spanish living labs: a comparative approach**
  Gago, David; Rubalcaba, Luis

- **Social innovation in coordination of health services for people with serious mental illness**
  Skjaerpe, Jorunn Naerland; Storm, Marianne

## Friday, 22nd January 2021

### LABS_Session 2. Labs and value cocreation
**08:00 – 09:30**

Chair: Lars Fuglsang

- **Living Labs as a method for value co-creation**
  Haug, Nathalie; Mergel, Ines

- **Living labs as a path to public innovation and co-creation**
  Fuglsang, Lars; Hansen, Anne Vorre

- **Co-creating public services and policies leveraging on the opportunities provided by Living Labs**
  Magistretti, Stefano; Dell’Era, Claudio; Galasso, Giovanna; Garbasso, Giorgio; Lotti, Roberta; Senatore, Giancarlo

### LABS_Session 3. Case studies on Labs (II)
**11:15 – 12:30**

Chair: Christine Liefooghe

- **Smart Campus Initiative: The Campus Approach to Living Labs and Co-creative Service Innovation**
  Prochazka, Veronika; Handrich, Melanie; Feike, Maximilian; Bienzeisler, Bernd

- **Simulating the social learning and innovation of living labs and social hackathons: the Living lab simulator**
  Peralta, Alberto; Rubalcaba, Luis

- **Living labs business models in France**
  Fasshauer, Ingrid

- **Living Labs and cocreation for new public services: the territorial dimension matters. The case of French metropolitan or regional Living Labs**
  Liefooghe, Christine

- **Living Labs as Co-Creation Environments for Value-Creating Public Services: The Case of Turkey**
  Sevinc Cubuk, Ecem Buse; Karkin, Naci
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<td>How are B2B Services Co-created? An Investigation of Servitizing Manufacturing Firms</td>
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<td>SERVIT Session 2. Digital servitization</td>
<td>Luna Leoni</td>
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<td>Drivers and barriers of digital servitization: Evidence from the textile manufacturing industry</td>
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<td>Digital Transformation and Servitization in Offshore Wind Industry - Learnings from private sector (Ørsted A/S)</td>
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<td>Dynamic capabilities and (digital) servitization</td>
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<td>The cost of data lifecycle in the development process of after-sales industrial services</td>
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<td>Tiziana Russo</td>
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<td>Jens Neuhüttler</td>
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<td>Human-Centred Design in the context of Servitization in Industry 4.0. A Collaborative Approach</td>
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### GLOBAL_Session 1. Territorial

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### MISCELANEA (IN SPANISH) SESIÓN EN ESPAÑOL

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<th>Internationalization of the Knowledge Intensive Services “the Born Global Firms”: mixed methods approach</th>
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### Track 9: New paths in services research: digitalization and Jobs (PATHS)

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**Customer’s experience of sharing hosting platform services: How to explain their intention to rebuy?**
Bertrand, Daisy; Léo, Pierre-Yves; Philippe, Jean

**Extending the influence of Brand Image, Service Quality, Patient Satisfaction on Loyalty with an Importance-Performance Map Analysis**
Vimala; Udita, Taneja

**Employer branding in times of sustainability and digitalization**
Holzweber, Markus

**Problems in Services Marketing**
Holzweber, Markus

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**Artificial Intelligence (AI) in knowledge services and self-service (insourcing)**
Sundbo, Jon

**Sectoral consumption of KIBS services consumed across EU countries**
Belousova, Veronika; Miles, Ian; Chichkanov, Nikolay; Kuzmin, Gieb

**Sourcing great talent in the tourism industry**
Hartleif, Lukas; Holzweber, Markus

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**The Reason why Public Services Lag Behind the Private Sector in Terms of Sustainable Development (SD): An Exploratory Research Conducted in the Swiss Service Economy**
Fragniere, Emmanuel; Dubosson, Magali; Rochat, Denis

**Employee Health and Business Performance: A comprehensive approach with questionnaire survey to companies and economic lab experiments**
Nishino, Nariaki; Takenaka, Takeshi; Gu, Jiewen

**Small museums digitalisation: evidence from Italy**
Leoni, Luna; Cristofaro, Matteo

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<th>Session 4_PATHS. Towards social research</th>
<th>15:15 – 16:30</th>
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<td>Chair: Javier Reynoso</td>
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**Exploring the co-creation of services in informal micro-businesses at the Base of the Pyramid**
Cabrera, Karla; Reynoso, Javier

**Market Services Innovations Networks (MSINs): Enriching the Network Lineage in Innovation Studies**
Gallouj, Faïz; Desmarchelier, Benoît; Djellal, Faridah; Gallouj, Camal

**Characteristics of cities and social entrepreneurship**
Desmarchelier, Benoît; Djellal, Faridah; Gallouj, Faïz
# Track 10: Practitioners Policy actions and cases for public sector transformation (PRACTICE)

## Thursday, 21st January 2021

### PRACTICE_Session 1. Education
**10:15 – 11:30**
Chair: Esteban Romero

- **Student-driven innovation- A driver for professional learning?**
  Stalheim, Odd Rune

- **NEXUS24 “Trousers” or the double innovation funnel model at Universitat Politècnica de Catalunya**
  Ferrer-Balas, Didac; Lazzerini, Ginevra Marina; Losantos, Pere; Rosas-Casals, Martí

- **Laboratory 717 - A platform to promote participation and democratic innovation in Andalusia**
  Romero-Frías, Esteban

- **The Effect of Sustainability in Older Talent’s Career Development (in the case of Lithuanian Public Service Providers)**
  Vilčiauskaitė, Birutė

### PRACTICE_Session 2. Municipal challenges
**13:30 – 15:00**
Chair: Wiltrud Terlau

- **Urban Risks and Challenges – Assessments of Transformation Paths and the Contribution of Social Innovations for a Resilient, Sustainable City**
  Terlau, Wiltrud

- **The merger of municipalities the most priority innovation in the administrations of Spain**
  Fraile, Maximo

- **From an Open Government to an Open State: Cross-Sector Collaboration and Innovation to Improve Government Services at the Municipal Level in Costa Rica?**
  Iriani, Rodrigo; Vega, Angelica

### PRACTICE_Session 3. Developing economies
**15:15 – 16:30**
Chair: Alex Cavalcante

- **Learning from South America’s New Innovator — Paraguay**
  Foster, Isabelle

- **Public Sector Reform in Brazil: changing human capital policies**
  Cavalcante Alves, Alex

- **How private foundations are leading public sector innovation in Brazil**
  Oliveira, Eloy

## Friday, 22nd January 2021

### PRACTICE_Session 4. Data, design and health
**09:30 – 11:15**
Chair: Gerhard Embacher-Köhle

- **Data Analytics for Citizens and Member States**
  Mureddu, Francesco; Vassilios, Peristeras; Osimo, David

- **Designing the future governmental Business Service Portal of Austria with Entrepreneurs**
  Embacher-Köhle, Gerhard; Lukas, Bernhard

- **CO-Creating Public Value through an integrated healthcare system**
  Guerra, Igone; Barandiaran, Xabier

- **Framing Value Based Healthcare in Practice**
  Spurrell, Mark

### PRACTICE_Session 5. Co-creating public services
**11:15 – 12:30**
Chair: Francesco Molinari

- **Design thinking, local public policy and the “new normal”**
  Molinari, Francesco

- **Humanising the system - Using the knowledge of lived experience to co-create public services**
  Trowbridge, Hayley; Willoughby, Michael

- **Futureproof governance is about co-creation**
  Cherroud, Karim; Bambust, Fran

- **“The Suministro Inmediato de Información (SII) in the electronic management of the Spanish Value Added Tax (VAT): analysis and international comparison”**
  Camilo Lebón y Rocio Sánchez-Lissen

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COVAL CONFERENCE
PROGRAM

DAY 1 - THURSDAY, 21ST JANUARY 2021

08:30 OPENING SESSION & WELCOME
Chair: Eva Senra. Vice-Chancellor, Economy, Entrepreneurship, and Employability. University of Alcalá
Organizers welcome:
Markus Scheuer. RESER
Anna Triantafillou. COVAL
Luis Rubalcaba. UAH
Fernando de Pablo. Digital Office Director, municipality of Madrid. Ex-Secretary General for Digital Transformation in Spain

09:00 JOINT RESER-COVAL SESSION:
Key-notes “The future of public innovation and digital services”
Chair: Luis Rubalcaba. University of Alcalá

Moving beyond sporadic innovation: Lessons learned from OPSI
Alex Roberts. OECD

The Digital Innovation Challenge
Emanuele Baldacci. Director at DG DIGIT, European Commission

10:15 COVAL SESSION
New avenues on value cocreation and service design
Chair: Rolf Ronning. University of Lillehammer, Norway
Jakob Trischler. CTF Service Research Center, Karlstad, Sweden

Selected CO-VAL findings:
Stephen Osborne, on value co-creation. University of Edinburg, UK
Maria Røhnebæk, on service design. University of Lillehammer, Norway

11:30 COVAL SESSION. New avenues on digital transformation
Chair: Anna Triantafillou. ATC, Greece
Gianluca Misuraca. Danube University Krems, Austria
Discussion: selected CO-VAL findings by:
Ines Mergel. Konstanz University, Germany

Concluding remarks by:
David Osimo and Francesco Mureddu. Lisbon Council, Belgium
13:30  COVAL SESSION  *H2020 projects on public sector: sharing progress and exploring synergies*

Chair: Asa Barton. DG CNECT H4, European Commission

- **COVAL** - Anna Triantafillou, ATC, Greece
- **COGOV** - Keith Shaw, Northumbria University, UK
- **ENLARGE** - Cristina Vasilescu and Erica Melloni, Institute for Social Research, Italy
- **CITADEL & TOKEN** - Marcos Fernández Gutiérrez, University of Cantabria, Spain
- **TROPICO** - Lise Hellebø Rykkja and Line Marie Sørsdal, University of Bergen, Norway

15:15  JOINT RESER-COVAL SESSION

*Special session Round table on Women for leading Public Innovation*

Chair: Ada Scupola, Roskilde University

A dialogue with:

- **Paz Sánchez**, Spanish Women for Public Innovation Association
- **Mary Feeney**, Professor of ethics in public affairs Arizona State University and author of “Power in Editorial Positions: A Feminist Critique of Public Administration”
- **Erika Widegren**, Chief Executive, Re-Imagine Europa (RIE)

16:30  JOINT RESER-COVAL SESSION

*“People, knowledge and innovation for public value”*

Chair: Luis Rubalcaba, University of Alcalá

Mary Feeny, Arizona State University, School for Public Affairs, US

DAY 2 - FRIDAY, 22nd JANUARY, 2021

09:30  COVAL SESSION. *New avenues on public service innovation*

Chair: Paul Windrum, University of Nottingham, UK

*“Public Innovation”*

Marja Toivonen, Aalto University, Finland

Selected CO-VAL findings:

- Anthony Arundel, on public innovation metrics. UNU-Merit, The Netherlands
- Lars Fuglsang, on living labs. Roskilde University, Denmark
- Faîz Gallouj, on networks for social innovation. University of Lille, France

11:15  COVAL SESSION  “MEETING THE EDITORS”

COVAL Session B): *Public administration journals*

Chair: Stephen Osborne, Editor of *Public Management Review*

Stephen Osborne, Editor of *Public Management Review*

Anders Ryom Villadsen, *Journal of Public Administration Research and Theory*

Paolo Roberto Graziano, Editor of *Governance*

Isabel Maria García Sánchez, Editor, Administrative Sciences
Special Issue at Administrative Sciences. Insights on value co-creation in the public sector

Guest editors:
- Luis Rubalcaba
- Kirsty Strokosch
- Maria Røhnebæk
- Anne Vorre Hansen
- Christine Liefooghe

14:00  JOINT RESER-COVAL SESSION

Round table on policies for governance in developing economies

Chair: Nanno Mulder. CEPAL-ECLAC and REDLAS
- Lea Giménez. IDB, Institutions for Development, Innovation for Citizen Services
- Zahid Hasnain. Global Lead on Public Institutions Reform, the World Bank Group
- Carlos Santiso. Director for the Digital Innovation in Government Department
- Francisco Velázquez. CLAD

15:45  JOINT RESER – COVAL – IBM POLICY AND STAKEHOLDER’S SESSION: ROUND TABLE ON THE FUTURE OF PUBLIC SERVICES TRANSFORMATIONS AND POLICY AND RESEARCH AGENDAS

Chair: David Osimo. The Lisbon Council, Belgium

The view from different organizations
- Walter Ganz. Fraunhofer Institute, IAO, Germany
- Miquel Estape. LivingGob, Barcelona
- Francisco Rojas. Novagob e Innolabs
- Dan Chenok. Center for The Business of Government. IBM, US
- Gianluca Misuraca. Danube University Krems, Austria
- Francesco Mureddu. The Lisbon Council
- Charlotte van Ooijen. The Lisbon Council

Plenary Policy and research agenda