

## Track 7: Servitization, Smart services and industry 4.0 (SERVIT)

Thursday, 21<sup>st</sup> January 2021

<b>SERVIT_Session 1. Servitization</b> <b>10:15 – 11:30</b>
<b>Chair: Luna Leoni</b>
<p><b>Data management for servitization: a new framework for manufacturing companies</b>                  Adrodegari, Federico; Saccani, Nicola; Janković, Anja</p>
<p><b>How are B2B Services Co-created? An Investigation of Servitizing Manufacturing Firms</b>                  Bakir, Lisa; Loohuis, Raymond; Nieuwenhuis, Lambert</p>
<b>SERVIT_Session 2. Digital servitization</b> <b>11:30 – 12:45</b>
<b>Chair: Luna Leoni</b>
<p><b>Designing digital services through human-centred service design in the servitization context. A practical case in the packaging manufacturing industry</b>                  Uranga, Maitane; Iriarte, Ion</p>
<p><b>Drivers and barriers of digital servitization: Evidence from the textile manufacturing industry</b>                  Rösler, Jonathan; Sironi, Olga; Kalbaska, Nadzeya; Friedli, Thomas</p>
<p><b>Digital transformation and Servitization in Offshore Wind Industry - Learnings from private sector (Ørsted A/S)</b>                  Møller, Jørn</p>
<p><b>Dynamic capabilities and (digital) servitization</b>                  Leoni, Luna; Chirumalla, Koteswar</p>
<b>SERVIT_Session 3. Value co-creation</b> <b>13:30 – 15:00</b>
<b>Chair: Liudmila Bagdoniene</b>
<p><b>Value co-creation in service innovation: how the firm can enable the client</b>                  Geguzyte, Gintare; Bagdoniene, Liudmila</p>
<p><b>Opportunities for Value Creation Enabled by Data Economy - Study in Five Domains</b>                  Korhonen, Heidi; Valtanen, Kristiina; Rantala, Tuija</p>
<p><b>Generating unique selling propositions through digital business innovations in SME especially crafts</b>                  Strina, Giuseppe; Said, Christophe; Özdemir, Feriha</p>

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<b>SERVIT_Session 4</b> <b>15:15 – 16:30</b>
<b>Chair: Liudmila Bagdoniene</b>
<p><b>Uncovering the possibilities of modularity by service system decomposition: the case of Public Employment Services</b>                  Dociūtė, Guoda; Bagdonienė, Liudmila</p>
<p><b>Patterns of Service Co-production: Evidence from KIBS-Clients Interactions.</b> Chichkanov, Nikolay</p>
<p><b>The cost of data lifecycle in the development process of after-sales industrial services</b>                  Mendizabal, Gorika; Castellano, Eduardo; Galfarsoro, Gurutz</p>

Friday, 22<sup>nd</sup> January 2021

<b>VALUE_Session 5. Artificial intelligence and industry 4.0</b> <b>11:15 – 12:30</b>
<b>Chair: Tiziana Russo</b>
<p><b>Artificial Intelligence in Smart Service Systems: A structured Quality Approach</b>                  Neuhüttler, Jens</p>
<p><b>Chatbots to enact value propositions</b>                  Russo Spina, Tiziana; Mele, Cristina; Tregua, Marco; Ranieri, Angel</p>
<p><b>Human-Centred Design in the context of Servitization in Industry 4.0. A Collaborative Approach</b>                  Nguyen Ngoc, Hien; Ganix, Lasa; Iriarte, Ion</p>