

## Track 9: New paths in services research: digitalization and Jobs (PATHS)

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

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<b>Session 1_PATHS. Marketing and Experience</b> <b>10:15 – 11:30</b>
<b>Chair: Jean Philippe</b>
<b>Customer's experience of sharing hosting platform services: How to explain their intention to rebuy?</b> Bertrand, Daisy; Léo, Pierre-Yves; Philippe, Jean
<b>Extending the influence of Brand Image, Service Quality, Patient Satisfaction on Loyalty with an Importance-Performance Map Analysis</b> Vimla; Udit, Taneja
<b>Employer branding in times of sustainability and digitalization</b> Holzweber, Markus
<b>Problems in Services Marketing</b> Holzweber, Markus
<b>Session 2_PATHS. Trends in KIBS</b> <b>11:30 – 12:45</b>
<b>Chair: Veronika Belousova</b>
<b>Artificial Intelligence (AI) in knowledge services and self-service (insourcing)</b> Sundbo, Jon
<b>Sectoral consumption of KIBS services consumed across EU countries</b> Belousova, Veronika; Miles, Ian; Chichkanov, Nikolay; Kuzmin, Gleb
<b>Sourcing great talent</b> Hartleif, Lukas; Holzweber, Markus
<b>Explanation of pressure against digital transformation in legal services</b> Gnusowski, Marek; Lawrynowicz, Maciej; Durczak, Krzysztof

<b>Session 3_PATHS. Public and network services</b> <b>13:30 – 15:00</b>
<b>Chair: Takeshi Takenaka</b>
<b>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</b> Fragniere, Emmanuel; Dubosson, Magali; Rochat, Denis
<b>Employee Health and Business Performance: A comprehensive approach with questionnaire survey to companies and economic lab experiments</b> Nishino, Nariaki; Takenaka, Takeshi; Gu, Jiewen
<b>Small museums digitalisation: evidence from Italy</b> Leoni, Luna; Cristofaro, Matteo
<b>Session 4_PATHS. Towards social research</b> <b>15:15 – 16:30</b>
<b>Chair: Javier Reynoso</b>
<b>Exploring the co-creation of services in informal micro-businesses at the Base of the Pyramid</b> Cabrera, Karla; Reynoso Javier
<b>Market Services Innovations Networks (MSINs): Enriching the Network Lineage in Innovation Studies</b> Gallouj, Faïz; Desmarchelier, Benoît; Djellal, Faridah; Gallouj, Camal
<b>Characteristics of cities and social entrepreneurship</b> Desmarchelier, Benoît; Djellal, Faridah; Gallouj, Faïz