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# 30<sup>th</sup> RESER International Congress

Value Co-creation and  
Innovation in the  
New Service Economy

January 21<sup>st</sup>-22<sup>nd</sup> 2021

University of Alcalá  
Alcalá de Henares (Madrid)



## RESEARCH TRACKS

**TRACK 1:** VALUE CO-CREATION IN PUBLIC SERVICES

Chair: **Kirsty Strokosch and Edwina Yida Zhu**, University of Edinburgh, UK

**TRACK 1b:** VALUE CO-CREATION IN PRIVATE SERVICES

Chair: **Marie Christine Monnoyer**, University of Toulouse, France and **Javier Reynoso**, EGADE Business School, Monterrey

**TRACK 2:** SERVICE INNOVATION AND INNOVATION ECOSYSTEMS IN SERVICES

Chair: **Faiz Gallouj**, Lille University, France

**TRACK 3:** DIGITAL TRANSFORMATION IN PUBLIC SERVICES

Chair: **Ines Mergel**, University of Konstanz, Germany

**TRACK 4:** MEASURING VALUE CO-CREATION AND INNOVATION IN SERVICES

Chair: **Anthony Arundel**, Maastricht University, Netherlands

**TRACK 5:** SERVICE DESIGN AND CO-CREATION METHODS FOR SERVICES

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

**TRACK 6:** LIVING-LABS AND CO-CREATION SPACES FOR SERVICES

Chair: **Lars Fuglsang**, Roskilde University, Denmark

**TRACK 7:** SERVICITIZATION, SMART SERVICES AND INDUSTRY 4.0

Chair: **Walter Ganz**, Fraunhofer Institute, Germany

**TRACK 8:** SERVICES GLOBALIZATION AND TRADE

Chair: **Nanno Mulder**, ECLAC, United Nations, Chile

**TRACK 8b:** ECONOMIC GEOGRAPHY OF SERVICES

Chair: **Pedro Costa**, ISCTE, University of Lisbon, Portugal

**TRACK 9:** NEW PATHS IN SERVICES RESEARCH: DIGITALIZATION AND JOBS

Chair: **Marja Toivonen**, Aalto University, Finland

### PRACTITIONERS TRACK

**TRACK 10:** POLICY ACTIONS AND CASES FOR PUBLIC SECTOR TRANSFORMATION

Chair: **David Osimo and Francesco Mureddu**, Lisbon Council, Belgium

## ABSTRACT SUBMISSION

All participants are invited to send abstracts with the results of their research work for its presentation during the celebration of the 30<sup>th</sup> RESER International Congress. Abstracts must be submitted via the Congress website [www.reser2020.com](http://www.reser2020.com) according to the published instructions.

Deadline for submitting abstracts is **September 30<sup>th</sup> 2020**. We strongly encourage submissions in advance of this date. Acceptance decisions will be made no later than **October 10<sup>th</sup> 2020**. Deadline for submitting paper or extended abstract is **December 10<sup>th</sup> 2020**.

REGISTRATION FEES	Early bird before October 30 <sup>th</sup> 2020		After October 30 <sup>th</sup> 2020	
	General	Students & Novagob Foundation	General	Students & Novagob Foundation
Congress (January 21 <sup>st</sup> -22 <sup>nd</sup> )	380,00 €	275,00 €	450,00 €	325,00 €
Co-VAL conference (Plenary sessions January 21 <sup>st</sup> )	Free		Free	
All-inclusive the entire week (Full Congress + Winter school)	500,00 €	320,00 €	600,00 €	380,00 €

**Registration fee for the Congress includes:** access to all sessions, material for participant, electronic book of abstract, Gala dinner, coffee services, lunches and guides. **Registration fee for the entire week includes:** access to the Congress and to the Winter School three days.

## VENUE



The congress will take place in the Colegio of San Ildefonso of the University of Alcalá.

Plaza de San Diego, s/n  
28801 Alcalá de Henares (Madrid). Spain

## ORGANIZING COMMITTEE (University of Alcalá)

**Luis Rubalcaba**. President  
**Irmanete Jackute**. Head of secretariat  
[irmanete.jackute@uah.es](mailto:irmanete.jackute@uah.es)

## TECHNICAL SECRETARIAT

Fundación General de la Universidad de Alcalá  
Departamento de Formación y Congresos  
C/ Imagen, 1 y 3 - 28801 Alcalá de Henares (Madrid)  
Tel.: +34 91 879 74 36  
E-mail: [covalreser2020@fgua.es](mailto:covalreser2020@fgua.es)

[www.reser2020.com](http://www.reser2020.com)

ORGANIZED BY:



THE RESER INTERNATIONAL CONGRESS IS IN COLLABORATION WITH:



THE JOINT RESER-COVAL CONFERENCE IS SUPPORTED BY:



Co-VAL CONFERENCE



Co-funded by the European Union

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770356. This website reflects the views only of the Consortium, and the Commission cannot be held responsible for any use which may be made of the information contained herein.

## DAY 1 - THURSDAY, 21<sup>st</sup> JANUARY 2021

### VALUE CO-CREATION, INNOVATION AND DIGITAL TRANSFORMATION IN PUBLIC SERVICES

- 08:30 ARRIVAL & REGISTRATION
- 09:00 CONGRESS WELCOME SESSION:  
Chair: **José Vicente Saz**, UAH Chancellor  
Organizers welcome: **Markus Scheuer**, RESER  
**Luis Rubalcaba**, UAH  
Opening: **Fernando de Pablo**, Former Secretary General for Digital Transformation in Spain and currently at the Municipality of Madrid  
**Emanuele Baldacci**, Director of Digital Services at DIGIT, European Commission
- 09:30 KEY-NOTES: “People, knowledge and innovation for public value”  
Chair: **Luis Rubalcaba**, University of Alcalá  
**Mary Feeny**, Arizona State University, School for Public Affairs, US  
*Moving beyond sporadic innovation: Lessons learned from OPSI*  
**Alex Roberts**, OECD (tbc)
- 10:45 COFFEE BREAK
- 11:15 RESER CONGRESS: PARALLEL SESSIONS I  
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 Edinburgh, UK  
**Maria Røhnebæk**, on service design, University of Lillehammer, Norway
- 12:15 RESER CONGRESS: PARALLEL SESSIONS II  
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  
**Faiz Gallouj**, on innovation networks. University of Lille, France  
**Lars Fuglsang**, on living labs. Roskilde University, Denmark  
**Anthony Arundel**, on public innovation metrics. UNU-Merit, The Netherlands
- 13:45 LUNCH
- 15:00 RESER CONGRESS: PARALLEL SESSIONS III  
COVAL SESSION. *Special session on H2020 projects on public sector and EU initiatives for transforming public administrations (tbc)*  
Chair: **Asa Barton**, DG CNECT H4, European Commission  
COVAL-**Anna Triantafillou**. ATC  
COGOV - **Edoardo Ongaro**, Open University  
**Cristina Vasilescu** and **Erica Melloni**, ENLARGE  
**Marcos Fernández Gutiérrez**, CITADEL & TOKEN  
**Lise Hellebø Rykkja** and **Line Marie Sørsdal**, TROPICO

- 16:15 COFFEE BREAK
- 16:30 RESER CONGRESS: PARALLEL SESSIONS IV  
COVAL SESSION: *new avenues on digital transformation*  
Chair: **Anna Triantafillou**. ATC  
*Exploring Digital Government transformation: understanding public sector innovation in a data-driven society*  
**Gianluca Misuraca**, European Commission, Joint Research Center  
Selected Co-VAL findings  
**Ines Mergel**, Konstanz University, Germany
- 17:30 DAY CLOSE
- 18:30 Tour in Alcalá: visit to the UNESCO World Human Heritage University main building
- 20:00 RESER CONGRESS GALA DINNER  
Restaurante Hostería del Estudiante. Alcalá de Henares

## DAY 2 - FRIDAY, 22<sup>nd</sup> JANUARY 2021

### SERVICES WORLDS, VALUE CREATION AND INNOVATION, RESEARCH AND POLICY AGENDAS

- 08:30 PARALELL SESSIONS V & SPECIAL SESSION ON: CROSS-CULTURAL ASPECTS OF DIGITALIZATION AND SERVICE INNOVATION (joint session with Society for Serviceology)  
Chair: **Kentaro Watanabe**, National Institute of Advance Industrial Science and Technology (AIST), Japan  
**Marja Toivonen**, Aalto University, Finland
- 10:00 COFFEE BREAK
- 10:15 KEY-NOTES: “Services approaches for Value Co-creation and Innovation”  
Chair: **Marie Christine Monnoyer**, University of Toulouse, France  
**Faiz Gallouj**, University of Lille, France  
**Javier Reynoso**, EGADE Business School, Monterrey, México
- 11:30 PARALELL SESIONS VI & 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  
**World Bank Group**, Representative tbc  
**Alejandro Sabarich**, CAF Digital Innovation for States  
**Francisco Velázquez**, CLAD
- 12:30 PARALELL SESSIONS VII & SPECIAL SESSION ROUND TABLE ON WOMEN FOR LEADING PUBLIC INNOVATION  
Chair: **Anne Vorre Hansen**, Roskilde University  
*A dialogue with*  
**Concepción Campos**, President of the Spanish Women for Public Innovation  
**Lea Giménez**, IDB and ex Paraguay vice minister and previous member a WBG poverty and gender team  
**Mary Feeny**, Professor of ethics in public affairs Arizona State University and author of “Power in Editorial Positions: A Feminist Critique of Public Administration”

- 14:00 LUNCH
- 15:00 SPECIAL SESSION “MEETING THE EDITORS”  
*Innovation and services journals*  
**Maria Savona**, Professor of Economics of Innovation and Editor of *Research Policy*  
**Levent Altinay**, Editor of the *Services Industries Journal*  
**Faiz Gallouj**, Editor of the *European Review of Service Economics and Management*  
*Public administration journals*  
**Mary K. Feeny**, Editor of the *Journal of Public Administration Research and Theory*  
**Paolo Roberto Graziano**, Editor of *Governance*  
**Edoardo Ongaro**, Open University, Editor of *Public Policy and Administration*
- 16:00 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  
Co-chair: **Dan Chenok**, C. for The Business of Government. IBM Global, US
- 16:00-17:00 *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**, European Commission, Joint Research Center (tbc)  
**Francesco Mureddu**, The Lisbon Council
- 17:00-17:30 *Policy agenda*  
Debate towards a policy agenda
- 17:30-18:00 *Research agenda*  
Debate towards a research agenda
- 18:00 CLOSING SESSION AND CONFERENCE AWARDS
- 19:00 RECEPTION BY THE MAJOR OF THE CITY (tbc)

## DAY 3 - SOCIAL SATURDAY, 23<sup>rd</sup> JANUARY 2021

- 09:30 RESER GENERAL ASSEMBLY (open to all participants)
- 11:00 GUIDE CULTURAL VISIT TO TOLEDO

