

14th **SERVSIG** 2026

Braga, Portugal 10th-12th June

SERVSIG Conference

Shaping the Future through Service:
Transforming Individuals,
Markets & Society

10th - 12th
June 2026

University of Minho
Braga, Portugal

CONFERENCE PROGRAM



Welcome to the SERVSIG 2026 Conference!

We are delighted to host the 14th edition of SERVSIG 2026 at the University of Minho in Braga/Portugal. The conference has grown and evolved over the years, and this year we are especially pleased to celebrate its continued success.

Rooted in the theme “Shaping the Future through Service: Transforming Individuals, Markets & Society,” this edition of SERVSIG brings together scholars and practitioners to explore the critical role of service in driving positive transformation across multiple domains. In a world increasingly shaped by AI/technology, societal shifts, and environmental imperatives, service research is at the forefront of reimagining how value is created and shared.

At the heart of SERVSIG is the opportunity to exchange knowledge, challenge perspectives, and strengthen our community. By fostering interdisciplinary dialogue and collaboration, the 2026 event advances innovative perspectives and generates actionable insights that enhance individual well-being, strengthen market systems, and contribute to the on-going construction of resilient, and sustainable societies.

On a final note, we would like to register our gratitude to the iBMS - Centre for Research in Business, Markets & Society and the University of Minho for hosting the event. We are also grateful to the International Conference Committee, Co-track chairs, Local Organizing Committee, support staff team, contributor organizations and everybody who directly and indirectly supported this conference, including the keynote speaker, plenary session members and all the participants.

We hope you will find this event an exciting opportunity to share knowledge, debate ideas and expand your research network. Alongside the stimulating presentations and discussions, we hope you will embrace the conference social events as a chance to reconnect with familiar faces, meet new colleagues, and create memorable experiences that enrich our scholarly community.

We wish you all a wonderful stay in Braga and hope you bring back home lasting memories of this special conference and the service community!

Cláudia Simões & Cristiana Lages

Conference Co-Chairs

Cláudia Simões



University of Minho, Portugal
Professor of Management and
Director of the Centre for Research in Business,
Markets & Society

Cristiana R. Lages



University of Minho, Portugal
Associate Professor with Habilitation and
Director of the PhD in Marketing &
Strategy

International Scientific Committee

Amy Ostrom – Arizona State University, USA
Bart Larivière – KU Leuven, Belgium
Christian Grönroos – Hanken School of Economics, Finland
Filipe Coelho – University of Coimbra, Portugal
Harrison Pugh – Florida State University, USA
Jochen Wirtz – National University of Singapore, Singapore
Jonas Holmqvist – KEDGE Business School, France
Kristina Heinonen – Hanken School of Economics, Finland
Lia Patrício – University of Porto, Portugal
Linda Alkire – Texas State University, USA
Mark Rosenbaum – The Citadel, USA
Matthew Alexander – University of Strathclyde, UK
Ray Fisk – ServCollab, USA
Sertan Kabadayi – Fordham University, USA
Sharon Beatty – University of Alabama, USA

Local Conference Organizing Committee

Alexandra Fontes – Assistant Professor, Management, University of Minho
Ana Maria Soares – Associate Professor, Management, University of Minho
António Azevedo – Associate Professor, Management, University of Minho
Elisabete Sá – Associate Professor, Management, University of Minho
Joaquim Silva – Assistant Professor, Management, University of Minho
Lígia Pinto – Associate Professor, Economics, University of Minho
Lurdes Martins – Assistant Professor, Economics, University of Minho
Marco Escadas – Assistant Professor, Management, University of Minho
Tânia Montenegro – Assistant Professor, Management, University of Minho

Track Chairs

Achilleas Boukis
Ana Canhoto
Ana Maria Soares
Andreea Trifu
Andrew Gallan
Anna Salonen
António Azevedo
Arne De Keyser
Bart Lariviere
Carlos Flavián
Carmen Lages
Carmen Padin
Carol Azab
Clarisse Pessoa
Cristina Mele
Daina Nicolau
Dorian Florea
Eleonora Pantano
Elif Karaosmanoğlu
Elisabete Sá
Filipe Coelho
Francisco Pedro
Gabriela Beirão
Gianfranco Walsh
Helena Alves
Hope Schau
Ilias Danatzis
Ingo Karpen
Jochen Wirtz

Jorge Grenha Teixeira
José Luis Vásquez Burgete
Josina Vink
Karim Sidaoui
Katrien Verleye
Kingsley Agyapong
Liliane Bove
Linda Alkire
Luca Petruzellis
Mahesh Subranomy
Nancy V. Wunderlich
Nisreen Ameen
Olga Pereira
Roberta Sebastiani
Rodoula Tsiotsou
Rodrigo Perez-Vega
Rui Sousa
Samuel Petros Sebhatu
Sertan Kabadayi
Sijun Wang
Sofia Amorim
Sven Tuzovic
Tânia Montenegro
Tobias Schäfers
Tom Chen
Valentina Pitardi
Vitor Lima
Wafa Hammedi

Acknowledgements



EDIGMA



PROGRAM OVERVIEW

Wednesday, 10 June

8:30am-4:00pm
(10 June) **GENERAL Registration**
Venue – Central Hall (Building 2)

9:00am-5:00pm
(10 June) **Pre-conference Workshops**
Venue – tbc (Building 2)

6:00pm
(10 June) **Welcome Reception**
Medieval Hall – Largo do Paço, City Center
Welcome note by Luís Aguiar-Conraria, Dean of EEG

Thursday, 11 June

8:00am-5:00pm
(11 June) **GENERAL Registration**
Venue – Central Hall (Building 2)

9am
(11 June) **Opening Session**
Venue - Auditorium A1 (Building 1)
Rector of the University of Minho: Pedro Arezes
Conference co-chairs: Cláudia Simões and Cristiana Lages

9:15am
(11 June) **Plenary Session**
Venue – Auditorium A1 (Building 1)
Care and Innovation for Humanity
Ray Fisk, Cristina Mele, John Bateson, Jorge Correia-Pinto and Luísa Bernardes

10:30am
Coffee-break
Venue – Central Hall (Building 2)

11:00am
(11 June) **Special Session 1 and PARALLEL SESSIONS 1**
(Building 2)

12:30pm
(11 June) **ALL PARTICIPANTS – Lunch at the University Canteen**

12:30pm
(11 June) **Mentoring Program Lunch - Panorâmico Restaurant (invite only)**

2:00 pm
(11 June) **Meet the Editors – Service Journals and PARALLEL SESSIONS 2**
(Building 2)

3:30pm
Coffee Break
Venue – Central Hall (Building 2)

4:00pm
(11 June) **Special Session 2 and PARALLEL SESSIONS 3**
(Building 2)

6:00pm
(11 June) **São João Social**
Parque das Oliveiras – Gualtar Campus

Friday, 12 June	
8:30am– 4:00pm (12 June)	GENERAL Registration <i>Venue – Central Hall (Building 2)</i>
9:00am (12 June)	Plenary Session <i>Venue - Auditorium A1 (Building 1)</i> Human-Centered AI in Service: Orchestrating Technologies, People & Organization Bart Larivière, Daniela Seixas, Jochen Wirtz, Nelson Pinho, Paulo Novais
10:30am	Coffee-break <i>Venue – Central Hall (Building 2)</i>
11:00am (12 June)	Special Session 3 and PARALLEL SESSIONS 4 <i>(Building 2)</i>
12:30pm (12 June)	ALL PARTICIPANTS – Lunch at the University Canteen
12:30pm (12 June)	ERB Meeting: Journal of Services Marketing - Panorâmico Restaurant (invite only)
1:45pm (12 June)	Meet the Editors – Business Journals and PARALLEL SESSIONS 5 <i>(Building 2)</i>
3:15pm	Coffee-Break <i>Venue – Central Hall (Building 2)</i>
3:30pm (12 June)	Keynote <i>Venue – Auditorium B1 (Building 2)</i> From the Service academy to the community: Defining and driving social impact in service research Rebekah Russell-Bennett
4.30pm (12 June)	Closing session <i>Venue – Auditorium B1 (Building 2)</i>
6:00pm	Buses departure for Gala Dinner
6.30	Visit to Bom Jesus
7:00pm (12 June)	Gala Dinner Colunata Events – Bom Jesus / World Heritage Site, Braga

PLENARY SESSION 1 | 11 JUNE

Care and Innovation for Humanity

SESSION CHAIR



Ray Fisk

Founder/President of ServCollab & Distinguished Professor Emeritus of Marketing at Texas State University

Featured Speakers



Cristina Mele

Professor of Service Innovation at the University of Naples Federico II



John Bateson

Visiting Professor of Management at Bayes Business School, University of London



Jorge Correia-Pinto

Dean of the School of Medicine at the University of Minho & Director of Pediatric Surgery at the Hospital of Braga



Luísa Bernardes

International Projects Manager at the Portugal Social Innovation Mission Unit

Ray Fisk is Founder and President of ServCollab. ServCollab is a service research organization for diagnosing and treating humanity's service system problems. Ray is also Distinguished Professor Emeritus of Marketing at Texas State University. His research focuses on service. Recent topics have included service design, transformative service, and serving humanity. He has extensively published service research in numerous journals. Ray is Past President of the American Marketing Association's Academic Council. He founded the AMA Services Marketing Special Interest Group (SERVSIG) in 1993 and has served SERVSIG in many other leadership roles. The American Marketing Association made him the Inaugural Recipient of the SIG Leadership Award in 2016. He received the Career Contributions to the Services Discipline Award from SERVSIG in 2005

Cristina Mele is Professor of Service Innovation at the Department of Economics, Management and Institutions, University of Naples Federico II. She serves as the University's Delegate for Innovation and Third Mission and coordinates the Smart Innovation Lab. Her research focuses on innovation, smart technologies and social robots, value creation, markets, and service ecosystems. She has authored approximately 300 scholarly publications. Her work has appeared in leading international journals, including *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Service Management*, among others. Cristina is the recipient of the Service-Dominant Logic Award (2019), the Edvardsson Industry Impact Award (2025), and the Grönroos Service Research Award (2025). She also serves as an ambassador for ISSIP (International Society of Service Innovation Professionals).

John Bateson is visiting Professor of Management at Bayes Business School, University of London. Formerly a Professor at London Business School and Stanford Business School. He has over twenty years of business experience, including roles as a management consultant and CEO of a multinational company listed on the London Stock Exchange. He is currently a Trustee of two large European medical charities. His research focuses on the ageing consumer, ageism, and technology, and he is the author of numerous articles and books in the field of service marketing.

Jorge Correia-Pinto is a distinguished Full Professor and Dean of the School of Medicine at the University of Minho, while also serving as the Director of Pediatric Surgery at the Hospital of Braga. A preeminent figure in pediatric and neonatal surgery, he has performed over 15,000 interventions, including more than 750 neonatal procedures, and pioneered minimally invasive techniques in Portugal. Beyond clinical practice, he is internationally acclaimed for his leadership in translational research and surgical education. He directs global training programs that educate over 500 surgeons annually, supported by a prolific research career featuring more than 250 peer-reviewed publications (h-35) and collaborations with elite institutions such as IRCAD in Strasbourg. In 2026, his transformative contributions to infant minimally invasive surgery were recognized with the Ministry of Health's Gold Grade Distinguished Service Medal, cementing his legacy as a global leader in advancing specialized surgical care and medical innovation in Pediatric Surgery.

Luísa Bernardes is International Projects Manager at the Portugal Social Innovation Mission Unit and Centro Region Representative. She has extensive experience in social innovation, international cooperation, and European funding programs. She previously worked in the Simplification and Interconnection Unit of the Agency for Cohesion and Development, where she acted as the Portuguese EaSI National Contact Point and expert on the establishment of National Competence Centres for Social Innovation. She is also the founder of *Mulheres Incomuns*, ('*Uncommon Women*') a community dedicated to celebrating women's success and leadership. Over the years, she has contributed to innovation and entrepreneurship ecosystems through roles at Copernicus Accelerator and the Enterprise Europe Network, supporting SMEs in innovation management, internationalization, access to funding, and strategic growth across sectors including space, environment, and healthcare.

PLENARY SESSION 2 | 12 JUNE

Human-Centered AI in Service: Orchestrating Technologies, People & Organizations

SESSION CHAIR

Featured Speakers



Bart Larivière

Professor of Marketing at KU Leuven & Co-Director of the Center for Service Intelligence at Ghent University



Daniela Seixas

Founder & CEO at Tonic Easy Medical



Jochen Wirtz

Vice Dean of MBA Programs & Professor of Marketing at the National University of Singapore



Nelson Pinho

Global Head of Digital & AI at EDP



Paulo Novais

Professor of Computer Science at the University of Minho & Coordinator of LASI – Associated Laboratory for Intelligent Systems

Bart Larivière is Professor of Marketing at KU Leuven & Founder/Co-Director of the Center for Service Intelligence (CSI) at Ghent University (Belgium). He serves as co-editor of the Journal of Service Research. His research focuses on the role of customers, employees, and technology in service encounters. He has received numerous distinctions, including multiple Best Paper Awards, Best Reviewer Awards, the Journal of Service Research Outstanding Associate Editor Award, the Best PhD Tutor Award from Ghent University, the Emerging Service Scholar Award from the American Marketing Association, and the Steve Baron Award for outstanding contributions to the service research community. Bart has served as co-chair of the Service Special Interest Group (SERVSIG) of the American Marketing Association (AMA) and the Service Marketing Special Interest Group of the European Marketing Academy (EMAC). He is also the co-founder of the Let's Talk About Service Conference (LTAS) and founder of the Belgian Service Research Days (BSRD).

Daniela Seixas is a medical doctor, neuroscientist, and entrepreneur passionate about connecting different areas of knowledge. Founder of Tonic App, a professional mobile platform for physicians, built alongside a team with a strong focus on collaborative culture. She holds a PhD in Neuroscience from the University of Porto in collaboration with the University of Oxford, and an Executive MBA from IE Business School. Daniela further completed executive programs at Harvard Business School and specialized training in AI Governance and Privacy through IAPP, with interests spanning healthcare, technology, entrepreneurship, and responsible AI.

Jochen Wirtz is Vice Dean MBA Programs and Professor of Marketing at the National University of Singapore. He is a leading authority on services marketing and management and a best-selling author of over 20 books, including “The Human-Agent Orchestrator: Leading and Scaling AI-Driven Organizations” (2026) and Services Marketing: People, Technology, Strategy (2022, 9th ed.). With combined sales of over 1.5 million copies, they have become the globally leading services marketing textbooks. In recognition of his excellence in research, teaching and executive education, Professor Wirtz has received over 60 awards, including the Christopher Lovelock Career Contributions to the Services Discipline Award and the Christian Grönroos Service Research Award. Furthermore, Professor Wirtz has been recognised as one of the 81 Highly Cited Researchers in Economics and Business globally in 2025 in Web of Science; he was ranked #22 in Marketing in the Stanford Ranking, and was named 2025 Top Scholar by ScholarGPS being ranked #80 in Marketing; together, placing him among the world’s most prominent researchers.

Nelson Pinho joined EDP in 2021 and currently serves as Global Head of Digital & AI, driving the company’s ambition to become an AI leader in the Power & Utilities sector. In this role, he leads EDP’s digital transformation and the scaled deployment of enterprise AI across its global operations. Before joining EDP, he served as Chief of Staff to Portugal’s Secretary of State for the Digital Transition and led Microsoft’s Healthcare business in Portugal. Earlier in his career, he was a member of the Executive Board of Compta. Nelson holds a PhD in Industrial Engineering and Management, is a graduate of the INSEAD Advanced Management Programme, and holds a Master’s in Services Engineering and Management and a degree in Computer Engineering from the Faculty of Engineering of the University of Porto.

Paulo Novais is a Full Professor of Computer Science at the University of Minho, Portugal, where he heads the ISlab (Synthetic Intelligence) research group within the ALGORITMI Centre. His research focuses on the design of intelligent systems increasingly sensitive to human presence, combining autonomy with reliability. He serves as Director of the Doctoral Programme in Informatics and the Master’s Degree in Artificial Intelligence at the School of Engineering. He also coordinates LASI and the CAIRNE | Guimarães Office, the Portuguese branch of the Confederation of Laboratories for Artificial Intelligence Research in Europe. He has co-authored over 500 scientific publications and has held leadership roles in the AI community, having served as President and currently serving as Chair of the Supervisory Board of the Portuguese Association for Artificial Intelligence. In recognition of his distinguished academic and scientific career, he received the Career Recognition Award from the Ibero-American Society of Artificial Intelligence in 2022.

KEYNOTE | 12 JUNE

From the Service academy to the community: Defining and driving social impact in service research



Rebekah Russell-Bennett

University of Canberra,
Australia

Service research is uniquely positioned to move beyond theory and act as a design science that builds real-world solutions. By adopting a transformative service lens, researchers can transition from simply observing phenomena to intentionally improving human, economic, and environmental conditions. True social impact in this field is achieved through engaged scholarship, where researchers collaborate with service ecosystems and multi-actor networks to create value for people. Using practical frameworks, service scholars can ensure their work addresses global challenges and advances service theory while providing verifiable evidence of social benefit across micro, meso, and macro levels. This presentation will outline new frameworks and thought-leadership on social impact by service scholars and present empirical evidence of different pathways to achieve intentional, long-term social and economic change. Real-world examples in energy, health and housing will be used to demonstrate the pathway to impact.

Professor Rebekah Russell-Bennett is the Associate Dean Research of the Faculty of Business, Government and Law and a marketing professor at the University of Canberra, Australia. She has extensive experience working with the public and private sector in addressing social problems including energy efficiency, breast screening services, homelessness prevention, blood donation and public transport use. Rebekah is the founding editor of the Journal of Social Impact in Business Research and previously co-edited the Journal of Services Marketing for ten years. She has been awarded \$27m in external funding, published over 300 peer-reviewed articles, supervised 52 students, and has an h-index of 57 with 27,000 citations.

DETAILED PROGRAM

Wednesday, 10 June

8:30am-4:00pm
(10 June) **GENERAL Registration**
Venue – Central Hall (Building 2)

9:00am-5:00pm
(10 June) **Pre-conference Workshops**
Venue – Rooms 1.15; 1.01; and SACC-André Cruz de Carvalho (Building 2)

6:00pm
(10 June) **Welcome Reception**
Medieval Hall – Largo do Paço, City Center
Welcome note by Luís Aguiar-Conraria, Dean of EEG

Thursday, 11 June

8:00am-5:00pm
(11 June) **GENERAL Registration**
Venue – Central Hall (Building 2)

9:00am
(11 June) **Opening Session**
Venue - Auditorium A1 (Building 1)
Rector of the University of Minho: Pedro Arezes
Conference co-chairs: Cláudia Simões and Cristiana Lages

9:15am
(11 June) **Plenary Session**
Venue – Auditorium A1 (Building 1)
Care and Innovation for Humanity
Ray Fisk, Cristina Mele, John Bateson, Jorge Correia-Pinto and Luísa Bernardes

10:30am
Coffee-break
Venue – Central Hall (Building 2)

11:00am Special Session 1

(11 June) *Venue - Room 1.15 (Building 2)*

AI in Service: Towards a Community Research Agenda. Live Co-Design of Human–AI Service Futures

Maria Colurcio, Kristina Heinonen, Yupal Shukla, Janet Davey, Mark Rosenbaum, Vania Vigolo, Jochen Wirtz

PARALLEL SESSIONS 1

11:00am AI robotics in Services | AI Companionship, Empathy, and Human Vulnerability

(11 June) *Venue – Room 1.09 (Building 2)*

Chair: Chanaka Jayawardhena

I Need My ‘Synthetic Friend’: The Double-Edged Nature of AI Companionship

Liliane Abboud, Valentina Pitardi, Hannah Marriott

The Path to Illusion: Self-Deception in AI Companionship

Claire Deventer, Alexander Kies.

Empower or Disempower? Understanding the Paradoxical Effects of AI Empathy on Therapeutic Relationships

Kaiwen Xue, Sven Tuzovic, Udo Gottlieb

From Tool to Partner: A Systematic Review of Emotionally Capable and Agentic AI Service Agents for Human Inclusion

Heer Paleja, Chanaka Jayawardhena, Liliane Abboud

11:00am Customer Experience & Journeys | Customer Journeys, Experiences and In-Store Navigation

(11 June) *Venue – Room 1.12 (Building 2)*

Chair: Tobias Schäfers

From Event Logs to Experiences: Process Mining of Customer Journeys in Retail Service Systems

Lukas Breustedt, Tobias Schäfers, Michel Van der Borgh

Own or Just Use It? Gen Z Customer Experience Across Touchpoints

Cansu Yildirim, Melisa Mete

Coping with Poignant Experiences

Sejal Sudhanshu Kamat, Mirella Kleijnen, Stefanie Beninger

Early and goal-oriented or late and desperate? The effects of the timing of customers’ in-store navigation

Jamie-Lynn Wiebe, Lukas Breustedt, Tobias Schäfers, Sabine Benoit

11:00am

(11 June)

CCT in Services | Consumer Well-Being, Market Logics, and Aspirational Consumption

Venue – Room 1.10 (Building 2)

Chair: Daina Nicolau

Navigating Competing Logics of Digital Romance

Stefania Masè, Alisa Minina Jeunemaitre, Jamie Smith

Chasing the Dream – How Markets Expand the Epistemic Foundations of Persistent Goal Striving

Sarah Köcher, Markus Giesler, Sören Köcher

Cultural Intelligence (CQ) and AI-Supported Intercultural Learning for Service Providers

Daina Nicolaou

11:00am

(11 June)

Circular Services & Sustainability | Sustainable consumption, choice, and marketplace responses

Venue – Room SACC-André Cruz de Carvalho (Building 2)

Chair: Clarisse Pessoa

Contrasting Consumer Responses to Organic and Conventional Offers under Price Promotions

Milan Köpke, Marc Linzmajer, Koen Pauwels

Speaking Out or Selling More: The Paradoxical Tensions of Anti-Black Friday Brand Activism

Marie-Julie De Bruyne, Maike Gossen, Laura Niessen-Wade

Consumers' Destructive Behavior in Sustainable Services

Huma Ittefaq, Volker Georg Kuppelwieser

11:00am

(11 June)

Digital Services | AI Risk, Consumer Protection, and Digital Vulnerability

Venue – Room 1.11 (Building 2)

Chair: Wafa Hammedi

Deceptive Personalization: The Dual Impact of GenAI-enabled Fraud on Consumers and Service Firms

Iona Weeterings, Vera Blazevic, Karim Sidaoui, Ruud Wetzels

Designing Consent-or-Pay: How Framing Shapes Consumer Reactions

Claire Deventer, Victor Sluyters, Thomas Leclercq, Karim Sidaoui

Understanding Consumer Vulnerability to Fake Reviews: Skepticism, Cognitive Effort, and Dual-Task Interference

Andrea Wetzler, Andreas Munzel

Care or control? Conceptualizing smart service system paternalism beyond the technological prism

Sara Belghiti, Wafa Hammedi, Thomas Leclercq, Bieke Henkens

11:00am **Other Topics Related to Services | Customer Engagement, Journeys, and Relational Value**

(11 June)
Venue – Room 2.01 (Building 2)
Chair: Bart Larivière

Fostering Engagement through Engagement Disposition Capacity

Juliana Forslind, Sabine Gebert-Persson, Mikael Gidhagen

Navigating Uncertainty in Times of Conflict: Consumer Intentions Toward Durable Goods In Ukraine

Madeleine Neumann, Sarah Selinka, Vanessa Reit, Yuliia Pashchenko, Marc Kuhn

A Longitudinal Analysis of Customer Referral Behaviors and Customer Referral Value

Bart Larivière, Severin Bischof, Marc Linzmajer, Jochen Wirtz

11:00am **Service Design & Innovation | Hybrid, AI-Enabled, and Spatial Service Experiences**

(11 June)
Venue – Room 1.13 (Building 2)
Chair: Gaby Odekerken-Schroder

Experience Design Through Emotional Design: A Unified Framework for Hybrid Services

Younes Aberkane, Siham Mourad

When Does AI Enhance Creativity in Service Design? A QCA approach to Human–AI Collaboration

Xiaoyi Yang, Allard Van Riel

SCAPE: Spatial Computing Affordances in Physical Environments

Alexandru Maris, Tim Hilken, Gaby Odekerken-Schroder

11:00am **Service Ecosystems & Institutions | Institutional Transformation and Public Actor Roles in Service Ecosystems**

(11 June)
Venue – Room 2.03 (Building 2)
Chair: Stephen Vargo

The evolution from collective value co-destruction to value co-creation in complex urban service ecosystems

Norberto Muñoz-Martinez

Objects of Lobbying or Strategic Innovative Partners? Exploring the Role of Public Actors in Service Ecosystem Transformations

Rasmus Törnros, Peter Ekman, Jimmie Rëndell

Bridging Institutional Boundaries in Community Care: Multi-Level Institutional Work for Caregiver Inclusion and Well-being

Caroline Lim, Yun Su

Developing Methodological Avenues for Examining Service Ecosystems

David Sörhammar, Jaakko Siltaloppi, Bård Tronvoll, Jennifer Chandler, Stephen Vargo

11:00am Service Employment & Employees | AI Governance, Autonomy, and Vulnerability at the Frontline

(11 June) *Venue – Room 2.08 (Building 2)*
Chair: Mahesh Subramony

Who is in charge? How Perceived AI Role Configurations Shape Employee Vulnerability
Laura Hesse, Paul Muschiol, Reinhard Kunz

The effect of different AI announcement types on frontline employees
Fahad Ibrahim, Weiyue Wang, Achilleas Boukis

Between permission and prohibition: How organizational GenAI governance influences frontline employee autonomy and well-being
Florence Nizette, Floriane Goose, Thomas Leclercq, Wafa Hammedi

Passing on the Bu\$%sh*t: How AI-Generated ‘Workslop’ Spreads at the Organizational Frontlines
Ilias Danatzis, Maria Golubovskya, Hongmin (Jess) Yan, David Solnet

11:00am Service Failure and Recovery | AI-Enabled Service Recovery, Fairness, and Customer Acceptance

(11 June) *Venue – Room 2.04 (Building 2)*
Chair: Amin Nazifi

From Failure to Forgiveness: The Role of Robot Affective Delivery
Han Lee, Ju-Yin Weng

When Justice Is Automated: Rethinking Fairness Dimensions in Chatbot-Based Service Recovery
Niharika Gupta, Abhishek Kumar Jha

Human, Robot, or Cobot Team: Effects of Different Service Agents on Blame Attribution after a Service Failure
Vanessa Kausch, Carmen-Maria Albrecht

Customer Acceptance of AI-Chatbot Service Recovery: Enablers and Inhibitors Across Proactive and Reactive Approaches
Meteb Alotaibi, Samiha Mjehed Hammami, Fadhel Jelassi, Amin Nazifi

11:00am Service Strategy, Operations & Productivity | Digital Transformation, Customer Strategy, and Firm Performance in Services

(11 June) *Venue – Room 2.02 (Building 2)*
Chair: Ingo Oswald Karpen

Do Chief Customer Officers affect Firm Value? An Event Study
Inês Teixeira, Yves Van Vaerenbergh, Alexander Edeling, Shuba Srinivasan

Enacting Digital Servitization: How the Interplay between Strategy and Strategizing Drives Firm Performance
Nima Heirati, Stephan Henneberg, Alexander Leischnig, Fraser McLeay, Mohamed Zaki

Revenue implications of expanding Buy-Online-and-Pickup-in-Store fulfilment in omnichannel grocery retailing

Rui Sousa, João Gonçalves, Aydin Teymurifar, Maria Trindade

Pathways to augmentation through AI adoption in professional services: a capacity approach

Martin Spring

11:00am

(11 June)

Social Impact of Services | Community, Co-Creation, and Social Impact in Service Ecosystems

Venue – Room 2.07 (Building 2)

Chair: Roberto Viviani

Educational Robots for Social Impact: Supporting Children’s Socio-Emotional Growth

Stefano Paolo Russo, Cristina Mele, Tiziana Russo Spena, Francesca Vittoria, Angelo Ranieri

Dignity in Practice: The Social Impact of Everyday Service Encounters in Vulnerable Contexts

Maria Sarmiento, Teresa Amorim Lopes, Susana Marques

Social Life Cycle Assessment of a Grassroots Multi-Sport Club in Rome: Risks, Opportunities and Co-Created Social Value

Roberto Viviani, Laura Di Pietro, Veronica Ungaro, Maria Francesca Renzi, Roberta Guglielmetti Mugion

12:30pm

(11 June)

ALL PARTICIPANTS – Lunch at the University Canteen

12:30pm

(11 June)

Mentoring Program Lunch - Panorâmico Restaurant (invite only)

2:00 pm

(11 June)

Meet the Editors – Service Journals

Venue - Auditorium B1 (Building 2)

Chair: Stephen Vargo

Bart Larivière | *Journal of Service Research*

Cristina Mele | *Journal of Service Theory & Practice*

Kristina Heinonen | *Journal of Services Marketing*

Linda Alkire | *Journal of Service Management*

2:00pm

(11 June)

Transformative Service Research | Transformative Service Inclusion and Consumer Vulnerability

Venue - Room 2.04 (Building 2)

Chair: Katrien Verleye

Taking Ageism out of Services Research

John Bateson

Towards a paradox-informed service inclusion perspective

Angela Caridà, Ilma Nur Chowdhury, Nicola Cobelli, Muhammad Junaid Shahid Hasni

Rethinking Time in Transformative Services: How Temporal Dynamics Shape Experiences of Vulnerability and Service Provision

Amir Raki, Ilma Nur Chowdhury, Judy Zolkiewski

Enhancing Service for Consumers Experiencing Vulnerabilities: The Inclusive Side of AI-Driven Technologies - A Systematic Literature Review

Chiara De Brabant-Bibi, Katrien Verleye, Kaat de Pourcq

2:00pm
(11 June)

B2B in Services | AI, Selling, and Commercialization in B2B Services

Venue - Room 1.10 (Building 2)

Chair: Anna Salonen

Doubting the Machine, Trusting the Human? The Role of Accuracy and Explainability in AI-Driven Selling of B2B Services

Anna Petersen, Michel Van der Borgh

Agility selling of services: a dynamic capability-based approach

Benoit Bourguignon, Philippe Massiéra

Platformization of B2B service sales – dynamic capability requirements for value orchestration

Minna Heikinheimo

2:00pm
(11 June)

Circular Services & Sustainability | Circular services, resale, and ecosystem transformation

Venue – Room 1.09 (Building 2)

Chair: Jorge Grenha Teixeira

From material to meaning flows: A Sensemaking lens on Circularity-as-a-Service for plastic waste

Carolin Behrens, Árni Halldórsson, Susanne Ollila

When Selling Isn't Enough: Traditional Retailers' Successes and Failures with Implementing Rental and Resale Models

Hugo Guyader, Brenda Nansubuga

Second Chances: A Systematic Literature Review of Second-Hand Services

Sandra Alves Monteiro, Jorge Grenha Teixeira, Vera Miguéis, Lia Patrício

2:00pm
(11 June)

Customer Experience & Journeys | Digital, Phygital, and Immersive Service Experiences

Venue - Room 1.12 (Building 2)

Chair: Valterri Kaartemo

Phygital Customer Experience and Customer Engagement: The Context of the Fast-Fashion Industry

Alia Aabdelmeniem, Hala Elbarkouky

Closer Than the Front Row: How VR (vs. Live Theatre) Shapes Psychological Distance, Perceived Proximity, and Audience Engagement

Romain Lugand, Luca Petruzzellis

Human-Like Cues in AI Banking: Explaining Value Perception Through Multi-Venue Appraisal Processes

MD Irfanuzzaman Khan, M Abu Saleh

Experiencing What Cannot Be Sensed: Technology and Subperceptual Phenomena in Service Experiences

Valtteri Kaartemo, Johanna Horppu, Panu Karjalainen, Kuisma Vesisenaho, Hannu Saarijärvi, Timo Rintamäki

2:00pm
(11 June)

Digital Services | AI Adoption, Literacy, and Digitally Enabled Wellbeing

Venue - Room 1.11 (Building 2)

Chair: Hyunju Shin

Digital Education: Students' perceptions of AI

Isabel Rodrigues, Claus Schreier

AI personas for fostering care Relations in active ageing

Irene Di Bernardo, Francesca Vittoria, Maria Luisa Marzullo, Cristina Mele, Tiziana Russo Spena, Poja Shams, Raffaele Coppola

Adapting to Disruption: Cultural Dynamics and Consumer Well-Being in the COVID-19 Context

Maria Sarmiento, Sofia Amorim Lopes, Susana Marques

Designing AI Well-Being Services for Empowered Consumers

Hyunju Shin, Kacy Kim, Sukki Yoon

2:00pm
(11 June)

Other Topics Related to Services | Ethics, Transparency, Identity, and Transformation in Service Systems

Venue – Room 2.01 (Building 2)

Chair: Joana Duhamel

When Disclosure Persuades or Backfires: Transparency About AI Use in Advertising

Khanh Le, Hina Khan, Fang Li, Werner Kunz

Hidden in plain sight: the role of actors' identity in service system transformation

Giulio Arata, Alessandro Biffi, Emilio Bellini

The Role of Future Self-Continuity for Financial Service Providers: A Systematic Literature Review

Joana Duhamel, Max Louwerse, Tim Hilken, Jonas Heller

2:00pm

(11 June)

Service Design & Innovation | Transformative Service Design and Social Innovation

Venue – Room 1.13 (Building 2)

Chair: Ingo Karpen

Leveraging Service Design as a Facilitator for Practice Change.

Francisca Lucas Dias, Lia Patrício, Ingo Karpen, Jakob Trischler

Pro Arte Utili: Societal Impacts through Arts and Design.

Anna Viljakainen, Virpi Roto, Beatrice Koponen

Living Labs for Transformative Innovation: The Role of Service Design in Translating Visions into Action.

Giulianna Melendez Reyes, Jakob Trischler, Lia Patrício, Ingo Karpen

2:00pm

(11 June)

Service Ecosystems & Institutions | Co-Creation and Transformation in Service Ecosystems

Venue – Auditorium B2 (Building 2)

Chair: Olga Pereira

Co-creation and innovation in higher education institutions: a systematic literature review and research agenda

Tiago Oliveira, Helena Alves, João Leitão

Institutional Orchestration of Value Co-Creation: A Multi-Layered Service Ecosystem Perspective in Higher Education

Moisés Rubén Zamora Ramos, Montserrat Diaz Mendez, Antonio Chamorro Mera, Arlen Cerón Islas

Shaping Understanding Through Service: Cognitive Transformation in AI-Enabled News Ecosystems

Debora Sarno, Giuseppe D'Aniello, Rosario Gaeta, Francesco Polese

2:00pm

(11 June)

Service Employment & Employees | AI-Enabled Training, Feedback, and Human–Technology Interaction in Service Roles

Venue – Room 2.08 (Building 2)

Chair: Marjan Aslan

From Service To Sales: Developing Frontline Service Employees' Skills Using AI-Enhanced Virtual Simulation Training

Anna Krispin, Mark Pluymaekers, Dominik Mahr

Beyond Immersion: Neuro-Immersive Learning, Algorithmic Management, and Measurable Employee Awareness in Service Work

Lura Iacovone

Interacting with robots in care: A Configurational analysis of Frontline employees' interactional pathways

Tiziana Russo Spina, Roberta de Filippis, Nadia Di Paola, Maria Rosaria Nigro

Efficacy of AI-generated Negative Feedback

Marjan Aslan, Jean-Noel Patrick L'Espoir Decosta

2:00pm

(11 June)

Service Failure and Recovery | Forgiveness, Trust, and Brand Consequences of Service Failure

Venue – Room 2.07 (Building 2)

Chair: Rodoula Tsiotsou

When Engagement Fails: Mapping Negative Customer Engagement and Disengagement to Service Failure

António S. Teixeira, Cláudia Simões, Ana Soares

Recovery and Forgiveness: Consumer value, Consumer forgiveness and Consumer-based brand equity in the context of a brand crisis

Siphwe Dlamini, Rixongile Chauke, Raesibe Raphiri

Dignity Violations as Service Failures: A Cross-Cultural Examination of their Effects on Trust in Hospitality

Rodoula Tsiotsou, Nikoletta Theofania Siamagka

2:00pm

(11 June)

Tourism Services | Symbolic Value, Status, and Cultural Meaning in Tourism and Hospitality

Venue – Room 2.03 (Building 2)

Chair: Andreea Trifu

Luxury signaling on social media: a netnographic analysis

Dean Creevey, Joseph Coughlan, Christina O'Connor

Status by Design: How Dual Motivations and Anticipated Negative Emotions Shape Brand Advocacy in Luxury Hospitality Services

Aron O'Cass, Vida Siahtiri, Aakash Shah

Streaming Platform and Media-Induced Tourism: Empirical Evidence from Netflix

Yejin Yu, Daegon Cho

When legends bite: The cultural cost of turning myths into tourist products

Andreea Trifu, Bianca Banica

2:00pm

(11 June)

Transformative Service Research | Migration, Refugee Services, and Stigma Reduction

Venue – Room 2.02 (Building 2)

Chair: Qusay Hamdan

Digital tools for experience tailoring in Refugee TSIs

Janet Davey, Marlina Bakri

Navigating daily services: how immigrants build resources, capabilities, and coping strategies over time?

Chloé Baillod, Olivier Furrer, Mikèle Landry

Deliberative engagement methods for TSI's in polarised contexts

Jessica Vredenburg, Rebekah Russell-Bennett, Junaid Ahmed, Marek Gnusowski

Transforming Language to Serve Humanity: Liberating Migrants from Stigma

Qusay Hamdan, Ray Fisk

3:30pm

Coffee Break

Venue – Central Hall (Building 2)

4:00pm

(11 June)

Special Session 2

Venue – Auditorium B1 (Building 2)

How to Review Journal Articles: A Workshop for Early Career Scholars

Sven Tuzovic

4:00pm

(11 June)

PARALLEL SESSIONS 3

AI robotics in Services | Human–AI Collaboration, Organizational Design, and Service Strategy

Venue – Room SACC-André Cruz de Carvalho (Building 2)

Chair: Gabriela Beirão

How Service Robots Scale: A Multi-Level Alignment Framework and Organizational Archetypes

Martina Čaić, Jochen Wirtz, Merlind Knof, Ruth Maria Stock-Homburg,

AI Augmentation-Substitution Challenges in Regulated Services

Aditi Sarker Sengupta, Volker Kuppelwieser, Iivi Riivits-Arkonsuo

AI-Augmented Memory as an Active Cognitive Partner in Consumer Decision-Making

Jack Ng-Soon-Chye, Tom Chen

Exploring Hybrid Human–AI Support Systems: Organizational and Customer Experience Challenges

Susana Marques, Gabriela Beirão

4:00pm

(11 June)

B2B in Services | Advanced Services, Sustainability, and Collaborative Ecosystems

Venue – Room 1.10 (Building 2)

Chair: Dorian Florea

Breaking the Base versus Intermediate Services Compromise to Move into Advanced Services: The Case of WrapCo from a Composition-Based View

Bart Kamp, Ciara O'Higgins

Unpacking Divergent Outcomes in Sustainability Services: A Business Actor Engagement Model

Elena Anastasiadou, Peter Ekman, Jimmie Røndell

Examining the Strategic Approach to Collaborative SDG B2B Multi-Stakeholder Partnerships via Generative Artificial Intelligence (AI) Content Analysis

Daniel Rayne, Kieran D. Tierney, Jeremy Nguyen

4:00pm

(11 June)

Circular Services & Sustainability | Service Ecosystems, Shared Value, and Sustainable Transitions

Venue – Room 1.09 (Building 2)

Chair: Martin Nordell

A Service Model for Human–Nature Symbiotic Value Co-Creation: A Case Study of Agroecology in Tokyo, Japan

Toru Tsurukawa, Kunio Shirahada

The paradox of digital technologies in circular service ecosystem transitions

Eva Qi Wang, Julia Fehrer, Valtteri Kaartemo, Suvi Nenonen

The Impact of Social Distance on Ridesharing Services for Coworkers

Alina Diederichs, Tim Euler, Tobias Schäfers, Tobias Heußler, Barbara Seegebath

Emerging Frontiers: Shaping Winegrowing Regions in the Era of Climate Change

Anna Granstedt, Martin Nordell

4:00pm

(11 June)

Customer Experience & Journeys | Emotional, Nostalgic, and Memorable Service Experiences

Venue – Room 1.12 (Building 2)

Chair: Melisa Mete

Assessing service disconfirmation over time: the effects of initial expectation level, experience and usage on subscription-based services loyalty.

Ismael Becerril-Castrillejo, Marta Nieto-García, Pablo Muñoz-Gallego

Overservice and Customer (Dis)Satisfaction: Self-Referential Customer-Centricity as a Distortion of Customer Experience and Service Journeys

Laura Iacovone

Evoking Nostalgia Online - Do the Behavioural Outcomes Match Offline Nostalgia Marketing?

Wenjiao Zhang, Adrian Palmer, Rui Zhang

Moments That Stick: Emotional Memorability and Long-Term Intentions in Museum Service Experiences

Melisa Mete, Adrian Palmer, Xia Zhu

4:00pm

(11 June)

Digital Services | Synthetic, Avatar-Based, and Immersive Digital Service Experiences

Venue – Room 1.11 (Building 2)

Chair: Ines Raeiro

Overall synthetic experiences shaped by coexistence of interactive digital tools and user generated narratives

Marjan Aslan, Jean-Noel Patrick L'Espoir Decosta, Jochen Wirtz

Can Synthetic Respondents Replace Humans? Evaluating Silicon and Digital-Twin Samples in an Omnichannel Experiment

Walter Assis, Marcelo Brandão, Lélis Espartel, Arthur Sarcinelli, Ricardo Limongi

My Avatar Made Me Buy it: The Interaction of Avatar and User Gender in Shaping Consumer Behaviour

Ines Raeiro, Jeanette Hauff, Jonas Nilsson

Linguistic vs. Visual Anthropomorphism in Chatbots: Impacts on Customer Responses and the Moderating Role of User Autonomy

Seyedeharzieh Borhani, Maher Georges Elmashhara

4:00pm

(11 June)

Healthcare and Wellness Services | Healthcare experience design and patient-centered service encounters

Venue – Room 2.02 (Building 2)

Chair: Mirella Kleijnen

Transforming healthcare experiences through visual and olfactory biophilic elements: Empirical evidence from two experimental studies

Marco Escadas, Joaquim Silva, Joana Oliveira, Nicéli Teixeira, Elisabete Sá

Nonlinear Dynamics of Emotional Expressions in the Healthcare Service Encounter: Insights from Affective Computing

Katrin Schefbänker, Nicola E. Stokburger-Sauer, Karin Teichmann

Consumer-initiated syncretism in healthcare

Sejal Sudhanshu Kamat, Mirella Kleijnen, Stefanie Beninger

4:00pm

(11 June)

Public, Not-for-profit and Governmental Services | Public services, citizen trust, and mobility transformation

Venue – Room 2.01 (Building 2)

Chair: Rebekah Russell-Bennett

Shifting Citizen Preferences and the Clockspeed Gap in Public Transport: A Longitudinal Kano Study

Sara Davoudi, Mikael Johnson

Unifying Urban Mobility: An Autonomous, Community-Driven Future of Shared Mobility

Madeleine Neumann, Maren Lay, Marc Kuhn

Consumer Trust and Distrust in Public Service Systems: The Role of Attribution Theory

Alek Van Hummel, Ryan Payne, Rebekah Russell-Bennett

4:00pm

(11 June)

Service Design & Innovation | Service Design for Care, Inclusion, and Public Services

Venue – Room 1.13 (Building 2)

Chair: Andrew Gallan

Scaling up a Relationship-Centred Model of aged care through innovative Service Design

Joy Parkinson, Kate Letheren, Helen Fredericks, Lana Richards

Designing Services for Better Transfer Experiences in Healthcare Contexts

Kaat De Pourcq, Karsten Vanden Wyngaert, Emma Rheel

Service design for inclusive digital public services: insights from older adults.

Beatrice Bellassi, Angela Caridà, Maria Colurcio

How will I fit in? Orienting individual reflexivity for service system transformation
Giulio Arata, Alessandro Biffi, Emilio Bellini

4:00pm
(11 June)

Service Ecosystems & Institutions | Resilience, Care, and Adaptive Service Ecosystems

Venue – Room 2.04 (Building 2)
Chair: Kristina Heinonen

Built to Adapt: How Smart Tech Powers Resilient Service Ecosystems
Rolf Gunnar Findsrud, Bård Tronvoll, David Sörhammar, Petter Braathen

Theorizing Accelerated and Emergent Continuity in Digital Service Innovation
Jenny Elo, Juuli Lumivalo, Tuure Tuunanen, Stephen Vargo

Wajima-nuri as a Symbol of Human Wisdom: Advancing Service Ecosystem Theory through Indigenous Knowledge and Creative Reconstruction in Noto
Itsuro Kaneyama, Shogo Takie, Ryosuke Sakaguchi, Hideomi Gokon, Kunio Shirahada

Reframing Service Systems: Where Care Fuels Resilience and Enables Flourishing
Cristina Mele, Kristina Heinonen

4:00pm
(11 June)

Service Employment & Employees | Frontline Work Under External Pressure and Organizational Transition

Venue – Room 2.08 (Building 2)
Chair: Simoni Rohden

Marketing services in transition: learning from the situated practices and worker journeys of urban bus drivers
Kawtar Abouhazim, Hassan Chraibi, Hoda Nainia

Employee Reactions to Corporate Negligence: Evidence from Data Breaches
Victor Sluyters, Wafa Hammedi, Yves Van Vaerenbergh, Thomas Leclercq

Beyond the Screen: How Online Reviews Impact Frontline Service Employees
Simoni Rohden, Sabrina Gottschalk

4:00pm
(11 June)

Service Failure and Recovery | Blame Attribution in AI and Multi-Actor Service Failures

Venue – Room 2.07 (Building 2)
Chair: Carol Azab

Playing the blame game - How consumer vulnerability influences blame attribution in high-stake service failure in AI conversational chatbots
Danielle Ang

Who Is to Blame When AI Fails? Attribution Processes in Anthropomorphic Chatbot Interactions
Joana Mercieca, Daniela Castillo

When Customers Choose to Bundle: Service Failure Attribution in Multi-Actor Services
Carol Azab

4:00pm

(11 June)

Social Impact of Services | Technology, Fairness, and Ethics in Well-Being-Oriented Services

Venue – Auditorium B2 (Building 2)

Chair: Carla Martins

Neurodivergent Customers in Retail Spaces: A Bibliometric and Comparative Case Study

Atifa Amin, Laura Di Pietro, Roberta Guglielmetti Mugion, Maria Francesca Renzi, Veronica Ungaro

The roles of passion and intimacy in fostering well-being in human-chatbot interactions

Raúl Pérez-López, Iguácel Melero-Polo

Why Fairness Feels Unfair: Exploring the Impact of Socially AI-Driven Pricing on Consumer Fairness Judgments in Autonomous Mobility

Madeleine Neumann, Marc Kuhn, Katrin Merfeld, Sven Henkel

Does CSR Backfires? Corporate Unethical Behavior, Perceived Hypocrisy, and Consumer Guilt

Carla Martins

4:00pm

(11 June)

Tourism Services | Tourism Resilience, Visitor Experience, and Post-Crisis Travel Behavior

Venue – Room 2.03 (Building 2)

Chair: António Azevedo

Cost-of-living Crisis and Sustainable Tourism: Roles of Stakeholders in the context of France, Pakistan and South Sudan

Muhammad Muzamil Sattar

Travel as reward in later life: understanding urgency and FOMO through Socioemotional Selectivity Theory

Vania Vigolo, Maria Colurcio

Risk management in tourism: impact of the hotel post-crisis response

Ana Inês Carvalho, António Azevedo

A longitudinal study of visitor memories evolution

Diana Arcila-Perdomo

6:00pm

(11 June)

São João Social

Parque das Oliveiras – Gualtar Campus

Friday, 12 June

8:30am–
4:00pm
(12 June) **GENERAL**
Registration
Venue – Central Hall (Building 2)

Plenary Session

Venue - Auditorium A1 (Building 1)

9:00am
(12 June) **Human-Centered AI in Service: Orchestrating Technologies, People & Organization**
Bart Larivière, Daniela Seixas, Jochen Wirtz, Nelson Pinho, Paulo Novais

10:30am
Coffee-break
Venue – Central Hall (Building 2)

11:00am
(12 June) **Special Session 3**
Venue – Auditorium B1 (Building 2)

Navigating the Helix: Increasing Research Opportunities and the Adoption of Digital Health Services

Erik Wästlund, Cristina Mele, Jochen Wirtz and Jacob Trishler

11:00am
(12 June) **PARALLEL SESSIONS 4**
AI robotics in Services | Ethics, Explanations, and Consumer Choice in AI Service Encounters
Venue – Room 1.09 (Building 2)
Chair: Kamila Miller

Consumer Responses to AI versus Human Providers: A Systematic Review
Mohamed Souka, Mariola Muci, Omar H. Fares, Jenna Jacobson

Rehumanizing the Machine: Digital Disenchantment and the Ethics of Human-AI Collaboration in Service Contexts
Delia Deliu

Beyond comprehension: AI explanations as ethical signals in service encounters
Florence Nizette, Wafa Hammedi, Allard Van Riel, Nadia Steils

Who Decides? The Empowerment Paradox and AI's Derogation of Consumer Choice in Service Settings
Kamila Miller, Rodrigo Perez Vega, Adrian Palmer

11:00am
(12 June) **Customer Experience & Journeys | Transformative, Identity-Based, and Retail Service Experiences**
Venue – Room 1.12 (Building 2)
Chair: Aron O'Cass

Role of Social Media in Efficacy Development and Constraint Negotiation
Engy Magdy, Eman Gadalla, Margaret Hogg

Vested interest and co-creation in US gay male service consumption choices
Ersilia Lacaze, Adrian Palmer, Mandy Mok

From Attachment to Advocacy: Consumer Transformation Through Luxury Service Brands in the United States
Vida Siahtiri, Aron O'Cass, Aakash Shah

11:00am
(12 June) **B2B in Services | Customer Experience and Innovation in Service and B2B Platforms**
Venue – Room 2.01 (Building 2)
Chair: Benoit Bourguignon

Signaling Customer Value: Experimental Evidence on Value-Based versus Cost-Based Selling in B2B Markets
Christoph Esser, Andreas Eggert

Developing Circular B2B Digital Platforms through a Customer Experience Lens
Olga Kauvosaari, Ekaterina Panina, Leila Hurmerinta

Virtual Reality in Services: An Enhanced Customer Experience Opportunity
Yasmine Laamari, Benoit Bourguignon

11:00am
(12 June) **Service Design & Innovation | Service Ecosystem Design, Resource Integration and Place-Based Innovation**
Venue – Room 1.13 (Building 2)
Chair: Angela Caridà

Cross-Boundary Resource Integration and the Recovery from Organizational Misintegration
Miki Tsukahara, Kunio Shirahada

Do we belong here? Applied theater as a service design approach for reimagining belonging.
Nabila As'ad, Bianca Banica, Andreea Trifu

Shifting Craft Authenticity from Place to Process for Service Ecosystem Resilience
Ryosuke Sakaguchi, Itsuro Kaneyama, Shogo Takie, Kunio Shirahada

Innovation as combinatory logic anchored in place: Service ecosystem perspectives
Bo Edvardsson, Samuel Petros Sebhata, Angela Caridà

11:00am
(12 June) **Service Ecosystems & Institutions | Engagement, Responsibility, AI, and Emerging Service Research Frontiers**
Venue – Room 2.03 (Building 2)
Chair: Ana Maria Soares

Strengths-Based Transformation in Service Ecosystems: How Customer Mobilized Engagement Generates Social Impact

Joy Parkinson, Ingrid O'Brien, Janet Davey, Kate Letheren, Lauren Ball

Understanding the New Space Economy: A Systematic Literature Review and a Conceptual Framework

Rossana Simeoli, Tiziana Russo Spina, Gaetano Zazzaro

Who is to Blame? The Effect of Customer Education on the Locus of Responsibility in B2B Service Failure

Dorian-Laurentiu Florea, Daniela Micu, Deva Rangarajan

The Methodological Value of AI Personas in Service Research

Mehmet A. Yetim, Furkan Gur

11:00am
(12 June)

Service Employment & Employees | Human Sustainability, Resilience, and Psychological Costs in Service Roles

Venue – Room 2.08 (Building 2)

Chair: Robert Morgan

Human Sustainability of Service Employees in B2B Contexts: A Scoping Review

Machiko Watanabe, Kunio Shirahada

The Hidden Toll of Administrative Burden: A Typology of Psychological Costs for Frontline Employees

Hannah Kunst, Nate Zettna, Helena Nguyen, Anya Johnson

The Double-Edged Nature of Resilience Alignment: How Personal and Contextual Resources Interact to Shape Burnout, Engagement, and Job Crafting in Service Roles

Robert Morgan, Sevgi Emirza, Nilay Bıçakcıoğlu-Peynirci, Amanda Spry, Maria Tims

11:00am
(12 June)

Transformative Service Research | Transformative Services, Agency and Inclusive Customer Journeys

Venue – Room 2.04 (Building 2)

Chair: Floriane Goosse

Strength-Based Transformative Service Initiatives: A Meta-Analysis

Byron Keating, Asha Worsteling, Rebekah Russell-Bennett, Aimee Riedel, Ross Gordon, Amanda Beatson, Nadia Zainuddin

Freedom to feel: How emotion recognition affects customers' agency

Jana-Verena Gerhart, Claire Deventer, Carlos de Souza, Jeanette Hauff, Jonas Nilsson

The Drivers and Consequences of Failure Demand in a Public Sector Organization

Tiina Kempainen, Leo Aurell

How Voice Technologies Reconfigure the Journeys of Visually Impaired Consumers and Their Secondary Consumers

Floriane Goosse, Wafa Hammedi, Dominik Mahr

11:00am
(12 June)

Transformative Service Research | Session 6 — Service Systems, Sustainability, and Planetary Transformation

Venue – Room SACC-André Cruz de Carvalho (Building 2)

Chair: Volker Kuppelwieser

Reconceptualizing Sustainability Strategies to Transform Service Systems

Qusay Hamdan, Ray Fisk

Conceptualizing the Earth Service System

Ray Fisk, Qusay Hamdan, Alison Joubert

Transformative Service Research and the Planetary SDGs: Moving beyond human-centered well-being

Muhammad Junaid Shahid Hasni, Erica Santini

Service Experience Gatekeeping: How Food Service Ecosystems Close Pathways to Sustainable Eating

Eliis Salm, Volker Kuppelwieser

11:00am
(12 June)

Healthcare and Wellness Services | AI, digital support, and consumer wellbeing in healthcare

Venue – Room 2.02 (Building 2)

Chair: Roberta Sebastiani

Reconnecting Lonely Consumers to Mental Health Services Through Digital Support

Jordan Fleissig, Nadia Steils

When AI Cares: How AI-Driven Health Interfaces Shape Consumer Self-Care and Well-Being

Silvio Menezes, Marta Bicho, Pedro Oliveira, Rodrigo Coimbra

AI Machine with a Heart: How AI Types Influence Users' Decision-Making Delegation

Heer Paleja, Chanaka Jayawardhena, Liliane Abboud

Cognitive Bias in eHealth Service Ecosystem: the role of human cognition

Alessia Anzivino, Roberta Sebastiani

11:00am
(12 June)

AI robotics in Services | Embodied AI, Voice Agents, and Service Robot Acceptance

Venue – Room 1.11 (Building 2)

Chair: Angelo Ranieri

Emotion-aware voice agent and its impact on service delivery

Bingxin Yan, Mohamed Zaki

If Looks Could Grill: How Humanoid Robots Trigger Moral Backlash in Restaurants

Lindsay McShane, Nukhet Taylor, Theodore J. Noseworthy, Ethan Pancer, Matthew Philp

Feel the Eyes, Lift the Weight: Metaperception and Stakeholder Acceptance of Digital Human Personal Trainers in Gym Services

Simon Nagel, Stefanie Paluch

Social Robots and Active Ageing: Supporting Continuous Human Flourishing in the Longevity Phase

Maria Luisa Marzullo, Irene Di Bernardo, Angelo Ranieri, Cristina Mele, Tiziana Russo Spena, Erik Wästlund, Raffaele Coppola

11:00am
(12 June)

Public, Not-for-profit and Governmental Services | Nonprofit, philanthropy, and stakeholder-oriented service ecosystems

Venue – Room 2.07 (Building 2)
Chair: Miguel Alves Martins

Corporate Social Marketing: Methods and their impact on Stakeholders – A Systematic Literature Review

João Gonçalves, Helena Alves

Rethinking Size Effects in Nonprofit Governance: How Capability-Building Meta-Governance Levels the Field

Caroline Lim, Kee Hean Soh, Joyce Wang, Vivien Shan

Paradox and Hybridization in Philanthropic Service Ecosystems: A Multi-Movement, Organizational-Change Perspective

Miguel Alves Martins, Haseeb Shabbir

12:30pm
(12 June)

ALL PARTICIPANTS – Lunch at the University Canteen

12:30pm
(12 June)

ERB Meeting: Journal of Services Marketing - Panorâmico Restaurant (invite only)

1:45pm
(12 June)

Meet the Editors – Business Journals

Venue - Auditorium B1 (Building 2)
Chair: Lia Patrício

Robert Morgan | *Industrial Marketing Management*

Mirella Kleijnen | *Journal of Business Research*

Michael Ehret | *Journal of Business & Industrial Marketing*

Rebekah Russell-Bennett | *Journal of Social Impact in Business Research*

1:45pm
(12 June)

PARALLEL SESSIONS 5

AI robotics in Services | AI in Consumer Decision-Making, Mobility, and Vulnerable Markets

Venue – Room 1.09 (Building 2)
Chair: Mohamed Zaki

Making sense of autonomous vehicles: unravelling consumers' mental models shaping acceptance

Khalid Mehmood, Khalid Mehmood, Fraser McLeay, Hesam Olya

Older Adults in AI-Personalized Marketing: How Perceived AI Ageism and AI Literacy Influence Vulnerability-Based Trust and Purchase Decisions

Echo Feng, Yang Ding

Do Green AI Recommendations affect sustainable tourism behavior?

Xuan Huang, Amin Nazifi, Achilleas Boukis

AI adoption strategies in services

Benjamin Biesinger, Gautam Jha, Mohamed Zaki

1:45pm
(12 June)

Digital Services | Digital Content, Pricing, and Subscription-Based Service Models

Venue – Room 1.11 (Building 2)

Chair: Jake Hobbs

How Audiences Value Social Media Content: A Comparison of Video and Image Formats

Flavia Herle, Ioana Dan

Dynamic, Algorithmic, and AI-Based Pricing in Service Contexts: A Systematic Literature Review

Lucas Heyden, Christian Brock

What does it mean to be successful in the subscription economy?

Jake Hobbs, Mike Molesworth, Georgiana Grigore, Umit Alniacik

1:45pm
(12 June)

Healthcare and Wellness Services | Healthcare ecosystems, regulation, and supportive actors

Venue – Room 2.02 (Building 2)

Chair: Erik Wästlund

Navigating Contradictions: Paradoxical Dynamics in Regulated Service Systems

Joan Carlini, Ilse Berquier, Margaret O'Connor, Ann Bonner, Melissa Bloomer, Jayne Hewitt

Invisible Actors, Visible Impact: Volunteer Management in Dementia Care Ecosystems

Ingrid O'Brien, Megan Paull, Ana Rita Sequeira, Anne Peachey, Sally Paulin, Andrea Steele

The Sensory Experience Pathway: How Companion Robots Enhance Well-being in Dementia Care

Irene Di Bernardo, Francesca Vittoria, Cristina Mele, Tiziana Russo Spena, Erik Wästlund

1:45pm
(12 June)

Customer Experience & Journeys | Service Governance, Customer Responses, and Researching Experience

Venue – Room 1.12 (Building 2)

Chair: Mohamed Temerak

Unlocking the Experiential Vocabulary: Experience Cards as a Tool for Capturing Rich Customer Experience Data in Qualitative Service Research

Ekaterina Panina, Isadora Gasparin, Larissa Becker

Managing interdependencies in cancer surveillance care: a multi-stakeholder perspective

Hannes Vanpoecke, Kaat De Pourcq, Bert Meijboom, Paul Gemmel, Melissa de Regge

Investigating Customer Reactions to Discretionary Service Rule Enforcement

Kemefasu Ifie, Mohamed Temerak, Junyi Xie, Ruby Appiah-Campbell, Sahar Mousavi

1:45pm

(12 June)

Transformative Service Research | Care, Health, and Well-Being in Service Ecosystems

Venue – Room 2.01 (Building 2)

Chair: Simona Radu

Caregivers as Transformative Service Mediators: Value Co-creation, Co-destruction, and Well-being in Care Ecosystems

Yun Su, Caroline Lim

Accessible but Vulnerable: The Dark Side of Healthcare Access

Szu-Hsin Wu, Cindy Yunhsin Chou, Ching-Yun Kao

Indigenous-led Transformative Service Initiatives (TSI) for Decolonising Healthcare

Erik Cateriano-Arevalo, Jorge Javier Soria Gonzáles (Pene Beso), Richard Manuel Soria Gonzáles (Xawan Nita), Néstor Paiva Pinedo (Sanken Bea), Ross Gordon, Maria Amalia Pesantes, Lisa Schuster

Value in the Experience (VIE) of Wearable Diabetes Technology- A Phenomenological Lifeworld Perspective

Simona Radu, Xia Zhu

1:45pm

(12 June)

Service Design & Innovation | Sustainability, Circularity, and Resilience in Service Design Practice

Venue – Room 1.13 (Building 2)

Chair: Anna Viljakainen

From Compliance to Innovation: Using Double Materiality to Redesign Service Business Models

Armand Odekerken, Martijn Zoet, Elena Cavagnaro, Willy Legrand

Conceptualising Circular Service Design

Henryk Stawicki, Ingo Karpen

A Design-First Approach to Service Research

Daniela Micu, Michel Van der Borgh

Vulnerability and Resilience in Service Design Profession: The Impact of Organizational Downsizing

Anna Viljakainen, Núria Solsona, Eva Astria, Anna Viljakainen, Martina Čaić

1:45pm

(12 June)

Service Employment & Employees | Frontline Value, Empathy, and Service Encounter Equity

Venue – Room 2.08 (Building 2)

Chair: Lisa Schuster

Empathy as a Collective Capability in Service Organizations: Implications for Service Leadership, HRM, and Team Effectiveness

Furkan Gur, Mehmet A. Yetim

Stereotypes at the Frontline: Mapping Disability Perceptions to Service Outcomes and Testing Interventions for Equitable Encounters

Aleksandar Blečić, Selma Saracevic, Milena Micevski, Tobias Schäfers, Adam Lindgreen

Beyond Customer Value: Exploring Value Creation and Destruction for Frontline Service Employees in Co-Creation Activities

Lisa Schuster, Dominique Greer

1:45pm

(12 June)

Tourism Services | AI-Enhanced Tourism Experiences and Digital Trust

Venue – Room 2.03 (Building 2)

Chair: Katrin Schefbänker

“Sound and Space”: How AI Voice Companions Shape Senior Tourists’ Affective Environment Fit and Tourist Enjoyment

Yang Ding, Echo Feng

When AI Falls Short: Credibility and Willingness to Pay in Response to Human Single Reviews vs. AI-Generated Meta-Reviews

Luca M. Väth, Bernd F. Reitsamer, Nicola E. Stokburger-Sauer

Exploring the moderating role of artificial intelligence in enhancing customer experience and engagement in the Moroccan tourism industry

Bendjedid Rachad Sanoussi, Omar Benjelloun Andaloussi, Mohamed Amine Marhraoui

How Emotional Should (A)I Be? Affective Computing Insights from Tourism

Katrin Schefbänker, Anna Salchner, Nicola E. Stokburger-Sauer

1:45pm

(12 June)

Transformative Service Research | Financial, Marketplace, and Consumption Vulnerabilities

Venue – Room 2.04 (Building 2)

Chair: Mark Rosenbaum

Virtual influencers promoting disinformation: Effects on followers’ well-being

Linh Hoang Vu, Raffaele Filieri

Service Design Conditions for Linking Financial Well-Being to Happiness

Yasuki Okai, Kunio Shirahada

EMPLOY:ABLE: Improving Inclusive Employment of Young Adults with Psychosocial Disability

Byron Keating, Thilini Alahakoon, Amanda Beatson, Asha Worsteling, Gary Mortimer, Frank Mathmann

Constrained risk rationalization: How economically vulnerable consumers justify counterfeit purchases in Colombia's informal markets

Mark Rosenbaum, Diana Arcila-Perdomo, Oscar Naranjo Del Giudice

1:45pm
(12 June)

AI robotics in Services | AI Methods and Digital Research Infrastructures

Venue – Room 1.10 (Building 2)

Chair: Marc Becker

Business model innovation in startups creating AI service agents

Daniel Lima, Elisabete Sá, Paulo Cortez

Digitalization as a Means of Quantifying In-Store Behavior

Amie Gustafsson

A Contingency Framework for Silicon Samples: When Can Synthetic Data Validly Substitute for Human Respondents in Marketing Research?

Ricardo Limongi, Marcelo Brandão, Walter Assis, Lélis Espartel

Using Customized, Conversational AI Agents in Leadership and Management Research: Benefits and Practical Illustrations

Marc Becker, David de Jong, Roman Briker, Kars Mennens, Jonas Heller, Dominik Mahr, Dhruv Grewal

1:45pm
(12 June)

Transformative Service Research | Transformative Service Knowledge Development and Research Agendas

Venue – Auditorium B2 (Building 2)

Chair: Joaquim Silva

Corruption in Service: Conceptualization and Research Agenda

Flamure Ibrahim, Wafa Hammedi, Linda Alkire, Gazi Islam

Reconfiguring the Nightlife Service Ecosystem: Conditions for Safety, Inclusion, and Sustainability

Oscar Naranjo Del Giudice, Juan Sebastián Gonzalés Muñoz, Camilo Andres Rojas Contreras

Transformative Services and Well-being in Hospitality: A Systematic Review

Jéssica Alves, Joaquim Silva, Elisabete Sá

1:45pm
(12 June)

Public, Not-for-profit and Governmental Services | Digital, Virtual, and Transformative Service Experiences

Venue – Room 2.07 (Building 2)

Chair: Wilian Feitosa

Building a Charity Metaverse: Design, Development, and Stakeholder Perspectives

Andrew Davis, Sissi Lehto, Sharon Lemac-Vincere

Shaping the Future through Service: A Bibliometric and Meta-Analytic Review of Service Transformation in Government Tertiary Education in Ghana

Portia Addai Boadu

Visitor experience in virtual house museums - an experiment analyzing the role of online interactivity

Wiliam Feitosa, Natália Turone

3:15pm

Coffee-Break

Venue – Central Hall (Building 2)

Keynote

Venue – Auditorium B1 (Building 2)

3:30pm

(12 June)

From the Service academy to the community: Defining and driving social impact in service research

Rebekah Russell-Bennett

4.30pm

(12 June)

Closing session

Venue – Auditorium B1 (Building 2)

6:00pm

Buses departure for Gala Dinner

6.30pm

(12 June)

Visit to Bom Jesus

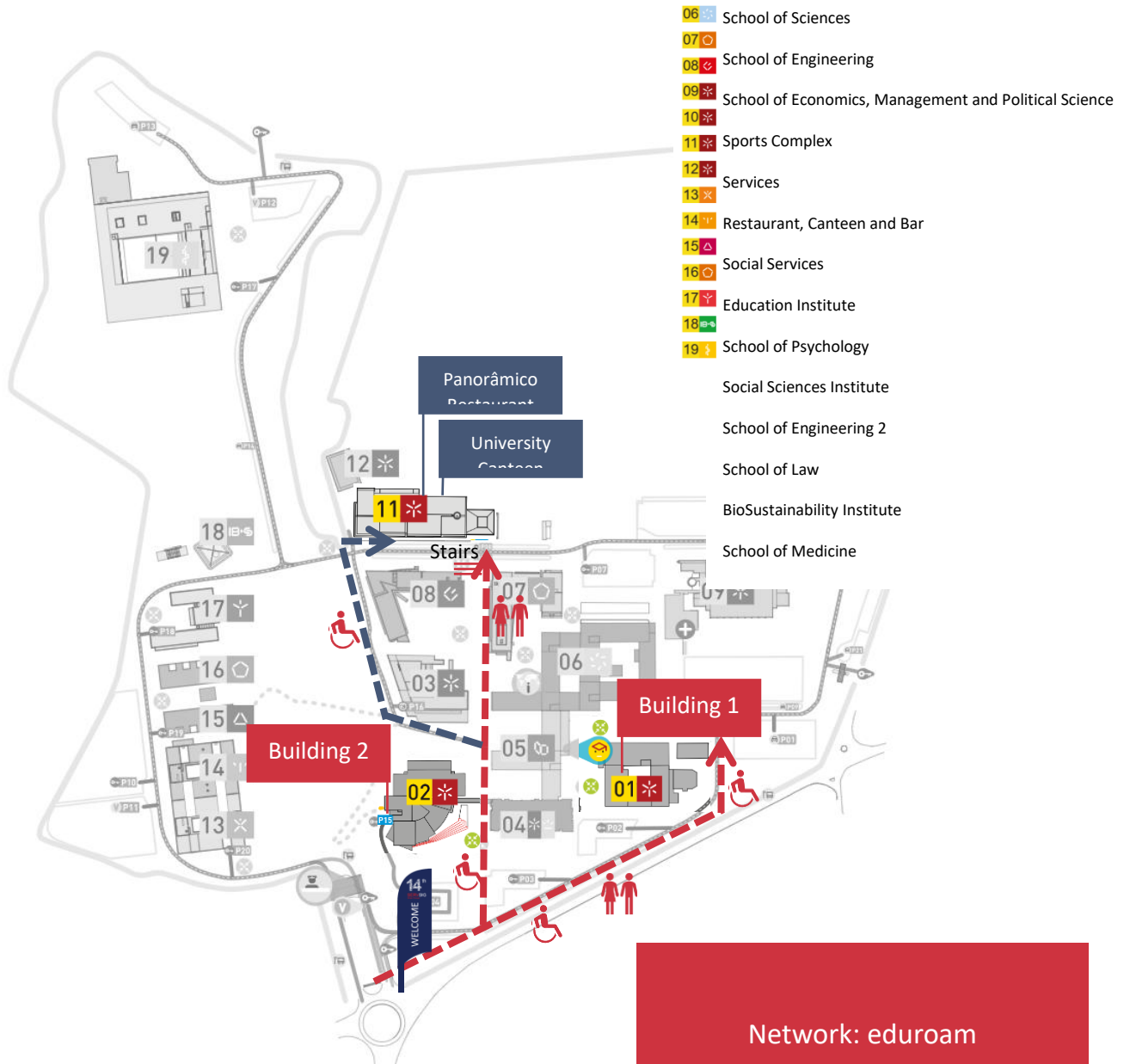
7:00pm

(12 June)

Gala Dinner

Colunata Events – Bom Jesus / World Heritage Site, Braga

CAMPUS MAP



Network: eduroam
Username: SERVSIG2026@guest
Password: SERVSIG2026

BUILDING MAP

