

7th International Conference on Business Servitization (ICBS 2018)
Focal theme: Make, buy or partner: Paradoxes in product service innovation
22nd and 23th November 2018, Lisbon, Portugal

Thursday 22nd November

Venue: Nova School of Business and Economics, Campus de Carcavelos (Rua da Holanda, 1 - 2775-405)

9:00 – 9:15 Opening welcome (“Room D130”)

Dr Ferran Vendrell-Herrero (founder and scientific director ICBS)

Dr Emanuel Gomes (co-chair of the ICBS 2018)

Prof. Miguel Pina e Cunha (co-chair of the ICBS 2018)

9:15 – 10:45 Parallel session 1: Territorial servitization I (Chair: Yancy Vaillant) (“Room D130”)

Local- global knowledge relations in territorial servitization trajectories
Marco Bellandi, Silvia Lombardi, Erica Santini & Claudia Vecciolini

KIBS co-location and product firms’ productivity: Testing the value of Knowledge dissemination in African cities
Ferran Vendrell-Herrero, Christian Darko & Pervez Ghauri

Tools to analyze the consequences of missing data on engineering servitization processes
Juan Francisco Muñoz Rosas, Jose M. Pavia & Encarnación Álvarez Verdejo

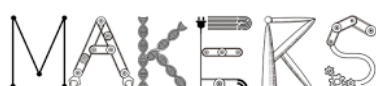
Parallel session 2: Strategy I: Scale and structure (Chair: Marin Jovanovic) (“Room D132”)

Servitization of industrial enterprises through acquisitions – a success story?
Laura Oberle

European strategies in publishing: One size fits most
Alexander Kharlamov & Glenn Parry

Servitization strategies and product service sourcing decisions
Lorea Narvaiza, Tontxu Campos & Marco Opazo-Basaez

10:45 – 11:15 Coffee Break



11:15 – 12:45

Parallel session 3: Territorial servitization II (Chair: Esteban Lafuente)
("Room D130")

The differentiating role of knowledge-intensive business service firms on the economic contribution of manufacturing businesses
Krisztina Horváth, Esteban Lafuente & Yancy Vaillant

RIS and territorial servitization: a quantitative approach from the KIBS in Spain
Arantza Zubiaurre & Eduardo Sisti

Territorial servitization and the manufacturing renaissance in knowledge-based economies
Esteban Lafuente, Yancy Vaillant & Ferran Vendrell-Herrero

Parallel session 4: Strategy II: Outsourcing, risks and values
(Chair: Shlomo Tarba) ("Room D132")

Reshoring and near-shoring of manufacturing firms: Why, how and where. A perspective from the servitization point of view.
Lorea Narvaiza, Tontxu Campos & Kristina Zabala

Advancing sales for servitization: Managing risks when defining performance-based contracts of multinational business-to-business manufacturing companies
Agys Badruzzaman, Erik Torselius & Marin Jovanovic

What drives product-service integration? An empirical study of entrepreneurial explicit motives and value strategies
Wim Coreynen, Johanna Vanderstraeten, Nele Cannaeerts, Ellen Loots, Hendrik Slabbinck & Arjen van Witteloostuijn

12:45 – 14:30

Lunch: Food Court – ICA (on campus)

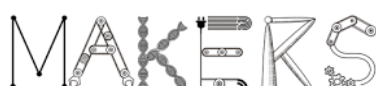
14:30– 16:00

Parallel session 5: Customer centric approaches to servitization (Chair: Oscar F. Bustinza) ("Room D130")

Customer integration and servitization level as enablers of Innovation capability
Alberto de la Calle, Inmaculada Freije & Miguel Ángel Larrinaga

Gamification to improve the design of services in companies servitized under hcd methodology
Eloísa Díaz Garrido, Isabel Soriano Pinar, Jorge Linares Ybarra, Cristina García Magro & M^aLuz Martín Peña

Using "avatar journey mapping" to reveal smart-service opportunities along the product life-cycle for manufacturing firms
Oliver Stoll, Shaun West & Petra Müller-Csernetzky



Parallel session 6: Organizational structure and procurement (Chair: Vinit Parida)
("Room D132")

Examining structural design factors along companies servitization journey – a qualitative approach
Bettina Bürkin

Understanding procurement processes for digitally enabled Advanced services
Anmar Kamalaldin, David Sjödin & Vinit Parida

Exploring the relationship between access to qualified talent and servitization: An empirical analysis on large manufacturing multinational enterprises (MMNEs)
Marco Opazo-Basaez, Ferran Vendrell, Oscar F. Bustinza, Ivanka Visnjic & Marin Jovanovic

16:00– 16:30

Coffee Break

16:30 – 17:30

Session 7A: Point-Counterpoint Session on paradoxes and servitization (Chair: Emanuel Gomes) ("Room D130")

Keynote Speaker 1: Introduction to the Paradoxes lenses
Professor Miguel Pina e Cunha, Nova University

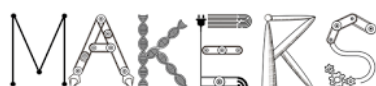
Keynote Speaker 2: Exploring servitization through the Paradox lens
Professor Marko Kohtamäki, University of Vaasa
(research conducted with Suvi Einola & Rodrigo Rabetino)

17:30 – 18:10

Session 7B: Meet the editor (Chair: Emanuel Gomes) ("Room D132")
Professor Shlomo Tarba, Senior Associate Editor *Journal of Knowledge Management*
Dr. Oscar F. Bustinza, Editor-in-chief *International Journal of Business Environment*

20:00 – 23:00

Gala Dinner: **Charkoal Restaurant**, Passeio Marítimo de Oeiras, Oeiras, Portugal.



Friday 23rd November

Venue: Campus de Carcavelos (Rua da Holanda, 1 - 2775-405)

10:00 – 12:00

Parallel session 8: Industrial case studies (Chair: Glenn Parry)
("Room D130")

Assessing the commercial chances of machine tool builders to supply advanced services among their industrial clients: a Transaction Cost Economics perspective

Bart Kamp

Business Model Innovation in travel services: The case of Serbia
Sanja Marinkovic & Gvozden Marinkovic

Servitization in the automotive industry: from car manufacturers to mobility service providers

Felix Genzlinger & Leid Zejnilovic

Servitization of office lighting in the context of IoT
Shaun West, Dominik Kujawski & Linus Bächler

Parallel session 9: Servitization and firm performance
(Chair: Ferran Vendrell-Herrero)("Room D132")

Contextualizing PSI-performance relationship

Oscar F. Bustinza, Ferran Vendrell-Herrero & Marco Opazo-Basaez

Servitization practices in Brazilian SMEs: An empirical analysis
Stefânia A.B Queiroz, Glauco H.S Mendes, Jorge H.O. Silva & Gilberto M.D Ganga

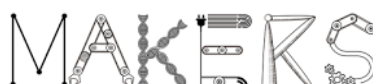
Ambidextrous product-service innovation of MMNEs: Performance implications
Oscar F. Bustinza, Ferran Vendrell-Herrero, Emanuel Gomes & Shlomo Tarba

How servitized products sell in international markets? The impact of servitization level and different entry modes

Waleed Shleha & Yancy Vaillant

12:00 – 12:30

Coffee Break



12:30-14:00

**Parallel session 10 Reflecting on the servitization literature
(Chair: Rodrigo Rabetino)** (“Room D130”)

Intellectual and conceptual structures of servitization: Evidence from a bibliometric analysis
Luna Leoni & Massimo Aria

Servitization concept, origin and evolution: A co-word analysis
María-José Pinillos-Costa, Eloísa Díaz-Garrido & María Luz Martín-Peña

Unde Venis et Quo Vadis Servitization? Using dynamic topic modelling to understand the past and future trends of the field’s chronicle
Rodrigo Rabetino, Marko Kohtamäki, Saara A. Brax & Jukka Sihvonen

**Parallel session 11: Smart servitization in firms and cities
(Chair: Ganna Pogrebna)** (“Room D132”)

The experiential servitized chain
Miguel Angel Larrinaga, Alberto de la Calle & Inmaculada Freije Obregón

Is IoT an enabler for smart servitization?
Elisabeth A.M. van de Kar, Lisa Bakir & Lambert J.M. Nieuwenhuis

Servitization in the smart city context
Ganna Pogrebna

14:00 – 14:30
14:30– 16:00

Closure: Recap and announcement of ICBS2019 venue (“Room D130”)
Lunch: Restaurante Azure (on campus)

