

8th International Conference on Business Servitization (ICBS 2019)
Focal theme: New and Emergent approaches in servitization research
21st and 22nd November 2019, San Sebastian, Spain

Thursday 21st November

Venue: University of Deusto Campus, Mundaitz Kalea, 50, 20012 San Sebastian

8:30 – 9:00 **Registration** (Aranzadi building) **and opening welcome** (Aula Digital)

Dr Ferran Vendrell-Herrero (founder and scientific director ICBS)
Dr Alvaro de la Rica (Dean of Deusto Business School – DBS)
Dr Lorea Narvaiza (co-chair of the ICBS 2019)

9:00 – 10:30 **Parallel session 1: Product-Service Innovation Systems I (Chair: Yancy Vaillant)**. Aranzadi building, room B1.

Managing servitization in distributor-mediated service triads
Khadijeh Momeni & Miia Martinsuo

The impact of Service, product and process innovation on firm performance. A model of interactions

María Luz Martín-Peña, José María Sánchez-López, Eloísa Díaz-Garrido & Elena Giménez-Fernández

Updating the General Modular Systems Theory: Evidence from Servitization
Philip Davies, Glenn Parry & Kyle Alves

Parallel session 2: Service Business Models (Chair: David Sjödin)
Aranzadi building, room 11 (first floor).

Evaluating the adoption of integrated project teams as strategic form to underpin PSI systems in servitizing manufacturers
Carlos Galera Zarco

A Relational View on Industry 4.0: Governing Relationships in Digital Servitization
Anmar Kamalaldin, Lina Sundén, David Sjödin & Vinit Parida

New business models in the electricity sector in the framework of the energy transition towards a low carbon economy
Macarena Larrea Basterra & Mainer Bilbao Ozámiz

IoT as Enabler for Smart Servitization in the manufacturing industry
Elisabeth A.M. van de Kar, Lisa Bakir & Lambert J.M. Nieuwenhuis

10:30 – 11:00 Coffee Break. Aranzadi building, 3rd floor.

11:00 – 13:00

Parallel session 3: Product-Service Innovation Systems II (Chair: Esteban Lafuente). Aranzadi building, room B1.

Innovation in Servitization through Digital Technologies
Chris Raddats, Vicky Story, Jamie Burton & Judy Zolkiewski

Value co-creation practices in platform-based PSI systems:
Cases from the textile sector in China
Jiamian Tian, Lei Shen, Paul Matthysens & Wim Coreynen

Servitization in manufacturing SMEs: exploring its links with Industry 4.0
implementation drivers
Eduardo Sisti, Miren Estensoro & Miren Larrea

Towards and empirical analysis of relations between territorial servitization and
place leadership
Marco Bellandi, Silvia Lombardi & Erica Santini

Parallel session 4: Service Innovation Strategies (Chair: Oscar F. Bustinza).
Aranzadi building, room 11 (first floor).

Treble Innovation Firms: opening innovation frontiers in manufacturing
Ferran Vendrell-Herrero, Oscar F. Bustinza & Marco Opazo Basáez

Antecedents and consequents of service innovation in Brazilian medical device
companies: the moderating effects of digital technologies
**Guilherme Sales Smania, Glauco Henrique de Sousa Mendes, Camila Favoretto &
Fabiane Letícia Lizarelli**

Data-driven Servitization of SMEs: Assessment of Success Factors based on a
Multiple Case Study
Lukas Schweiger & Jürg Meierhofer

Servitization of manufacture and spare innovations: A patent citations analysis
**María-José Pinillos, Eloísa Díaz-Garrido, María Luz Martín-Peña & Ana I. Alarcón-
Cediel**

Applications of Internet of Things (IoT) and Blockchain for supply chain
management in humanitarian Disasters
Daniel Arias Aranda, Luis Miguel Molina Fernández & Vladimir Stantchev

13:00 – 14:30

Lunch: Aranzadi building, 3rd floor.

14:30– 16:00

Parallel session 5: Product-Service Innovation Systems III (Chair: Ferran Vendrell-Herrero). Aranzadi building, room B1.

The role of T-KIBS on the innovation performance of manufacturing firms: The case of Mexico

Francisco Carrillo-Carrillo & Henar Alcalde-Heras

Understanding the service market in an era of technological and digital disruption

Besma Glaa, Heiko Gebauer & Lars Witell

Innovation activities, performance and innovation services in Manufacturing firms from an emerging economy

Jean Pierre Seclen Luna & Franco Riva Zaferson

Parallel session 6: Product-Service design (Chair: Glenn Parry).

Aranzadi building, room 11 (first floor).

Making it practitioners-friendly. A service design toolkit for the design of advanced services

Ion Iriarte, Iker Legarda, Maya Hoveskog & Daniel Justel

Facilitate value capture by creating an understanding of value proposition foundations

Maria Åkesson, Nina Löfberg, Peter Magnusson, Jan Erik Odhe & Antti Sihvonen

Requirement Design for Servitization

Qingbin Cui & Xinyuan Zhu

Parallel session 7: Challenges and geographical prospects in servitization (Chair: Saara Braax). Aula Digital.

Challenges in the journey to services

Kristina Zabala, Lorea Narvaiza & José Antonio Campos Campos

Longitudinal Analysis of International Sales Growth of Highly Servitized Products: Best entry strategies

Waleed Shleha & Yancy Vaillant

The relevance of servitization for ecoinnovation activities among manufacturing firms

Bart Kamp & Jabier Retegi

Servitization in wind power - a complexity perspective

Saara A. Brax & Wenting Zou

16:00– 16:30

Coffee Break. Aranzadi building, 3rd floor.

- 16:30 – 18:30 **Session 8: Roundtable on business ecosystems.** Aula Digital.
- Moderation of the session: **Emanuel Gomes & Bart Kamp**
- Keynote Speaker 1: Digital business model innovation in industrial ecosystem
Vinit Parida, Luleå University of Technology
- Industry keynote speakers:
Álvaro Zevallos, Mobility Chief Business Development Officer, NEM Solutions
Alejandro Martínez, Services and Solutions Director, Soralue
Mikel Niño, Industry 4.0 Manager, Tecnalia
Iker Estensoro, General Director of Economic Promotion, Provincial Council of Gipuzkoa
- 18:30 – 20:00 Social Activity (voluntary): Walk around the Concha bay.
- 20:00 – 23:00 Gala Dinner: **Restaurante Ni Neu**, Zurriola Hiribidea, 1, 20002 San Sebastian.

Friday 22nd November

Venue: University of Deusto Campus, Mundaitz Kalea, 50, 20012 San Sebastian

9:00 – 10:30 **Parallel session 9: Product-Service Innovation Systems IV (Chair: Yancy Vaillant).** Aranzadi building, room B1.

The evolution of digital platforms: Exploring the interplay between digital generativity and solution value space

Marin Jovanovic, Vinit Parida & David R. Sjodin

The impact of product-service innovation on labor productivity: Analysis of the relevance of R&D investments and innovation-driven partnerships in manufacturing businesses

Krisztina Horváth, László Szerb & Attila Varga

The Role of Service-oriented Technologies supported by KIBS in Enhancing Servitized Manufacturers' Performance

Oscar F. Bustinza, Marco Opazo-Basaez & Emanuel Gomes

The mediating effect of Supply chain collaboration on the relationship between servitization and firm's innovation capability

Immaculada Freije, Alberto de la Calle, José Vicente Ugarte & Miguel Angel Larrinaga

Parallel session 10: Territorial servitization and business ecosystems (Chair: Bart Kamp). Aranzadi building, room 11 (first floor).

Territorial servitization and the neighborhood coupling

Silvia Lombardi, Erica Santini & Giovanni Francesco Truglia

Assessing the relationship between engineering services and the manufacturing industry from a meso-economic perspective. Insights from the Basque Country

Bart Kamp & Eduardo Sisti

Comparative assessment of the links between KIBS and manufacturing sectors in two Spanish regions: Cataluña and Basque Country

Eduardo Sisti, Arantza Zubiaurre & Bart Kamp

Ecosystems as coordination mechanism for value creation in the context of servitizing SMEs

Xander Stegehuis & Lambert J.M. Nieuwenhuis

10:30 – 11:00 Coffee Break. Aranzadi building, 3rd floor.

11:00 - 13:00

Parallel session 11: Conceptual and methodological perspectives (Chair: Rodrigo Rabetino). Aranzadi building, room B1.

Understanding Innovation in Digital Product-Service Ecosystems – A Business Model Perspective

Tor Helge Aas, Karl Joachim Breunig, Magnus Hellström & Katja Maria Hydle

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

Bart Kamp

How are solutions co-produced in B2B? An investigation of servitizing manufacturing firms

Lisa Bakir, Raymond P.A. Loohuis & Lambert J.M. Nieuwenhuis

Strategy restoration and (de)servitization

Emanuel Gomes, David Lehman, Ferran Vendrell-Herrero & Oscar F. Bustinza

Parallel session 12: Business viability and sustainability (Chair: Marin Jovanovic). Aranzadi building, room 11 (first floor).

Servitization: allowing better solution delivery and performance for manufacturers of longer lifespan products

Ferran Vendrell-Herrero, Yancy Vaillant, Oscar F. Bustinza & Esteban Lafuente

Assessing the role of KIBS geographical proximity in Firm's servitization capacity: A Basque Country example

Marco Opazo-Basáez, Lorea Narvaiza Cantín, and José Antonio Campos

Hidden services in the lighting industry – from Free to Fee

Jonas Ledermann, Shaun West & Dominik Kujawski

Alternative financial entities as allies for advanced services implementation: lessons from B2B cases

Bart Kamp & Ibon Gil de San Vicente

13:00 - 14:00

Session 13: Keynote Speech and closure. Aula Digital

Keynote Speaker 2: Servitization, collaborative partnerships and microfoundations

Yipeng Liu, Henley Business School, University of Reading

Closure: Recap and announcements

Ferran Vendrell-Herrero

Marco Opazo-Basaez

14:15– 15:45

Lunch: **Bistroteka Astoria 7**, Familia Santua Kalea, 1, 20010, San Sebastián.