

# FINAL PROGRAM

**ROOM: B032**

February 4

**14h00-14h30**

**Registration**

**14h30-16h00**

**SSME Education - Past Present and Future**

Conceição Portela  
Catholic University of Porto

Taking theory to practice in service management education at Catholic University in Porto

Teresa Fernandes  
Economic Faculty, University of Porto, Portugal

Key Pillars of Research in Services

Lia Patrício  
Engineering Faculty, University of Porto, Portugal

Service Engineering and Management: past experience and future directions

Leonard Wallezky  
Masaryk University, Faculty of Informatics of Brno, Czech Republic

Exploring in service science

**Coffee Break**

**16h30-18h00**

**SSME Education - Past Present and Future  
Exploring in service science**

Shai Rozenes  
Afeka Tel Aviv Academic College of Engineering, Israel

Engineering and Management of Service Systems

Theodor Borangiu  
Politehnica University of Bucharest, Romania

Innovating services: A challenge for higher education and research in the collaborative "Service Engineering and Management" master program

Theodor Borangiu  
Politehnica University of Bucharest, Romania

"Management of the Digital Enterprise": A new interdisciplinary master program for service-oriented manufacturing

Michel Leonard  
University of Geneva, Switzerland

Exploring in service science

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February 5	
<b>8h30-9h00</b>	<b>Registration</b>
<b>9h00-9h30</b>	<b>Opening Session</b> Dean of FEUP – Prof. João Falcão e Cunha
<b>9h30-10h15</b>	<b>Keynote Lecture: Diem Ho (IBM Europe, Middle East and Africa)</b> <b>Services: from Exploitation to Exploration, and back, for Innovation</b>
<b>10h15-11h15</b>	<b>Session 1</b> Chair: Diem Ho
Bertrand Verlaïne, Ivan Jureta and Stéphane Faulkner	Towards the Alignment of a Service Provisioning Model of a Service-Oriented System with ITIL v.3
Peter Hottum, Axel Kieninger and Peter Brinkhoff	Towards a Framework of Influence Factors for Value Co-Creation in Service Systems
Anastasiya Yurchyshyna	Towards contributory development by the means of services as common goods
<b>Coffee Break</b>	
<b>11h30-12h30</b>	<b>Session 2</b> Chair: Marco De Marco
Thang Le Dinh, Thai Ho Van, Theophile Serge Nomo and Ayi Ayayi	Towards a Cyberinfrastructure for Social Science Research Collaboration: The Service Science Approach
Jorge Cardoso and Carlos Pedrinaci	Evolution and overview of Linked USDL
Jose Faria and Henriqueta Novoa	An agile BPM system for knowledge-based service organizations
<b>Lunch</b>	
<b>14h00-15h30</b>	<b>Session 3</b> Chair: Thang Le Dinh
Adi Wolfson, Dorith Tavor and Shlomo Mark	Sustainability Through Service
João F. Proença and Marisa Fernandes	Service Convenience on call centers: impacts on repurchase
Mafalda Lima and Teresa Fernandes	Relationship Bonds and Customer Loyalty: A Study across Different Service Contexts
Luisa Varriale and Domenico Tafuri	Technological Trends in the Sport Field: which Application Areas and Challenges?
Maddalena Sorrentino, Luca Giustiniano, Paolo Depaoli and Marco De Marco	Shared Services: Exploring the New Frontier
<b>Coffee Break</b>	
<b>16h00-17h30</b>	<b>Session 4</b> Chair: Michel Leonard
Carlos E. Salgado, Juliana Teixeira, Nuno Santos, Ricardo J. Machado and Rita S. P. Maciel	A SoaML Approach for Derivation of a Process-Oriented Logical Architecture from Use Cases
Theodor Borangiu, Cristina Morariu, Octavian Morariu, Monica Dragoicea, Silviu Raileanu, Iulia Voinescu, Gheorghe Militaru and Anca Alexandra Purcarea	A Service Oriented Architecture for Total Manufacturing Enterprise Integration
Sabrina Bonomi, Stefano Za, Marco De Marco and Cecilia Rossignoli	Knowledge sharing and value co-creation: designing a service system for fostering inter-generational cooperation
Shai Rozenes	How to control a service project
Carola Stryja, Hansjörg Fromm, Sabrina Ried, Patrick Jochem and Wolf Fichtner	On the Necessity and Nature of E-Mobility Services - Towards a Service Description Framework
<b>19h30</b>	<b>Dinner</b>
The Conference Dinner will be held in Vila Nova de Gaia at Porto Cruz. Transport to the venue will be provided. Participants should meet at FEUP main entrance at 19h15.	

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February 6	
<b>9h00-10h30</b>	<b>Session 5</b> Chair: Isabel Horta
Marta Campos Ferreira and Teresa Galvão Dias	How to Encourage the Use of Public Transport? A Multiservice Approach Based on Mobile Technologies
João Reis, Marlene Amorim and Nuno Melão	Disclosing paths for multi-channel service research: A contemporaneous phenomenon and guidelines for future investigations
Heiko Felber and Johannes Kunze von Bischhoffshausen	Interrelations of success factors for selling product-service systems from a solution sales perspective
Jesus Alcoba, Susan Mostajo, Ricardo Clores, Rowell Paras, Grace Cella Mejia and Romano Angelico Ebron	Tourism as a Life Experience. A Service Science Approach
Marlene Amorim and Fatemeh Saghezchi	Exploring opportunities to improve retail store quality using RSQS
<b>Coffee Break</b>	
<b>11h00-12h30</b>	<b>Session 6</b> Chair: Peter Hottum
Gheorghe Militaru, Anca-Alexandra Purcarea, Theodor Borangiu, Monica Dragoicea and Olivia Doina Negoita	How Social Responsibility Influences Innovation of Service Firms: An Investigation of Mediating Factors
Valeria de Castro	Education on Service Science Management and Engineering: A Comparative Analysis
Valter Cantino, Alain Devalle, Silvia Gandini, Francesca Ricciardi and Alessandro Zerbetto	Business School Innovation Through a Service Science Approach: Organizational and Performance Measurement Issues
Sabrina Bonomi, Alessandro Zardini and Cecilia Rossignoli	E-health and value co-creation: the case of Electronic Medical Record in an Italian Academic Integrated Hospital
<b>Lunch</b>	
<b>14h00-14h45</b>	<b>Keynote Lecture: Lia Patrício (FEUP)</b> <b>Exploring future research directions in the always on, always connected service world</b>
<b>14h45-16h15</b>	<b>Session 7</b> Chair: Vera Miguéis
Lidia Gryszkiewicz	How do consultancies innovate - and why should we care?
Yuval Cohen and Yevgenia Apartsin	Service Oriented Acquisition Models for Serving Products with Short Expiration Period
Thiago Sobral, Teresa Galvão and José Luís Borges	Towards a Conceptual Framework for Classifying Visualisations of Data from Urban Mobility Services
Stefano Za, Francesca Marzo, Marco De Marco and Maurizio Cavallari	Agent Based Simulation of Trust Dynamics in Dependence Networks
Melanie Reuter-Oppermann, Johannes Kunze von Bischhoffshausen and Peter Hottum	Towards an IT-Based Coordination Platform for the German Emergency Medical Service System
<b>16h15-17h00</b>	<b>Closing Session</b>