



# Call for Papers

## Spring Servitization Conference 2021

10–12 May 2021 (Florence, Italy)

**Servitization: A Pathway towards a Resilient, Productive and Sustainable Future**



..blended mode..

## The Spring Servitization Conference 2021

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The Spring Servitization Conference (#SSC2021) is dedicated to understanding how organisations can develop and adapt their business models through servitization and advances services. The theme will be *Servitization: A Pathway towards a Resilient, Productive and Sustainable Future* and will be held in Florence, Italy (in a 'blended mode' comprising face-to-face and online sessions). Once again, the conference will bring together the world's leading researchers, practitioners and doctoral students to debate and engage with the theory and practice of servitization.

**Monday 10<sup>th</sup> and Tuesday 11<sup>th</sup> May** will follow the now established format of a single stream where all contributors have an opportunity to present to the whole conference audience and engage in both structured and semi-structured panel sessions to discuss their work. The programme is designed to encourage strong participation, extensive debate, and bridge research theory and industrial practice. The conference will also feature keynotes from senior executives at leading manufacturing businesses.

**Wednesday 12<sup>th</sup> May** will be dedicated to early stage research and comprise of interactive keynotes by leading academics in the field, debates around emergent research themes, and poster reviews of proposed projects and doctoral theses. A certificate of attendance will be provided on request during the registration process.

Abstracts are invited on all aspects of servitization. We welcome contributions from practitioners along with empirical studies of product manufacturers, utilities and technology vendors. Contributions from the academic fields of strategic management, marketing, operations management, industrial engineering, and service management – including interdisciplinary and transdisciplinary research – are especially sought to cover the topics of:

- Services-centric competitive strategies, business models, and especially evidence of impact on growth and sustainability,
- Country-specific issues, international comparisons, trade, economic and meta-study analyses of market and social trends in services growth,
- Synergies with complementary topics such as Product-Service Systems, Industrial Product-Service Systems, circular economy, and Industry 4.0,
- Territorial servitization: Insights into servitization adoption across geographic regions, large and small manufacturing organisations, transformation and transition pathways, barriers and enablers.
- Services marketing, solutions, services
- dominant logic, differentiation, pricing and revenue models,
- Services operations, supply chain and value network, organisational structures and processes,
- Services finance, risk aspects of services, and legal contracts,
- Human factors in service design and delivery,
- Digital capabilities enabling services (e.g. smart products, digital twin, IoT, AI, Big data, and data analytics).
- Engineering and design for services.

### Extended abstract guidelines

SSC is highly selective. Only papers of the highest quality will be chosen for presentation to the full audience. Therefore, this year we follow the previous year's process to ensure that contributors get early guidance on the suitability of their contribution and how quality can be enhanced.

Please submit an extended abstract of **1,000** words (including any figures, tables and references) via the conference website (*open for submissions in due course*). Please ensure your extended abstract comprises the following nine sections:

1. Title
2. Keywords
3. Summary (MUST be identical to the one that will be provided for the full paper, 100 words)
4. Introduction / purpose
5. Theoretical background
6. Research methodology
7. Findings (actual / expected)
8. Theoretical and practical contributions
9. References

### Review process

The extended abstracts will undergo a double-blind review process against the following criteria:

- Topic suitability to the conference
- Justification of the purpose
- Appropriate theoretical background
- Robustness of the applied research methodology
- Alignment between the findings/discussion and the objectives/research questions
- Relevance of contributions to theory and practice

The reviewing committee will invite successful authors to develop their extended abstract into a full conference submission.

All accepted papers will be published in the conference proceedings and awards given for contributions of merit.

### Important dates for authors

**Extended abstract deadline (1,000 words): 10<sup>th</sup> January 2021**

**Abstract review author notification: w/c 1<sup>st</sup> February 2021**

**Full paper or executive summary deadline: 4<sup>th</sup> April 2021**

Abstracts will be accepted for review on the understanding that the submitted manuscript is an original work and has not been copyrighted, published or accepted for presentation at any other conference.

### Conference Co-Chairs



**Prof Tim  
Baines**

The Advanced Services Group,  
Aston University, UK.



**Dr Ali  
Z. Bigdeli**



**Prof Mario  
Rapaccini**

University of  
Florence, Italy



**Prof Nicola  
Saccani**

University of Brescia,  
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**Dr Federico  
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### Conference administrator



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[www.advancedservicesgroup.co.uk/ssc2021](http://www.advancedservicesgroup.co.uk/ssc2021)