

CALL FOR PAPERS

SPRING SERVITIZATION CONFERENCE

&
SERVITIZATION DOCTORAL SYMPOSIUM

12 - 14 MAY 2024
TILBURG | THE NETHERLANDS



2024 CONFERENCE THEME

DIGITAL SERVICE INNOVATION: REDEFINING PROVIDER-CUSTOMER INTERACTIONS

The Spring Servitization Conference (SSC2024) is dedicated to understanding how organisations develop and adapt their business models through servitization and advanced services. The theme will be **Digital Service Innovation: Redefining Provider-Customer Interactions** and will be held in **Tilburg, the Netherlands**. 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.

SSC2024 will comprise the **Servitization Doctoral Symposium (Sun 12th May)** and the main **Spring Servitization Conference (Mon 13th and Tues 14th May)**.

On Sunday 12th May, we will host our third doctoral symposium for doctoral students whose research focuses on topics related to servitization (including Product-Service Systems, services-centric business models, and services dominant logic, etc.).

On Monday 13th and Tuesday 14th May, we will follow the 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 extensive debate and bridge research theory and industrial practice. The conference will also feature keynotes from senior executives at leading manufacturing businesses. We will also dedicate some sessions to the early stage research which comprise 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 after the conference by email to the conference secretary.



CALL FOR PAPERS

Abstracts are invited on all aspects of servitization, but preferably those related to this year's theme (Digital Service Innovation: Redefining Provider-Customer Interactions). 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 business models and competitive strategies, especially evidence of impact on grand challenges, such as health, security, and environmental sustainability;
- Country-specific issues, international comparisons, trade, economic and meta-study analyses of market and social trends in services growth;
- Digital capabilities enabling services (e.g. digital twin, IoT, AI, Big data, Blockchain, and data analytics);
- 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;
- Engineering and design aspects of advanced services and servitization.



EXTENDED ABSTRACT GUIDELINES

The Spring Servitization Conference 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 (submissions will be open at the end of November). Please ensure your extended abstract comprises the following nine sections:

1. Title
2. Keywords
3. Introduction
4. Theoretical background/Literature Review
5. Research Methodology
6. Findings (actual / expected)
7. Theoretical and Practical Contributions
8. References

REVIEW PROCESS

The extended abstracts will undergo a peer-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.

IMPORTANT DATES FOR AUTHORS

Extended abstract deadline (1,000 words): 8th January 2024*

Abstract review author notification: w/c 29th January 2024

Full paper or executive summary deadline: 29th March 2024

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.*

We ask that contributors pay strict attention to the submissions guidelines and deadlines as not doing so will delay the review process and may result in rejection.

*(midnight UK time)

[Submission Website](#)

[Abstract Template](#)

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Best paper and poster awards will be given for contributions of merit.

#SSC2024

DOCTORAL SYMPOSIUM

In 2024, the Servitization Doctoral Symposium will take place in conjunction with the Spring Servitization Conference in Tilburg, The Netherlands.



The main objectives of the Symposium are to (i) develop a common knowledge base within the community of PhD students in servitization research, (ii) provide a chance for the doctoral students to present and obtain feedback on their research from the leading academics in the field, and (iii) foster the development of a community of early career researchers in the field of servitization which could become a forum for exchanging ideas and building research collaboration.

The symposium is selective, and we have up to 15 spaces available each year. Ideally, student participants will have completed one or two years of doctoral study or progressed far enough in their research to have a structured proposal idea and some preliminary findings but have not reached the stage of defending their dissertations. Only those students with the most relevant research to servitization and high-quality proposals will be chosen to participate.

Successful applicants to the doctoral symposium will also gain automatic access to the Spring Servitization Conference on 13th and 14th May 2024. Details in due course.

APPLICATION PROCESS

You need to complete and submit the online application form in addition to uploading the following documents:

- A research proposal (max 3 pages, using the provided template)
- A two-page Curriculum Vitae (CV)
- A copy of your latest publications (if possible).

[Application Form](#)

[Proposal Template](#)

Important dates

Applications and associated documents must be submitted by: **midnight (UK), 8th January 2024.**

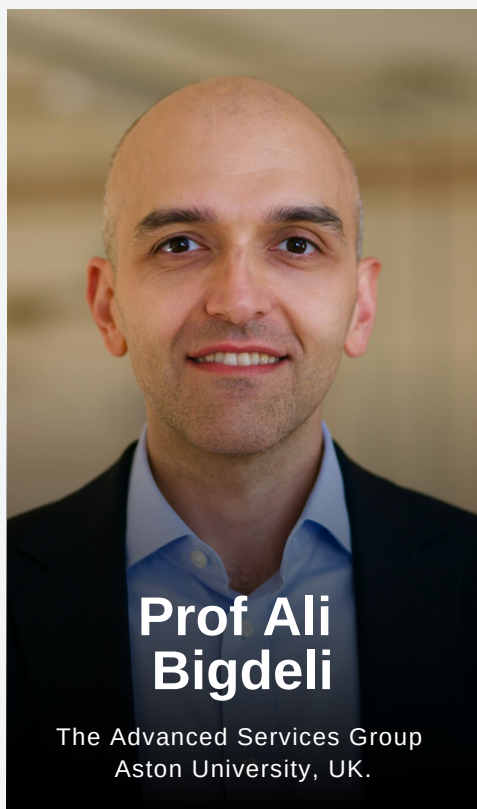
Notification: The application decision will be circulated w/c 29th January 2024.



MindLabs

TILBURG, THE NETHERLANDS

Conference Co-Chairs



**Prof Ali
Bigdeli**

The Advanced Services Group
Aston University, UK.



**Prof Tim
Baines**

The Advanced Services Group
Aston University, UK.



**Prof Henk
Akkermans**

Tilburg University
The Netherlands

Conference Secretary



MS JILL FORREST

The Advanced Services Group
Aston University, UK.

CONTACT DETAILS

+44 (0) 121 204 3249

abs_ssc2024@aston.ac.uk

