

<b>Day 1 – Monday 15 May 2017</b>	
Swiss Museum of Transport Conference Centre Lidostrasse 5, CH Luzern. <a href="http://www.verkehrshaus.ch">www.verkehrshaus.ch</a>	
08.30 – 09.00	Registration – with refreshment.
09.00 – 09.15	Welcome and notices – Tim Baines, Aston Business School & Shaun West
09.15 – 10.00	<b>Keynote 1 : Peter Alexander, (retired) Sulzer Rotating Equipment Services</b> <i>Service and manufacturing cohabiting.</i>
<b>Panel 1-Theme: Case Study and Empirical data</b>	
10.00 – 10.15	<i>Factors that Affect Servitization Intensity Over Time: An Empirical Investigation in the Elevator Industry</i> Miguel Leichsenring Franco <sup>1</sup> , Bernardo Almada-Lobo <sup>1</sup> , Rui Soucasau Sousa <sup>2</sup> Organisations 1: Faculty of Engineering of University of Porto and INESC TEC, Portugal; 2: Católica Porto Business School and CEGE - UCP (Porto), Portugal.
10.15 – 10.30	<i>After-Sales Services in China</i> Prof. Ralph Lehmann, Organisation: Hochschule für Technik und Wirtschaft HTW Chur, Switzerland
10.30 – 10.45	<i>Identifying the triggers and motivations of Reversed Servitization: A study about why, what and how core service companies are introducing goods as part of their service offerings</i> Hamza Qadoumi , Christine De Lille, Organisations: Delft University of Technology, The Netherlands
10.45 – 11.00	<i>Panel Q &amp; As</i>
11.00 – 11.15	<i>Refreshment break</i>
<b>Panel 2-Theme: Case Study and Empirical data - part 2</b>	
11.15 – 11.30	<i>Quantitative analysis of obstacles to servitization of Japanese firms on FKE value co-creation</i> Masaaki Mochimaru; Organisation: National Institute of Advanced Industrial Science and Technology, Japan
11.30– 11.45	<i>Servitization of an industry and national competitive advantage in International Business: The case of Taiwan Textile Manufacturing and Sri Lankan Apparel Manufacturing Industries</i> Sammuarachchige Don Sameera Rasanjana Maheepala , B.N.F Warnakulasooriya , Y.K Weerakoon Banda, Organisation: University of Sri Jayewardenepura, Sri Lanka
11.45 – 12.00	<i>Internet of Things in the Metal and Mining Industry</i> Shan Gao , Saara A. Brax; Organisation: Aalto University School of Science, Finland
12.00 – 12.15	Panel Q & As
12.15 – 13.00	<b>Keynote 2 : Sherif El Hanaoui, Former Services Director, MOOG,</b> <i>To Service-Transition or Not to Service-Transition, that is the Question!</i> Q & A Session

13.00 – 14.00	Lunch
	<b>Panel 3 – Theme: Servitization in the SME sector</b>
14.00 – 14.15	<i>Local Service Orientation of MNE's Subsidiaries</i> Stephanie Bothe, Organisation: Lucerne School of Business, Switzerland
14.15– 14.30	<i>A Design Approach to Service Transformation in Small Firms</i> Jürg Meierhofer, Organisation: Zurich University of Applied Sciences, Switzerland
14.30 – 14.45	<i>Product-Service Innovation and Exports: Evidence from European SMEs</i> Tommaso Aquilante <sup>1</sup> , Ferran Vendrell-Herrero <sup>2</sup> ; Organisation(s): 1: Bank of England, UK; 2: University of Birmingham, UK
14.45 -15.00	Panel Q & As
15.15-15.30	<i>The Impact of Top Management Teams on Service Transition – an Upper Echelon Perspective</i> Heiner Lütjen , Prof. Dr. Carsten Schultz, Organisation: Kiel University, Germany
15.30-15.45	<i>Digital Transformation and Servitization: Opportunities and Challenges for SMEs</i> Marco Paiola, Organisation: University of Padua, Italy
15.45 -16.00	Panel Q & As
16.00 – 16.15	<i>Refreshment break</i>
16.15 -17.00	<b>Keynote: Lothar Heinrich, Former Chief Innovation Officer, SKAN AG</b> <i>Advanced Services in Pharmaceutical Production?</i> Q & A Session
	<b>Panel 4</b>
17.00 – 17.15	<i>A Matrix for Determining Servitized Value Proposition Based on product features</i> Koji Kimita <sup>1</sup> , Kazuyoshi Hidaka <sup>2</sup> ; Organisations: 1: Tokyo Metropolitan University, Japan; 2: Tokyo Institute of Technology, Japan
17.15– 17.30	<i>IOT supporting servitization by transforming data into information and knowledge</i> Mario Rapaccini; Organisation: Università degli Studi di Firenze
17.30–17.45	<i>Ecosystem Servitization – Looking at Nature as a Servitized Business</i> Konietzko, Jan Christoph; Bocken, Nancy; Hultink, Erik Jan; Organisation: Delft University of Technology, The Netherlands.
17.45 – 18.00	<i>A Strategy for Midlife Upgrades to Provide Value for Both the Equipment Owner and the Supplier</i> West, Shaun; Wuest, Thorsten; Organisation Hochschule für Technik und Wirtschaft, Switzerland
18.00 – 18.15	Panel Q & As
18.15	<b>Close of day one</b>

<b>Day 2 – Tuesday 16 May 2017</b>	
08.30 - 09.00	Arrival and refreshments
09.00 - 09.30	Review of day 1 - Introduction to day 2
09.30 –10.15	<b>Keynote : Matteo Zironi, Group Aftersales Director, ALI Group</b> <i>Service Transformation across Businesses.</i>  Q & A Session
<b>Panel 5 Theme: Business Model and Business Model Innovation</b>	
10.15 - 10.30	<i>Business model innovation triggered by Industry 4.0</i> <i>Maike Scherrer<sup>1</sup>, Patricia Deflorin<sup>2</sup>, Katrin Schillo<sup>2</sup>, Andreas Ziltener<sup>2</sup>; Organisation(s): 1: University of St. Gallen, Switzerland; 2: University of Applied Sciences HTW Chur, Switzerland</i>
10.30 - 10.45	<i>Business model innovation processes for service-led growth</i> <i>Daniel Kindström ; Christian Kowalkowski, Department of Management and Engineering, Linköping University, Linköping, Sweden</i>
10.45 - 11.00	<i>The impact of supply chain contingencies in service delivery systems</i> <i>Julia Debacker , Christine De Lille Organisation: Delft University of Technology, The Netherlands</i>
11.00 -11.15	<i>Panel Q &amp; As</i>
11.15 - 11.30	<i>Refreshment break</i>
11.30 -11.45	<i>Successfully selling services: Developing salespeople with the required competences</i> <i>Sebastian Gross<sup>1</sup>, Chris Raddats<sup>2</sup>, Burton Jamie<sup>3</sup>, Judy Zolkiewski<sup>3</sup>, Vicky Story<sup>4</sup>; Organisations: 1: Executives Online Hamburg; 2: University of Liverpool, United Kingdom; 3: University of Manchester, United Kingdom; 4: Loughborough University</i>
11.45–12.00	<i>Unfolding the co-creation Process of Outcome-based Contracts</i> <i>Ivanka Visnjic<sup>1</sup>, Marin Jovanovic<sup>2</sup>, Andy Neely<sup>3</sup></i> <i>Organisation: 1: EASDE Business School, Spain; KTH Royal Institute of Technology, Sweden; 3: University of Cambridge, UK</i>
12.00-12.15	<i>Panel Q &amp; As</i>
12.15-13.00	<b>Keynote : Jürgen Hinn, CEO Testo Industrial Services and Testo Solutions,</b> <i>The Success of Services.</i>  Q&A Session
13.00 -14.00	<b>Lunch</b>

	<b>Panel 6 - Theme: Concept and Theory</b>
14.00–14.15	<i>Assessing the Service Transformation: a Maturity Model for Manufacturing companies</i> Federico Adrodegari, Nicola Saccani, Organisation(s): University of Brescia - RISE Laboratory, Italy
14.15–14.30	<i>Coping with Paradoxes in Servitization</i> Suvi Einola <sup>1</sup> , Marko Kohtamäki <sup>1</sup> , Rodrigo Rabetino <sup>1</sup> , Organisations: 1: University of Vaasa, Finland; 2: Luleå University of Technology, Sweden
14.30- 14.45	<i>Are you ready for servitization? A diagnostic tool to measure servitization capacity</i> Wim Coreynen <sup>1,2</sup> , Paul Matthysens <sup>1,2</sup> , Heiko Gebauer <sup>3</sup> Organisation(s): 1: Antwerp Management School, Belgium; 2: University of Antwerp, Belgium; 3: Eawag - Swiss Federal Institute of Aquatic Research, Switzerland
14.45 -15.00	<i>Panel Q &amp; As</i>
	<b>Panel 7 – Theme: Concept and Theory – part 2</b>
15.00 – 15.15	<i>Smart service strategies in Industry 4.0: a proposal of a Readiness Assessment Methodology</i> Farnaz Jarrahi , Giuditta Pezzotta, Chiara Cimini, Paolo Gaiardelli; Organisation(s): University of Bergamo, Italy
15.15 – 15.30	<i>Smart servitization as a means to develop international service business among manufacturing firms</i> Bart Kamp, Organisation: Orkestra-Basque Institute of Competitiveness, Spain
15.30 – 15.45	<i>The layered nature of servitization challenges and responses</i> Vicky Story <sup>1</sup> , Jamie Burton <sup>2</sup> , Chris Raddats <sup>3</sup> , Judy Zolkiewski <sup>2</sup> ; Organisations: 1: Loughborough University, United Kingdom; 2: Alliance Manchester Business School; 3: University of Liverpool
15.45 – 16.00	<i>Product Service Systems and the Base of the Pyramid</i> Thomas Frandsen, Jawwad Z. Raja, Kai Inga Basner; Organisation: Copenhagen Business School, Denmark
16.00 – 16.15	Panel Q& As
16.15 - 16.30	Refreshment break
16.30 – 17.15	<b>Keynote: Felix Keiderling, ABB Turbo Systems</b> <i>Global Services, Localisation and Standardisation: ABB Turbo Systems Journey in Turbulent Waters.</i>
	<b>Panel 8 –Theme: Business Model and Business Model Innovation- Part 2</b>
17.15 – 17.30	<i>From free to fee: changing the revenue model for individual services</i> Besma Glaa , Lars Witell , Martin Löfgren , Anders Gustafsson, Organisation(s): CTF, Karlstad University, Sweden

**Spring Servitization Conference 2017, 15-17 May 2017**  
**Internationalisation through Servitization**

17.30 – 17.45	<i>Industrial Application of Business Model Gaming in the Case of E-mobility</i> <i>Katja Laurischkat , Arne Viertelhausen, Organisation(s): Ruhr-University Bochum, Germany</i>
17.45– 18.00	Service business development for mobility and energy solutions consisting of electric vehicles, photovoltaic systems and battery storage Katja Laurischka, Daniel Jandt, Organisation(s): Ruhr University Bochum, Germany
18.00 – 18.15	<i>Regulatory Response to Servitization in the EU: Integrating Rules on Products and Services’ Offerings</i> <i>Janja Hojnik, Organisation: University of Maribor, Slovenia</i>
18.15 – 18.30	Panel Q & As
18.30	<b>Close of Day 2</b>
19.30	Conference Dinner, Awards. Speaker: Roy Chikballapur, CEO MachIQ Software Services  Venue: <a href="#">The Grand Hotel Europe</a> Haldenstrasse 59 - CH-6006 Lucerne

**Day 3 – Wednesday 17 May 2017**

Hochschule Luzern Technik & Architecture  
 Technikumstrasse 21, CH-6048 Horw.  
[www.hslu.ch](http://www.hslu.ch)

08.45–09.00	<b>Welcome address</b> Dr Shaun West, Hochschule Luzern Technik & Architecture & Prof. Tim Baines, Aston Business School, UK.
09.00 – 09.45	<i>Presentation: Servitization: State-of- Art</i> Prof. Heiko Gebaue, EAWAG, Zurich.
09.45 – 11.15	<b>Group activity:</b> Research poster exhibition review - <i>Reflections on state-of-the-art</i>
11.15 -12.00	<i>Presentation: Industrial Challenges – Experience from Over 100 Firms</i> Prof. Tim Baines
12.00 -13.30	<b>Working lunch and research poster review</b> <i>Reflections on industrial challenges.</i>
13.30 – 15.30	<i>Presentation: Practices in Servitization</i> Prof Mark Kohtamäki, University of Vaasa / Luleå University of Technology
	<i>Presentation: Using Service Design in Industrial context</i> Prof Axel Vogelsang, Hochschule Luzern Technik & Architecture.
15.30	<b>Closing address</b> Dr Shaun West & Prof. Tim Baines