

VALUE CO-CREATION AND INNOVATION IN THE NEW SERVICE ECONOMY

30th RESER International Congress Proceedings – book of abstracts

Edited by **Luis Rubalcaba**

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Including proceedings of the
COVAL Conference

**Value co-creation, innovation
and digital transformation
in public services**

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Index Book

Presentation of the RESER Congress.....	4
Presentation of the COVAL Conference	5
Committees	6
Organizers and collaborators.....	7
Program	8
Index of abstracts.....	25
Plenary sessions: selected introductory inputs.....	39
Congress abstracts.....	55
Index of authors.....	251

Presentation of the RESER Congress

Research in services is moving from a sector and supply approach to an activity and demand perspective, where services generate value in any social and economic activity, with users playing a leading role. Any company, industry, sector, city, region, or country can generate business, economic, or social value when integrating new or improved services. Services generate value by building on new forms of interaction between users and providers, organizations and individuals, the public, business, and the third sector. These interactions increasingly involve co-creation and innovation, for which new technologies are of the utmost importance. This is the case with servitization processes, smart services, Industry 4.0 and digital transformation in public services.

The **30th RESER Congress**, which will take place on January 21st-22nd in virtually mode, focuses on value co-creation and innovation as new dynamics shaping services today and aimed at improving the transformative power of services in modern societies: new avenues for a new services world.

The RESER Congress includes several activities, before and during the Congress days, related to public and private services. Particular mention has to be made to the RESER-COVAL conference on Value co-creation, innovation and digital transformation in public services, on Thursday, January 21st and Friday 22st, the **International workshop on servitization, smart services and industry 4.0** that will take place before the conference, on Wednesday, January 20th, and the **Winter school on services innovation** on Monday, January 18th, Tuesday, 19th and Wednesday 20th, 2021.

The Organizing Committee

Presentation of the COVAL Conference

The challenges that the public sector needs to address in the 21st century include providing efficient and high-quality public services, as well as improving the public sector's ability to deal with societal demands. Oftentimes, designing public services following the internal logic of government does not meet the changing needs of citizens. Public sector transformation requires thinking of inclusive ways of citizen engagement. The traditional view of top-down and supply-driven public administrations is no longer appropriate for the creation of public value. There is a need for a demand-driven design of public services that incorporates the opportunities, provided by new technologies, for the effective engagement of citizens and organizations. A key element for a public sector transformation is a paradigm shift from designing and delivering services solely based on the internal logic of public administrations to an external, open and collaborative logic.

An understanding of participatory value creation and innovation promotes a new paradigm of service provision: One that integrates the co-production and multiagent perspectives with an emerging new public service logic. This can be aligned with the on-going work on digital transformation through the use of ICT. The new paradigm fosters technological and nontechnological innovation based on changing organizational procedures. Moreover, it demands a mentality open to innovation and user participation in the development of public goods and services.

Value is increasingly co-created through the involvement of all stakeholders in multiple phases of the service process: Co-planning, co-design, co-implementation, co-delivery and coevaluation. This process can transform public administrations. Thus, a new research agenda is needed in order to help unlock this transformative power.

This conference builds on the work undertaken by the H2020 research project Co-VAL (www.co-val.eu) on value co-creation and innovation in European public administrations. The project goals are to i) provide a comprehensive and holistic theoretical framework, ii) measure and monitor transformative innovations in the public sector, iii) deliver research outcomes on four areas of public service transformation (digital transformation, service design, living-labs and public-private networks for social innovation), and iv) build practical tools and a tracking system for helping policy design, monitoring and evaluation of existing initiatives to support public service transformation.

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Track 9: New paths in services research: digitalization and Jobs (PATHS)

Thursday, 21st January 2021

Thursday, 21st January 2021

Session 1_PATHS. Marketing and Experience 10:15 – 11:30	Session 3_PATHS. Public and network services 13:30 – 15:00
Chair: Jean Philippe	Chair: Takeshi Takenaka
Customer’s experience of sharing hosting platform services: How to explain their intention to rebuy? Bertrand, Daisy; Léo, Pierre-Yves; Philippe, Jean	The Reason why Public Services Lag Behind the Private Sector in Terms of Sustainable Development (SD): An Exploratory Research Conducted in the Swiss Service Economy Fragniere, Emmanuel; Dubosson, Magali; Rochat, Denis
Extending the influence of Brand Image, Service Quality, Patient Satisfaction on Loyalty with an Importance-Performance Map Analysis Vimla; Udit, Taneja	Employee Health and Business Performance: A comprehensive approach with questionnaire survey to companies and economic lab experiments Nishino, Nariaki; Takenaka, Takeshi; Gu, Jiewen
Employer branding in times of sustainability and digitalization Holzweber, Markus	Small museums digitalisation: evidence from Italy Leoni, Luna; Cristofaro, Matteo
Problems in Services Marketing Holzweber, Markus	Session 4_PATHS. Towards social research 15:15 – 16:30
Session 2_PATHS. Trends in KIBS 11:30 – 12:45	Chair: Javier Reynoso
Chair: Veronika Belousova	Exploring the co-creation of services in informal micro-businesses at the Base of the Pyramid Cabrera, Karla; Reynoso Javier
Artificial Intelligence (AI) in knowledge services and self-service (insourcing) Sundbo, Jon	Market Services Innovations Networks (MSINs): Enriching the Network Lineage in Innovation Studies Gallouj, Faïz; Desmarchelier, Benoît; Djellal, Faridah; Gallouj, Camal
Sectoral consumption of KIBS services consumed across EU countries Belousova, Veronika; Miles, Ian; Chichkanov, Nikolay; Kuzmin, Gleb	Characteristics of cities and social entrepreneurship Desmarchelier, Benoît; Djellal, Faridah; Gallouj, Faïz
Sourcing great talent in the tourism industry Hartleif, Lukas; Holzweber, Markus	
Explanation of pressure against digital transformation in legal services Gnusowski, Marek; Lawrynowicz, Maciej; Durczak, Krzysztof	

<i>Artificial Intelligence (AI) in knowledge services and self-service (insourcing)</i>	211
Jon SUNDBO	
<i>Sectoral consumption of KIBS services consumed across EU countries</i>	212
Ian MILES, Nikolay CHICHKANOV, Veronika BELOUSOVA, Gleb KUZMIN	
<i>Sourcing great talent in the tourism industry.....</i>	213
L. HARTLEIF, M. HOLZWEBER	
<i>Explanation of pressure against digital transformation in legal services</i>	216
Marek GNUSOWSKI	
<i>The Reason why Public Services Lag Behind the Private Sector in Terms of Sustainable Development (SD): An Exploratory Research Conducted in the Swiss Service Economy</i>	217
Magali DUBOSSON, Emmanuel FRAGNIÈRE, Denis ROCHAT	
<i>Employee Health and Business Performance: A comprehensive approach with questionnaire survey to companies and economic lab experiments</i>	218
Nariaki NISHINO, Takeshi TAKENAKA, Jiewen GU	
<i>Small museums digitalisation: evidence from Italy</i>	219
Luna LEONI, Matteo CRISTOFARO	
<i>Exploring the co-creation of services in informal micro-businesses at the Base of the Pyramid</i>	221
Karla CABRERA, Javier REYNOSO	
<i>Market Services Innovations Networks (MSINs): Enriching the Network Lineage in Innovation Studies.....</i>	223
Benoît DESMARCHELIER, Faridah DJELLAL, Camal GALLOUJ, Faïz GALLOUJ	
<i>Characteristics of cities and social entrepreneurship.....</i>	224
Benoît DESMARCHELIER, Faridah DJELLAL, Faïz GALLOUJ	
<i>Track 10: Practitioners Policy actions and cases for public sector transformation (PRACTICE)</i>	
<i>Student-driven innovation- a driver for professional learning?</i>	226
Odd RUNE STALHEIM	
<i>NEXUS24 «Trousers» or the double innovation funnel model at Universitat Politècnica de Catalunya</i>	227
Didac FERRER-BALAS, Ginevra Marina LAZZERINI, Pere LOSANTOS, Martí ROSAS-CASALS	
<i>Laboratory 717 - A platform to promote participation and democratic innovation in Andalusia</i>	232
Esteban ROMERO-FRIAS	

Small museums digitalisation: evidence from Italy

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¹ University of Rome Tor Vergata

Among service industry, the cultural sector is the one that is living the most rapid growth; indeed, it provides 29.5 million jobs globally and it is responsible of 2,250 billion dollars of global revenues (EY, 2014; Ngo et al., 2019).

Moreover, the cultural sector is undergoing a profound transformation due to the introduction and application of new technologies, such as social media and mobile apps. This is particularly true for museums (Errichiello et al., 2019; Pop & Borza, 2016; Serravalle et al., 2019), in which the adoption of these new technologies allows to increase their accessibility, engagement and attraction (Alunno, 2017; Hilton et al., 2019; Izzo, 2017; Lazzeretti & Sartori, 2016; Sacco et al., 2018; Solima, 2019; Sumer, 2018; Vaz et al., 2018).

However, to the best of the authors' knowledge, scholars interested in the adoption of technologies in museums have always focused their attention on large museums, ignoring the importance of the small ones, despite their widespread presence and importance, especially in some countries, such as Italy (Cellini et al., 2019; ISTAT, 2019a, 2019b).

Thus, this paper aims to fill this gap by investigating: *i*) if and how small museums adopt new technologies; *ii*) the existence of differences in the adoption of these technologies due to some specific museums characteristics (e.g., private/public ownership, museum typology); and *iii*) the existence of specific factors that favour or obstacle the technology adoption.

In order to reach its aim, in this paper a survey data collection method (Babbie, 1990; Fowler, 2013; Groves et al., 2009) is adopted. In particular, the questionnaire used for the investigation has been sent to the directors/curators of all the Italian small museums. Respondents have to provide information related four main aspects: *i*) museums general information; *ii*) current adoption of technologies; *iii*) technology enabling factors; and *iv*) technology inhibiting factors.

Data are going to be analysed in both quantitative and qualitative terms. In particular, the quantitative investigation are going to be done through the application of ANOVA and Chi-squared tests; whilst, the qualitative analysis will adopt a mixed thematic analysis.

Basically, we aim to reach three main results thanks to this investigation:

1. Identifying the most implemented technologies by Italian small museums;
2. Verifying if and how museums characteristics influence the adoption of these technologies; and
3. Classifying the factors that facilitate (or hinder) their technology adoption.

In doing so, the paper will provide both theoretical and practical contributions as well as interesting suggestions for future research on these topics.

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