

JUNE 29–JULY 2, 2026

## DETAILED PROGRAM

Research presentations are organized as self-managed sessions lasting 30 minutes, including both the presentation and a question-and-answer segment. Special Sessions and Meet the Editors Sessions are interactive 60-minute sessions that run concurrently with the research presentations, offering opportunities for more in depth discussion and engagement. Plenary Sessions take place in the Assembly Hall.

### Monday, June 29

**17:00** | **Registration** | Hanken School of Economics, Foyer

**18:00** | **Opening Reception** | Hanken School of Economics, Foyer

### Tuesday, June 30

**08:00** | **Registration** | Hanken School of Economics, Foyer

**09:00** | **Conference Opening** | Assembly Hall

Welcome by Conference Co-Chairs Kristina Heinonen (Professor, CERS - Hanken School of Economics), Johanna Gummerus (Professor, Hanken School of Economics and Director of CERS) and Robert Ciuchita (Associate Professor, CERS - Hanken School of Economics).

Opening Remarks by Ingmar Björkman (Rector of Hanken School of Economics)

**09:15** | **PLENARY: Finding Hope and Sisu in Times of Adversity** | Assembly Hall

Ulrika Björkstam (Founder GoodCo Inc.), Elisabet Lahti (Founder Sisu Lab), Christina Dahlblom (Professor of Practice and Associate Dean, Hanken School of Economics)

**10:15** | **Break** | Foyer and Fazer Café Pop-up (A516)

**10:45** | **Diverse Paths to Innovation: A Taxonomy of Perceived Firm Innovativeness Drivers** | A303

*Lola C. Duque*<sup>1</sup>, *Luis Santamaría*<sup>1</sup>, *Werner H. Kunz*<sup>2</sup>

(1. Universidad Carlos III de Madrid, 2. University of Massachusetts Boston)

**Synthetic Service Experiences: Person–Place Dynamics across Virtual and Physical Realm** | A304

*Li Miao*<sup>1</sup>, *Qiao Zhang*<sup>1</sup>, *Fiona Xi Yang*<sup>1</sup>, *Jingjing Hu*<sup>1</sup>, *Juan Du*<sup>1</sup> (1. University of Macau)

**Stuck in the Middle: Challenges in Managing the B2B Customer Experience through Intermediaries** | A305

*Crina Tarasi*<sup>1</sup>, *Janet McColl-Kennedy*<sup>2</sup>, *Lars Witell*<sup>3</sup>, *Hannah Snyder*<sup>4</sup> (1. Central Michigan University, 2. The University of Queensland, 3. Linköping University, 4. BI Norwegian School of Business)

**Service Employees' Experiential Tensions in Circular Transitions: Implications for Managing in Service Organizations** | A306

*Martiina Salokangas*<sup>1</sup>, *Elina Jaakkola*<sup>1</sup>, *Ingo Oswald Karpen*<sup>2</sup>

(1. Turku School of Economics, University of Turku, 2. CTF—Service Research Center, Karlstad University and Adelaide Business School, University of Adelaide)



10:45  
(continued)

**Conversations in Public Service: Explaining Success and Failure in Chatbot-User Interactions | A307**

*Angelo Ranieri<sup>1</sup>, Cristina Mele<sup>1</sup>, Cristiana Lages<sup>2</sup>*  
(1. University of Naples Federico II, 2. University of Minho)

**Serving with SISU in Polarized Third Places: A Conceptual Framework for Symbolic Alignment and Trust in GenAI Service | A309**

*Stefanie Paluch<sup>1</sup>, Valentina Pitardi<sup>2</sup>, Jochen Wirtz<sup>3</sup>, Werner Kunz<sup>4</sup>* (1. RWTH Aachen University, 2. Surrey Business School, 3. National University of Singapore, 4. University of Massachusetts Boston)

**Towards a Circular Future: Development of a Circular Economy Engagement Scale | A408**

*Arne De Keyser<sup>1</sup>, Katrien Verleye<sup>2</sup>, Marie-Julie De Bruyne<sup>3</sup>, Lisa Antonissen<sup>2</sup>* (1. EDHEC Business School, 2. Center for Service Intelligence, Ghent University, 3. NaDI-CeRCLe, University of Namur)

**Ambivalent Experiences in Municipal Human-Chatbot Interactions: An Exploratory Study | A409**

*Saba Orfi<sup>1</sup>, Eeva-Liisa Oikarinen<sup>1</sup>, Saila Saraniemi<sup>1</sup>* (1. University of Oulu)

**Special Session\*: The Core of Service. The Missing Link Between the Beginning and End | Futurum**

*Organizers: Christian Grönroos<sup>1</sup>, Tore Strandvik<sup>1</sup>, Kaj Storbacka<sup>1</sup>*  
(1. CERS – Hanken School of Economics)

*Commentators: Janet McColl-Kennedy<sup>2</sup>, Ray Fisk<sup>3</sup>*  
(2. The University of Queensland, 3. ServCollab)

*Moderator: Lia Patrício (INESC TEC, University of Porto)*

\*Please note that this session lasts 60 minutes.

11:15

**Understanding Self-Disclosure to AI Companions: Does Communication Modality Matter? | A303**

*Roberta Di Palma<sup>1</sup>, Dipayan Biswas<sup>2</sup>, Dominik Mahr<sup>1</sup>, Tim Hilken<sup>1</sup>, Jonas Heller<sup>1</sup>*  
(1. Maastricht University, 2. University of South Florida)

**Conceptualizing Collective Co-Created Value in Service Research | A304**

*Ove Jensen<sup>1</sup>, Anu Helkkula<sup>2</sup>*  
(1. UiT The Arctic University of Norway, 2. CERS – Hanken School of Economics)

**Conceptualising circularity work from a posthumanist perspective | A305**

*Elina Närvänen<sup>1</sup>, Malla Mattila<sup>1</sup>, Nina Mesiranta<sup>1</sup>, Mari Ainasoja<sup>1</sup>, Martta Vänskä<sup>1</sup>, Elina Jaakkola<sup>2</sup>*  
(1. Tampere University, 2. Turku School of Economics, University of Turku)

**The Service Recovery Transition: A Qualitative Study on the Solution of Service Failures in B2B Manufacturing | A306**

*Mahdi Niakan<sup>1</sup>, Nicola Bilstein<sup>1</sup>, Jens Hogreve<sup>2</sup>*  
(1. University of Bayreuth, 2. Catholic University Eichstätt-Ingolstadt)



11:15  
(continued)

**Multidimensional Scent Effects on Consumer Cognitive Performance and Attitudes in Digitally Mediated Environments | A307**

*Winter Bland*<sup>1</sup>, *Ze Wang*<sup>1</sup>, *Lam An*<sup>2</sup>, *Ganga Urumutta Hewage*<sup>3</sup>  
(1. University of Central Florida, 2. University of Winnipeg, 3. University of Memphis)

**The Lonely Customer Journey | A309**

*Nina Veflen*<sup>1</sup>, *Lars Fuglsang*<sup>2</sup>, *Lars Witell*<sup>3</sup>  
(1. BI Norwegian Business School, 2. Roskilde University, 3. Linköping University)

**Scaling Service Robots: Multi-Level Fit for Robot Deployment Framework | A408**

*Martina Čaić*<sup>1</sup>, *Jochen Wirtz*<sup>2</sup>, *Merlind Knof*<sup>3</sup>, *Ruth Maria Stock-Homburg*<sup>3</sup> (1. Aalto University School of ARTS, 2. National University of Singapore, 3. Technical University of Darmstadt)

**Goodwill as Emotional Capital: Bridging Display Rule Explicitness and Customer Satisfaction | A409**

*Dana Yagil*<sup>1</sup> (1. University of Haifa)

**The Dark Side of Asking: When and How Feedback Seeking Hurts Performance | A411**

*Monica Magrone*<sup>1</sup>, *Francesco Montani*<sup>2</sup>, *Valentina Sommovigo*<sup>3</sup>, *Christian Vandenberghe*<sup>4</sup>  
(1. University of Bologna, 2. University of Montreal, 3. University of Pavia, 4. HEC Montreal)

11:45

**How Virtual Reality Changes Understanding of Poverty: A Mixed-Methods Analysis of Cognition, Memory, and Behaviour | A303**

*Stefan Bos*<sup>1</sup>, *Lisa Brügggen*<sup>1</sup>, *Jonas Heller*<sup>1</sup>, *Minou van der Werf*<sup>1</sup> (1. Maastricht University)

**AI Personas for Fostering Care Relations in Active Ageing | A304**

*Irene Di Bernardo*<sup>1</sup>, *Marialuisa Marzullo*<sup>1</sup>, *Francesca Vittoria*<sup>1</sup>, *Cristina Mele*<sup>1</sup>, *Tiziana Russo Spena*<sup>1</sup>, *Poja Shams*<sup>2</sup>, *Raffaele Coppola*<sup>1</sup> (1. University of Naples Federico II, 2. CTF—Service Research Centre, Karlstad University)

**Pathways to Servitization Excellence: Identifying Value Drivers and Strategic Gateways for Service Transformation in Product-centric B2B Markets | A305**

*Marah Blaurock*<sup>1</sup>, *Jens Hogueve*<sup>1</sup>, *Andrea Hanisch*<sup>2</sup>, *Kristian Döscher*<sup>2</sup>, *Karin Laupheimer*<sup>2</sup>, *Jannes Marquardt*<sup>1</sup> (1. Catholic University Eichstätt-Ingolstadt, 2. Robert Bosch GmbH, Business Sector Mobility, Department Go-to-Market Strategy)

**Constructing Transformation: How Well-being Orientations Define Multiple Pathways to Change in Transformative Services | A306**

*Amir Raki*<sup>1</sup>, *Linda Alkire*<sup>2</sup>, *Sertan Kabadayi*<sup>3</sup>  
(1. University of Liverpool, 2. Texas State University, 3. Fordham University)

**Designing Third Place Servicescapes to Mitigate Social Loneliness: A Transformative Service Research Framework | A307**

*Janet Davey*<sup>1</sup>, *Maria Colurcio*<sup>2</sup>, *Vania Vigolo*<sup>3</sup> (1. Victoria University of Wellington, 2. University Magna Graecia of Catanzaro, 3. Università degli Studi di Verona)



11:45

(continued)

**Spatial Computing Affordances in Physical Environments | A309**

*Alexandru Maris<sup>1</sup>, Tim Hilken<sup>1</sup>, Gaby Odekerken-Schroder<sup>1</sup> (1. Maastricht University)*

**Reframing Employee–robot Interaction: A Macro-social Perspective | A408**

*Roberta de Filippis<sup>1</sup>, Dominik Mahr<sup>2</sup> (1. University of Naples Federico II, 2. Maastricht University)*

**Identifying Customer Experiences with Blockchain-based Financial Marketplaces: A Structural Topic Modeling Approach | A409**

*Thijs Zwienenberg<sup>1</sup>, Jeroen Schepers<sup>1</sup> (1. Eindhoven University of Technology)*

**Design Theorizing Digital Service Modularization: Reuse, Substitution and Variation in Service Attribute Combinations | A411**

*Tuure Tuunanen<sup>1</sup> (1. University of Jyväskylä, Finnish Hub for Digitalization)*

12:15

**When Interacting with Robots Negatively Affects How Consumers See and Treat Service Employees | A303**

*Valentina Pitardi<sup>1</sup>, Jochen Wirtz<sup>2</sup>, Kai Chi Yam<sup>2</sup>, Phyliss Jia Gai<sup>3</sup> (1. Surrey Business School, 2. National University of Singapore, 3. Guanghua School of Management, Peking University)*

**“Angels and Demons”: The Contrasting Roles of Critical Thinking and Conspiratorial Thinking in the Adoption of Safety Measures | A304**

*Marie Louise Radanielina Hita<sup>1</sup>, Mathieu Béal<sup>2</sup>, Yany Grégoire<sup>1</sup>, Sylvain Sénécal<sup>1</sup> (1. HEC Montreal, 2. emlyon business school)*

**Social Robots and Active Ageing: Supporting Continuous Human Flourishing in the Longevity Phase | A305**

*Marialuisa Marzullo<sup>1</sup>, Angelo Ranieri<sup>1</sup>, Irene Di Bernardo<sup>1</sup>, Cristina Mele<sup>1</sup>, Tiziana Russo Spena<sup>1</sup>, Erik Wastlund<sup>2</sup>, Raffaele Coppola<sup>1</sup> (1. University of Naples Federico II, 2. CTF – Center for Service Research, Karlstad University)*

**Virtual Reality in Innovation Communication: The Value of Multisensory Experiences in Supporting Key Enabling Technologies | A306**

*Jannes Marquardt<sup>1</sup>, Jens Hogueve<sup>1</sup>, Dominik Mahr<sup>2</sup> (1. Catholic University Eichstätt-Ingolstadt, 2. Maastricht University)*

**Technology-based Transformative Service Mediators Enhancing Resilience in Service Ecosystems | A307**

*Henna M. Leino<sup>1</sup>, Janet Davey<sup>2</sup>, Raechel Johns<sup>3</sup> (1. Turku School of Economics, University of Turku, 2. Victoria University of Wellington, 3. University of Canberra)*

**How Continuous Digital Service Innovation Emerges in Organizations: A Multilevel Framework | A309**

*Jenny Elo<sup>1</sup>, Juuli Lumivalo<sup>1</sup>, Tuure Tuunanen<sup>1</sup>, Markus Salo<sup>1</sup> (1. University of Jyväskylä)*



## Tuesday, June 30 (continued)

12:15  
(continued)

### **Making Non-Human Actors Sound Human: The Role of Voice Naturalness in Voice-Based Service Interactions | A408**

*Hoang Khuat<sup>1</sup>, Robert Ciuchita<sup>1</sup>, Mekhail Mustak<sup>1</sup> (1. CERS – Hanken School of Economics)*

### **Generative AI in Service Interactions: A Systematic Review and Future Research Agenda | A409**

*Atta Rehman<sup>1</sup>, Eeva-Liisa Oikarinen<sup>1</sup>, Mohsin Abdur Rehman<sup>1</sup> (1. University of Oulu)*

### **Taking a Digitaltech-Humanness Approach in Primary Healthcare Service | A411**

*Janet McColl-Kennedy<sup>1</sup>, Mohamed Zaki<sup>2</sup>, Fiona Willer<sup>1</sup>, Emma Baillie<sup>1</sup>  
(1. The University of Queensland, 2. University of Cambridge)*

12:45

### **Lunch | Ground-floor restaurant and Auditorium MAXIMUM on the second floor**

*Lunch for the Editorial Board meeting of Journal of Service Research (Invite Only), Lilla Hangö*

*Lunch for the Editorial Board meeting of Journal of Service Theory and Practice (Invite Only), A210*

14:00

### **PLENARY: Rethinking Resilience in a Changing World | Assembly Hall**

*Sarah Schiffing (Deputy Director, HUMLOG Institute, Hanken School of Economics),  
Christian Fjäder (Professor of Practice, Hanken School of Economics),  
Carlos Diaz Ruiz (Associate Professor, CERS – Hanken School of Economics)*

15:15

### **Break | Foyer and Fazer Café Pop-up (A516)**

15:45

### **Never alone? AI companions to Support Long COVID Patients and Informal Caregivers | A303**

*Olga Siebeck<sup>1</sup>, Thijs Zwienerberg<sup>1</sup>, Vikrant Sihag<sup>1</sup>, Jeroen Schepers<sup>1</sup>  
(1. Eindhoven University of Technology)*

### **Enhancing Service for Consumers Experiencing Vulnerabilities: The Inclusive Side of AI-Driven Technologies – A Systematic Literature Review | A304**

*Chiara De Brabant-Bibi<sup>1</sup>, Kaat De Pourcq<sup>1</sup>, Katrien Verleye<sup>1</sup>  
(1. Center for Service Intelligence, Ghent University)*

### **Paradoxes at the Front Line: A Multi-Level Framework of Nursing Transitions in Healthcare Service Systems | A305**

*Yingzi Xu<sup>1</sup>, Crystal Sheau Fen Yap<sup>1</sup>, Sitong Michelle Chen<sup>1</sup> (1. Auckland University of Technology)*

### **Understanding The Role of Psychological Connection and Instructional Alignment in AI-Enabled Frontline Service Training | A306**

*Khanh Le<sup>1</sup>, Yingzi Xu<sup>1</sup> (1. Auckland University of Technology)*



15:45

(continued)

**A Meta-Analysis Of Frontline Employees' Service Recovery Performance | A307**

*Chiara Orsingher*<sup>1</sup>, *Yves Van Vaerenbergh*<sup>2</sup>, *Monica Magrone*<sup>1</sup> (1. University of Bologna, 2. KU Leuven)

**Understanding and Conceptualising Circular Services | A309**

*Olle Bäcklund*<sup>1</sup>, *Ingo Oswald Karpen*<sup>2</sup>, *Nina Löfberg*<sup>1</sup>  
(1. CTF—Service Research Centre, Karlstad University, 2. CTF—Service Research Center, Karlstad University and Adelaide Business School, University of Adelaide)

**Human-Centric Services: Humans as Service Actors and Humans as Service Beneficiaries | A408**

*Jonas Holmqvist*<sup>1</sup>, *Sertan Kabadayi*<sup>2</sup>, *Domenic Winfrey*<sup>3</sup>  
(1. Kedge Business School, 2. Fordham University, 3. IAE Bordeaux)

**Designing Customer Experience Measurement Systems: A Strategic Perspective | A409**

*Hannu Saarijärvi*<sup>1</sup>, *Ekaterina Panina*<sup>2</sup>, *Jenni Toivonen*<sup>1</sup>, *Daniel Kindström*<sup>3</sup>, *Harri Terho*<sup>2</sup>, *Mika Yrjölä*<sup>1</sup>, *Christina Kuehn*<sup>4</sup> (1. Tampere University, 2. Turku School of Economics at the University of Turku, 3. Linköping University, 4. University of Stuttgart)

**Toward Circularity Through Servitization: Ecosystem Orchestration Strategies of Incumbent Firms | A411**

*Lisa Antonissen*<sup>1</sup>, *Katrien Verleye*<sup>1</sup>, *Kaat De Pourcq*<sup>1</sup> (1. Center for Service Intelligence, Ghent University)

16:15

**Smart Service Systems: Enabling the Seamless Service Experience | A303**

*Cláudia Simões*<sup>1</sup>, *Andreea Trifu*<sup>2</sup>, *Lia Patricio*<sup>3</sup>  
(1. iBMS, University of Minho, 2. CUNEF Universidad, 3. INESC TEC, University of Porto)

**The Paradox of Health and Well-being: Exploring and Alleviating Ill-being of Vulnerable Consumers in Health Service Systems | A304**

*Deirdre O'Loughlin*<sup>1</sup>, *Johanna Gummerus*<sup>2</sup>  
(1. Kemmy Business School, University of Limerick, 2. CERS - Hanken School of Economics)

**The effectiveness of frontline service technologies in healthcare services | A305**

*Sien Vaes*<sup>1</sup>, *Sandra Streukens*<sup>1</sup>, *Sara Leroi-Werelds*<sup>1</sup> (1. Hasselt University)

**The ChatGPT Effect: Evidence from 50,000 Consumer Evaluations of AI-Enabled Services | A306**

*Darius-Aurel Frank*<sup>1</sup>, *Lina Fogt Jacobsen*<sup>1</sup>, *Tobias Otterbring*<sup>2</sup>  
(1. Aarhus BSS, Aarhus University, 2. University of Agder)

**The Future Workplace: Developing the Human-Machine Symbioscape | A307**

*Laszlo Sajtos*<sup>1</sup>, *Khanh Le*<sup>2</sup>, *Nayonika Rachakonda*<sup>1</sup>, *Werner Kunz*<sup>3</sup> (1. University of Auckland, 2. Auckland University of Technology, 3. University of Massachusetts Boston)



16:15  
(continued)

**Ethical Luxury Services | A309**

*Domenic Winfrey*<sup>1</sup>, *Jonas Holmqvist*<sup>2</sup>, *Sertan Kabadayi*<sup>3</sup>  
(1. IAE Bordeaux, 2. Kedge Business School, 3. Fordham University)

**Subscription-based Services and Their Impact on Firm Value | A408**

*J. Chris Lin*<sup>1</sup>, *Heng-Yu Lin*<sup>1</sup>  
(1. National Taiwan University)

**The Selling-oriented Service Chatbot Is Perceived as Harmful | A409**

*Magnus Söderlund*<sup>1</sup>, *Meriem Moutawakil Andersson*<sup>1</sup>  
(1. Stockholm School of Economics)

**Customer Ill-Being from Using Digital Technologies in the Service Experience | A411**

*Annissa Hansen*<sup>1</sup>, *Janet McColl-Kennedy*<sup>1</sup>, *Christoph Breidbach*<sup>1</sup>, *Lisa Hall*<sup>1</sup>  
(1. The University of Queensland)

**Meet the Editors of Service Journals | Futurum**

**Panelists:** *Florian Von Wangenheim* (Editor-in-Chief, *Journal of Service Research*), *Marianna Sigala* (Co-Editor, *Journal of Service Theory and Practice*), *Mark Rosenbaum* (Co-Editor, *Journal of Services Marketing*), *Sertan Kabadayi* (Co-Editor, *Journal of Service Management*); **Moderator:** *Robert Ciuchita* (CERS – Hanken School of Economics)

\*Please note that this session lasts 60 minutes.

16:45

**Technology as Care: Meaning-Making in Hybrid Service Experience | A303**

*Debora Casoli*<sup>1</sup>, *Roberta Di Palma*<sup>2</sup>, *Dominik Mahr*<sup>2</sup>, *Giuseppe Cappiello*<sup>1</sup>  
(1. University of Bologna, 2. Maastricht University)

**Authentic or Engineered? How Destination Personality Shapes Resilient Tourist Identity in the Age of AI | A304**

*Husni Rifqi*<sup>1</sup>, *Kwabena Frimpong*<sup>2</sup>, *Mohammed Sadiq Sohail*<sup>2</sup>, *Obaid Al-Shuridah*<sup>2</sup> (1. KFUPM Business School (KBS), King Fahd University of Petroleum and Minerals, 2. IRC for Finance and Digital Economy, KFUPM Business School (KBS), King Fahd University of Petroleum and Minerals)

**When Being Seen Matters: Metaperception and Digital Human Acceptance in Co-Present Servicescapes | A305**

*Simon Nagel*<sup>1</sup>, *Stefanie Paluch*<sup>1</sup>  
(1. RWTH Aachen University)

**The Power of Touch: Unlocking Well-Being and Performance through Haptic Elements in Digital Health Services | A306**

*Annalena Neder*<sup>1</sup>, *Lucas Endres*<sup>1</sup>, *Nicola Bilstein*<sup>1</sup>, *Berit Helmus*<sup>1</sup>, *Kristina Hall*<sup>1</sup>, *Torsten Eymann*<sup>1</sup>  
(1. University of Bayreuth)



## Tuesday, June 30 (continued)

16:45

(continued)

### When Technology Meets Frontline Judgment in Experience-Intensive Services | A307

*Laura Colm<sup>1</sup>, Vittoria Veronesi<sup>1</sup>, Beatrice Medici<sup>1</sup>*  
(1. SDA Bocconi School of Management)

### Recalibrating the Moral Compass? An Investigation Into the Influence of AI-usage on Users' Moral Self-perception | A309

*Marie Claerhout<sup>1</sup>, Nanouk Verhulst<sup>1</sup>, Arne De Keyser<sup>2</sup>*  
(1. Vrije Universiteit Brussel, 2. EDHEC Business School)

### Affects Shaping Circularity of Plastics in Everyday Life: Insights From Object Interviews | A408

*Mari Ainasoja<sup>1</sup>, Elina Närvänen<sup>1</sup>, Nina Mesiranta<sup>1</sup>, Malla Mattila<sup>1</sup>, Martta Vänskä<sup>1</sup>*  
(1. Tampere University)

### Developing Cultural Tourism Services for Resilient Communities: A Practice Perspective From the Bothnian Arc | A409

*Saila Saraniemi<sup>1</sup>, Jeandri Robertson<sup>2</sup>, Mervi Luonila<sup>1</sup>, Anna Näppä<sup>2</sup>, Tiina Äikäs<sup>1</sup>*  
(1. University of Oulu, 2. Luleå University of Technology)

### Value-In-Life: A Third Customer Value Perspective | A411

*Gustav Medberg<sup>1</sup>, Jacob Mickelsson<sup>2</sup>*  
(1. CERS – Hanken School of Economics, 2. Åbo Akademi University)

19:00

### Gala Dinner | Ravintola Töölö, Runeberginkatu 14-16

- Service journals awards
- SERVSIG awards
- Conference host for 2027

## Wednesday, July 1

09:00

### PLENARY: Innovation Under Pressure: Nordic Firms in an Era of Continuous Disruption | Assembly Hall

*Christoph Vitzthum (CEO, Fazer Group), Heikki Lempinen (CEO, Reima Group), Hans Lind (Senior executive, Volvo Group, CTF – Service Research Center, Karlstad University), Per Kristensson (Professor, CTF – Service Research Center, Karlstad University), Kristina Heinonen (Professor, CERS – Hanken School of Economics)*

10:15

### Break | Foyer and Fazer Café Pop-up (A516)

10:45

### Beyond the Game: Value Co-creation and Co-destruction in Digital Health Service Ecosystems | A303

*Nora Yanruo Zhang<sup>1</sup>, Crystal Sheau Fen Yap<sup>1</sup>, Anca Yallop<sup>1</sup>, Srinisha Murali Tharan<sup>1</sup>*  
(1. Auckland University of Technology)



## Wednesday, July 1 (continued)

10:45  
(continued)

### Academic Work/Life Balance and the Student's Service Experience | A304

*Raechele Johns<sup>1</sup>, Bomikazi Zeka<sup>1</sup>*  
(1. University of Canberra)

### Rethinking customer engagement with autonomous AI agents | A305

*Sissi Lehto<sup>1</sup>, Harri Terho<sup>1</sup>* (1. Turku School of Economics, University of Turku)

### The Role of Emotional Displays in Rebuilding Trust After Brand Crises | A306

*Lam An<sup>1</sup>, Ze Wang<sup>2</sup>, Yu-Shan Huang<sup>2</sup>* (1. University of Winnipeg, 2. University of Central Florida)

### Gamification in Service Recovery: Jackpot or Crackpot | A307

*Amin Nazifi<sup>1</sup>, Holger Roschk<sup>2</sup>, Thomas Leclercq<sup>3</sup>, Ben Marder<sup>4</sup>* (1. University of Birmingham, 2. Aalborg University, 3. IÉSEG School of Management, 4. University of Edinburgh)

### Special Session \*: AI for Teaching. Rethinking how we educate future service managers in the age of AI | A309

Organizers: *Dominik Mahr<sup>1</sup>, Wafa Hammedi<sup>2</sup>* (1. Maastricht University, 2. Université de Namur)

\*Please note that this session lasts 60 minutes.

### Serving Across Timescapes: A Multilevel Perspective on Vulnerability and Time in Transformative Service Initiatives | A408

*Amir Raki<sup>1</sup>, Ilma Nur Chowdhury<sup>2</sup>, Judy Zolkiewski<sup>2</sup>*  
(1. University of Liverpool, 2. University of Manchester)

### When Consumers Reflect: The Impact of Place-Based Memory Sharing on Post-Review Behaviour | A409

*Zening Song<sup>1</sup>, Ahmad Daryanto<sup>2</sup>, Quanchen Liu<sup>1</sup>*  
(1. Beijing Foreign Studies University, 2. Lancaster University)

### Caring with SISU | A411

*Cristina Mele<sup>1</sup>, Kristina Heinonen<sup>2</sup>*  
(1. University of Naples Federico II, 2. CERS – Hanken School of Economics)

11:15

### Building Sustainable Service Innovation Culture with Resilient Service Design | A303

*Eva Austria<sup>1</sup>, Núria Solsona Caba<sup>1</sup>, Martina Čaić<sup>1</sup>, Anna Viljakainen<sup>1</sup>*  
(1. Aalto University School of ARTS)

### Person Centricity in Rehabilitation Services | A304

*Sara Leroi-Werelds<sup>1</sup>, Ilse Lamers<sup>1</sup>, Niels Martin<sup>1</sup>*  
(1. Hasselt University)



11:15  
(continued)

**Frontline Employees' Operational Alignment with Promises: Customers' vs. FLE's perceptions of Promise Readiness | A305**

*Helena Liewendahl*<sup>1</sup>, *Sonja Sarasvuo*<sup>1</sup>, *Kristina Heinonen*<sup>1</sup>, *Minna Pura*<sup>2</sup>  
(1. CERS - Hanken School of Economics, 2. Laurea University of Applied Sciences)

**On Materiality in Circular Service Ecosystems | A306**

*Kaisa Koskela-Huotari*<sup>1</sup>, *Leena Aarikka-Stenroos*<sup>2</sup>, *Joonas Keränen*<sup>3</sup>, *Jaakko Siltaloppi*<sup>2</sup>, *Linnea Harala*<sup>2</sup>  
(1. Stockholm School of Economics, 2. Tampere University, 3. RMIT University)

**Anticipation as a Non-Clinical Intervention in Healthcare: Insights From an 'Awareness'-Oriented Pilot Study | A307**

*Alexandra Zimbatu*<sup>1</sup>, *Gaby Odekerken-Schroder*<sup>1</sup>, *Amanda Beatson*<sup>2</sup>, *Katya Sion*<sup>1</sup>  
(1. Maastricht University, 2. Queensland University of Technology)

**Use Value in the Sharing Economy | A408**

*Ilias Danatzis*<sup>1</sup>, *Kristina Lindsey Hall*<sup>2</sup>, *Valtteri Kaartemo*<sup>3</sup>, *Katharina Husemann*<sup>1</sup>, *Bo Edvardsson*<sup>4</sup>  
(1. King's College London, 2. Louisiana State University, 3. Tampere University, 4. CTF—Service Research Centre, Karlstad University)

**Beyond Servitization: Leveraging Platforms for Growth | A409**

*Anna Salonen*<sup>1</sup>, *Julia Fehrer*<sup>2</sup>, *Christian Kowalkowski*<sup>3</sup>, *Paavo Ritala*<sup>4</sup>, *Elina Jaakkola*<sup>5</sup>  
(1. University of Jyväskylä, 2. University of Auckland, 3. Linköping University, 4. LUT University, 5. Turku School of Economics, University of Turku)

**Leveraging Optimal Experience Patterns in Service Design for Improvements in Maternal Mental Health | A411**

*Grace Palmer*<sup>1</sup>, *Dee Warmath*<sup>1</sup>  
(1. University of Georgia)

11:45

**The Pregnancy Journey: Human-Centered Design as an Alternative to Customer Participation in Service Design for Ambiguous Needs | A303**

*Dee Warmath*<sup>1</sup>, *Heidi Ehrenreich*<sup>2</sup>, *Bridgette Schulman*<sup>2</sup>  
(1. University of Georgia, 2. Northeast Georgia Health Systems - HOPE for Georgia Moms)

**Once Upon a Time and Happily Ever After? Myth Tourism and Societal Well-Being | A304**

*Andreea Trifu*<sup>1</sup>, *Bianca Grozea-Banica*<sup>2</sup>  
(1. CUNEF Universidad, 2. INESC TEC, Faculty of Engineering of University of Porto)

**Reframing Digital Inclusion: A Socio-Emotional Perspective on Older Adults' Engagement with Public E-Services | A305**

*Beatrice Bellassi*<sup>1</sup>, *Angela Carida*<sup>2</sup>, *Maria Colurcio*<sup>1</sup>  
(1. University Magna Graecia of Catanzaro, 2. University of Catanzaro "Magna Graecia")



## Wednesday, July 1 (continued)

11:45

(continued)

### The Sensory Experience Pathway: How Companion Robots Enhance Well-being in Dementia Care | A306

*Irene Di Bernardo<sup>1</sup>, Francesca Vittoria<sup>1</sup>, [Cristina Mele<sup>1</sup>](#), Tiziana Russo Spena<sup>1</sup>, Erik Wastlund<sup>2</sup>*  
(1. University of Naples Federico II, 2. CTF – Center for Service Research, Karlstad University)

### Transformative Extended Service Encounters: Typology on How Face-To-Face Interactions Trigger Transformative Consequences | A307

*Eeva-Liisa Oikarinen<sup>1</sup>, Magnus Söderlund<sup>2</sup>, Mohsin Abdur Rehman<sup>1</sup>, Amy Hoang<sup>1</sup>, Tapio Seppänen<sup>1</sup>*  
(1. University of Oulu, 2. Stockholm School of Economics)

### Measuring Real-Time Experience Throughout the Engagement Journey | A309

*Mikael Gidhagen<sup>1</sup>, Sabine Gebert Persson<sup>1</sup>* (1. Uppsala University)

### Conceptualising Circular Service Design | A408

*Henryk Stawicki<sup>1</sup>, Ingo Oswald Karpen<sup>2</sup>*  
(1. CTF – Center for Service Research, Karlstad University, 2. CTF—Service Research Center, Karlstad University, and Adelaide Business School, University of Adelaide)

### Transforming Language to Serve Humanity: Liberating Migrants from Stigma | A409

*Qusay Hamdan<sup>1</sup>, Ray Fisk<sup>1</sup>* (1. ServCollab)

### Lying at the Organizational Frontlines: Sales Gains and Loyalty Losses | A411

*Hannah Snyder<sup>1</sup>, Lars Witell<sup>2</sup>, Anders Gustafsson<sup>1</sup>, Yany Grégoire<sup>3</sup>*  
(1. BI Norwegian School of Business, 2. Linköping University, 3. HEC Montreal)

### Special Session\*: Building Your Own AI Experiment in 30 Minutes: A Hands-On Workshop with ResearchChatAI | A210

Organizers: *Jonas Heller<sup>1</sup>, Dominik Mahr<sup>1</sup>* (1. Maastricht University)

\*Please note that this session lasts 60 minutes.

12:15

### Designing for Obedience: Humanoid Robots as Deterrents to Jaywalking | A303

*Qingxuan Zhang<sup>1</sup>, [Liliana Bove<sup>1</sup>](#), Denny Oetomo<sup>1</sup>* (1. The University of Melbourne)

### Employees as Sustainability Ambassadors: Conceptual Foundation and Empirical Evidence on Antecedents and Performance Outcomes | A304

*Gabriela Sitz<sup>1</sup>, Maxim Saleschus<sup>1</sup>, Karsten Hadwich<sup>1</sup>* (1. University of Hohenheim)

### AI-Driven Ride-Hailing Experiences: Unraveling the Nexus Between Perceived AI Quality and Customer Captivity | A305

*Rana AbdElMohsen<sup>1</sup>, Adel Reda<sup>1</sup>, Gamal Abdelaziz<sup>2</sup>*  
(1. Cairo University, 2. Cairo University, and Memphis University)



## Wednesday, July 1 (continued)

12:15

(continued)

### Communicating for Impact: A Longitudinal Examination of Environmental and Social Messaging, Customers' Social Innovativeness Perceptions, and Customer Satisfaction | A306

*Bart Larivière<sup>1</sup>, Timothy Keiningham<sup>2</sup>, Edward Carl Malthouse<sup>3</sup>, Lerzan Aksoy<sup>4</sup>, Forrest Morgeson<sup>5</sup>, Gina Woodall<sup>6</sup> (1. KU Leuven, and Center for Service Intelligence, Ghent University, 2. St. John's University, 3. Northwestern University, 4. Fordham University, 5. Michigan State University, 6. Radius)*

### Ideological Signaling in the Servicescape: Emotional and Economic Consequences of Value Expression | A307

*Volker Kuppelwieser<sup>1</sup>, Mark Rosenbaum<sup>2</sup>, Nicola Cobelli<sup>3</sup> (1. NEOMA Business School, 2. The Citadel, 3. University of Verona)*

### Navigating Uncharted and Unstable Territories: "Adaptive" Service Reconfigurations by European Automotive Suppliers | A309

*Laura Colm<sup>1</sup>, Andrea Ordanini<sup>2</sup>, Torsten Bornemann<sup>3</sup> (1. SDA Bocconi School of Management, 2. Bocconi University, 3. Goethe University Frankfurt)*

### Beyond Use or Consumption: Exploring How Consumers Shape the Offerings' Life Cycle Extension Trajectories | A408

*Bidyut Kumer Balo<sup>1</sup>, Ekaterina Panina<sup>1</sup>, Elina Jaakkola<sup>1</sup> (1. Turku School of Economics, University of Turku)*

### Innovate to Elevate: Exploring the Dual Impact of Service Process Innovation on Healthcare Professionals' Role Identity | A409

*Susan Stead<sup>1</sup>, Torsten-Oliver Salge<sup>1</sup>, David Antons<sup>2</sup> (1. RWTH Aachen University, 2. University of Bonn)*

### FinTech Adoption and Service Resilience in Ghanaian SMEs | A303

*Genevieve Sedalo<sup>1</sup>, Sulemana Bankuoru Egala<sup>2</sup>, Kwabena Frimpong<sup>3</sup> (1. University of Professional Studies, Accra, 2. IÉSEG School of Management, 3. IRC for Finance and Digital Economy, KFUPM Business School (KBS), King Fahd University of Petroleum and Minerals)*

12:45

**Lunch** | Ground-floor restaurant and Auditorium MAXIMUM on the second floor

*Lunch for the Editorial Board meeting of Journal of Service Management (Invite Only), Lilla Hangö*

14:00

**PLENARY: Shaping Conditions for Sustainable Living in Organisations, Cities, and Society** | Assembly Hall

*Industry Perspective: Heli Anttila (Vice President R&D and Stakeholder Relationships at Fazer Group)*

*Public Policy Perspective: Jan Vapaavuori (Senior Counsel at Geradin Partners, Former Mayor of Helsinki)*

15:15

**Break** | Foyer and Fazer Café Pop-up (A516)



15:45

**Spontaneous vs. Deliberate Purchasing – Implications for Sustainable Web Service Design | A303**

*Jani Holopainen<sup>1</sup>, Tomi Tonteri<sup>1</sup> (1. University of Eastern Finland)*

**Feeling (AI) Advantage: When Do AI Skills Pay Off for Marketers? | A304**

*Ming-Hui Huang<sup>1</sup>, Michael Trusov<sup>2</sup>, Roland T. Rust<sup>2</sup>  
(1. National Taiwan University, 2. University of Maryland)*

**Empowering Role of AI-powered Services for Vulnerable Consumers: Case Study of New Mothers | A305**

*Sanam Akhavannasab<sup>1</sup>, Malene Gram<sup>1</sup> (1. Aalborg University)*

**Coping with Poignant Experiences | A306**

*Sejal Sudhanshu Kamat<sup>1</sup>, Mirella Kleijnen<sup>1</sup>, Stefanie Beninger<sup>2</sup>  
(1. Vrije Universiteit Amsterdam (Amsterdam Business Research Institute), 2. Nyenrode Business Universiteit)*

**Corruption in Service: Conceptualization and Research Agenda | A307**

*Flamure Ibrahim<sup>1</sup>, Wafa Hammedi<sup>1</sup>, Linda Alkire<sup>2</sup>, Gazi Islam<sup>3</sup>  
(1. Université de Namur, 2. Texas State University, 3. Grenoble Ecole de Management)*

**When Engagement Turns Toxic: Typology and Direction Towards Toxicity | A309**

*Matthew Alexander<sup>1</sup>, Jaylan Azer<sup>2</sup> (1. University of Strathclyde, 2. University of Glasgow)*

**Resources and emotions: a novel view of the customer service experience | A408**

*Aude Rychalski<sup>1</sup>, Helena V. González-Gómez<sup>2</sup>, Sarah Hudson<sup>3</sup>  
(1. ESSCA, 2. NEOMA Business School, 3. Rennes School of Business)*

**The Dual Threat of GenAI-enabled Fraud: Analyzing Consumer Susceptibility and the Impact on Service Firms | A409**

*Ilona Weeterings<sup>1</sup>, Vera Blazevic<sup>1</sup>, Karim Sidaoui<sup>1</sup>, Ruud Wetzels<sup>2</sup>  
(1. Radboud University, 2. The University of Sydney)*

**AI in Crisis and Social Support Systems – Comparison between Affected and Non-Affected Individuals | A411**

*Melvin Rohn<sup>1</sup>, Marion Büttgen<sup>1</sup> (1. University of Hohenheim)*

16:15

**Service Robots That Evoke Automated Social presence: A Meta-analysis | A303**

*Antoine Juquelier<sup>1</sup>, Simon Hazée<sup>1</sup>, Yves Van Vaerenbergh<sup>2</sup>, Ingrid Poncin<sup>1</sup> (1. UC Louvain, 2. KU Leuven)*

**Social Media Implications on Preteen Vulnerability | A304**

*Elin Qvist<sup>1</sup>, Maria Holmlund<sup>1</sup> (1. CERS - Hanken School of Economics)*



## Wednesday, July 1 (continued)

16:15

(continued)

### **The Algorithm Stole My Hobby: The influence of AI on Citizen Science Engagement | A305**

*Max Fa Si Oen<sup>1</sup>, Jeroen Schepers<sup>1</sup>, Ed Nijssen<sup>1</sup> (1. Eindhoven University of Technology)*

### **Relational Immersion in Captivity: Parents Serving with SISU in the Figured World of the Neonatal Intensive Care Unit | A306**

*Beth Leavenworth DuFault<sup>1</sup>, John W. Schouten<sup>2</sup>  
(1. University of Portland, 2. Memorial University of Newfoundland)*

### **The Rhythm of the Service: Integrating the Temporal Dimension in Designing for Public Service | A307**

*Ana Kuštrak Korper<sup>1</sup>, Stefan Holmlid<sup>1</sup> (1. Linköping University)*

### **Consumer Resilience and Consumer Vulnerability Induced by Buy Now Pay Later (BNPL) Services | A309**

*Amiira Ismail<sup>1</sup> (1. CERS – Hanken School of Economics)*

### **Decision Delegation to AI Technologies in Healthcare Services: The Role of Psychological Needs and Consumer Trust | A408**

*Heer Paleja<sup>1</sup>, Chanaka Jayawardhena<sup>1</sup>, Liliane Abboud<sup>1</sup> (1. Surrey Business School)*

### **Empowering the Aging Consumer: The Role of Agentic AI Modality in Enhancing Decision Self-Efficacy | A409**

*Sirui Qiu<sup>1</sup> (1. HEC Montreal)*

### **Navigating Product-as-a-Service Innovation: A Longitudinal Study of Adoption Dynamics | A411**

*Heiko Gebauer<sup>1</sup>, Christian Kowalkowski<sup>1</sup>, Lars Witell<sup>1</sup>  
(1. Linköping University)*

### **Meet the Editors of Non-Service Journals\* | Futurum**

*Panelists: Arne de Keyser (Associate Editor, Journal of Business Research), Eric Arnould (Co-Editor, International Journal of Research in Marketing), Lilliana Bove (Associate Editor, Psychology & Marketing), Suvi Nenonen (Co-Editor-in-Chief, Industrial Marketing Management); Moderator: Robert Ciuchita (CERS – Hanken School of Economics)*

*\*Please note that this session lasts 60 minutes.*

16:45

### **From Farm to Fork: Investigating the Use of AI-driven Service Platforms for People and Practices Narratives to Influence Consumer Behaviour and Community Wellbeing | A303**

*Zelal Ates<sup>1</sup>, Joerg Finsterwalder<sup>2</sup>, Silke Bartsch<sup>3</sup>, Xenia Muth<sup>3</sup>, Rebecca Finsterwalder<sup>4</sup>, Michael Lorth<sup>1</sup>  
(1. TH Köln, University of Technology, Arts, Sciences, 2. University of Canterbury, 3. Hochschule Mittweida, 4. Independent Researcher)*



## Wednesday, July 1 (continued)

16:45

(continued)

### Decent Work and Employee Well-Being in Hospitality: A Multilevel, Data-Driven Analysis of Frontline Employee Narratives | A304

*Selina Xie*<sup>1</sup>, *Astrid Dickinger*<sup>1</sup>

(1. Modul University Vienna)

### A New Role for Developing Talent and Adding Value in the New Era: Women As Authentic Leaders of Collaborative Teams at the Middle Level | A305

*Lucio Lescano-Duncan*<sup>1</sup>

(1. CAME, School of Middle Management)

### Motivations, Opportunities, and Abilities as Microfoundations of Actor Engagement in Circular Economy Service Ecosystems | A306

*Tiia Vuorinen*<sup>1</sup>, *Hannu Makkonen*<sup>1</sup>, *Erwan Mouazan*<sup>1</sup>, *Hanna Leipämaa-Leskinen*<sup>1</sup>

(1. University of Vaasa)

### Enabling Circular Economy as Service Innovation: A value propositions perspective | A307

*Sönnich Sönnichsen*<sup>1</sup>, *Jesper Clement*<sup>2</sup>, *Adam de Jong*<sup>2</sup>, *Roger Maull*<sup>3</sup>, *Chris Voss*<sup>4</sup>

(1. Nottingham Trent University, 2. Copenhagen Business School, 3. University of Exeter Business School, 4. Warwick Business School)

### Connecting Digitally, Retaining Frontlines: The Influence of Intra-Organizational Social Media Use on Frontline Professional Employee Retention Through Meaningful Engagement | A309

*En-Yi Chou*<sup>1</sup>, *Cheng-Yu Lin*<sup>2</sup>, *Haw-Yi Liang*<sup>3</sup>, *Agnes Gracia Quita*<sup>3</sup>, *Teerada Cattapan*<sup>3</sup>, *Chung-Yueh Wu*<sup>4</sup>

(1. National Central University, 2. National Sun Yat-Sen University, 3. National Taiwan University of Science and Technology, 4. National Taiwan University)

### AI as a Driver of Sociotechnical Innovation – The Case of Immersive Learning Environments | A408

*Fares Khalil*<sup>1</sup>, *Nikolaos Stylos*<sup>2</sup>, *Claire Roberts-Owen*<sup>3</sup>

(1. CERS – Hanken School of Economics, 2. University of Bristol Business School, 3. Metaverse Hub)

### Beyond Green Claims: How Online Customers React to Sustainability Narratives in Retail Services' Promotion on YouTube | A409

*Anissa Fedji*<sup>1</sup>, *Olivier Badot*<sup>2</sup> (1. NIMEC, IAE de Caen, and Université Paris-Saclay, 2. ESCP Business School and NIMEC, IAE de Caen)

### Designing Cognition-Supportive Services: Longitudinal Evidence on Social Participation, Education, and Collective Adaptation in China | A411

*Xiucheng Fan*<sup>1</sup>, *Yuchi Liu*<sup>2</sup> (1. Fudan University, 2. Dalian Polytechnic University)

19:00

**Social reception** | Maxine, Urho Kekkosen katu 1, 6th floor (Kamppi Shopping Centre)

- [The Grönroos Service Research Award](#)



## Thursday, July 2

09:00

### **PLENARY: Happiness and Generosity** | Assembly Hall

*Janne Tienari (Professor, Hanken School of Economics),  
Micael Dahlén (Professor, Stockholm School of Economics)*

10:15

### **Break** | Foyer and Fazer Café Pop-up (A516)

10:45

### **Value Creation of Pokémon Card Buying and Opening Experiences – An Investigation of French Consumers** | A303

*Cyrlene Claasen<sup>1</sup>, Clara Koetz<sup>1</sup> (1. Rennes School of Business)*

### **From Efficiency to Legitimacy: Citizen Trust and Acceptance of Generative AI in Public Service Communication** | A304

*Eva Umschlag<sup>1</sup>, Sonja Christ-Brendemühl<sup>1</sup>  
(1. Bonn-Rhein-Sieg University of Applied Sciences)*

### **Virtual Service Agents' Influence on both General and Marginalised Consumers' Perceptions of Inclusion – A General and Marginalised Consumer Perspective** | A305

*Christopher Cunliffe<sup>1</sup>, Anne Peschel<sup>1</sup>, Susanne Pedersen<sup>1</sup>, Lina Fogt Jacobsen<sup>1</sup>  
(1. Aarhus BSS, Aarhus University)*

### **Understanding the Video Game Business: A Bibliometric Review of 25 Years of Research** | A306

*Verena Wecklein<sup>1</sup>, Dirk Totzek<sup>1</sup> (1. University of Passau)*

### **Exploring the Concept Consumer Vulnerability in the Age of Generative AI** | A307

*Mohammad Amayreh<sup>1</sup>, Eman Gadalla<sup>1</sup>, Mike Ryder<sup>1</sup>, Ahmad Daryanto<sup>1</sup>  
(1. Lancaster University)*

### **Serving from Within: Brain–Computer Interfaces and Hyper-Personalized Recommendations** | A309

*Alexander Kies<sup>1</sup>, Elina Tang<sup>2</sup>  
(1. RWTH Aachen University, 2. Northern Illinois University)*

### **Leveraging Generative AI to Capture Theoretical Nuances in Service Research** | A408

*Yaozhi Zhang<sup>1</sup> (1. American University of Beirut - Mediterraneo)*

### **Roles of Third-Party Touchpoints in Customer Journeys** | A409

*Isadora Gasparin<sup>1</sup>, Ekaterina Panina<sup>1</sup>, Larissa Becker<sup>2</sup>, Elina Jaakkola<sup>1</sup>  
(1. Turku School of Economics at the University of Turku, 2. CERS – Hanken School of Economics)*



## Thursday, July 2 (continued)

10:45  
(continued)

### The Emergent Leadership Phenomena: Human-centric Leadership and Wellbeing at Work | A411

*Ritva Höykinpuro<sup>1</sup>, Minna Pura<sup>1</sup> (1. Laurea University of Applied Sciences)*

11:15

### From Parasocial to Sociotechnical: Critical AI Literacy in Humanlike Chatbot Interaction | A303

*Anu Helkkula<sup>1</sup>, Mikael Gidhagen<sup>2</sup> (1. CERS – Hanken School of Economics, 2. Uppsala University)*

### Designing Data for Service Innovation | A304

*Fakhreh Moeini<sup>1</sup>, Tuure Tuunanen<sup>2</sup>  
(1. University of Jyväskylä, Finnish Hub for Digitalization, 2. University of Jyväskylä)*

### Empower or Disempower? The Paradoxical Effects of AI Empathy | A305

*Kaiwen Xue<sup>1</sup>, Sven Tuzovic<sup>1</sup>, Udo Gottlieb<sup>1</sup>  
(1. Queensland University of Technology)*

### Liberating Humanity from Cruelty and Dominance Systems | A306

*Ray Fisk<sup>1</sup>, Qusay Hamdan<sup>1</sup>  
(1. ServCollab)*

### The Ethical Challenges of Customer Vulnerability: A Frontline Employee Perspective | A309

*Candice Marti<sup>1</sup>, Melanie Lorenz<sup>2</sup>, Kristina Lindsey Hall<sup>3</sup>, Patrick Fennell<sup>4</sup>, Susana Jaramillo<sup>5</sup>  
(1. Mississippi State University, 2. Florida Atlantic University, 3. Louisiana State University, 4. Kennesaw State University, 5. University of Memphis)*

### Beyond individual: Rethinking social touchpoints in customer experience | A408

*Syeda Mansura Khatoon<sup>1</sup>, Larissa Becker<sup>1</sup>, Johanna Gummerus<sup>1</sup>, Pia Polsa<sup>1</sup>  
(1. CERS – Hanken School of Economics)*

### Where Community Well-Being Begins: Meso-Level Service Practices as the Primary Locus of Well-Being | A409

*Chihiro Morito<sup>1</sup> (1. Kwansei Gakuin University)*

### Effectiveness of AI-generated Negative Feedback | A411

*Marjan Aslan<sup>1</sup>, Patrick L'Espoir Decosta<sup>2</sup> (1. University of Canberra, 2. Australian National University)*



11:45

**AI-Generated Images and Donor Responses: The Role of Perceived Authenticity in Charitable Services | A303**

*Nicole Königstein<sup>1</sup>, Anna Janik<sup>1</sup>, Nancy Wunderlich<sup>1</sup> (1. TU Berlin)*

**Service Sovereignty: A Concept for Preserving Freedom of Choice in Service Systems | A304**

*Peter Hottum<sup>1</sup>, Matthäus Wilga<sup>2</sup>, Jens Neuhüttler<sup>3</sup>, Jakob Guhl<sup>3</sup>, Tilo Böhmman<sup>4</sup>, Angela Roth<sup>2</sup>, Gerhard Satzger<sup>1</sup>, Carsten Schultz<sup>5</sup>, Katharina Hölzle<sup>3</sup>, Werner Kunz<sup>6</sup> (1. Karlsruhe Institute of Technology (KIT), 2. Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), 3. Fraunhofer IAO, 4. University of Hamburg (UHH), 5. Kiel University (CAU), 6. University of Massachusetts Boston)*

**It's Covered: How Insurance Coverage Increases Riskier Medical Therapy Choices | A305**

*Matilda Vevera<sup>1</sup>, Colleen Harmeling<sup>2</sup>, Cammy Crolic<sup>1</sup> (1. Florida State University, 2. University of Kentucky)*

**Large Language Model Optimization (LLMO) for Retail: How Conversational AI Reshapes Product Discovery and Brand Visibility | A306**

*John Gale<sup>1</sup> (1. Georgetown University)*

**Exploring value-in-experience through patients' lifeworlds: Empirical insights from primary care services | A309**

*Kyriakos Apostolou<sup>1</sup> (1. University of Lancashire and CERS – Hanken School of Economics)*

**From Aesthetic Engagement to Social Impact: Leveraging Art for Designing Transformational Experiences | A408**

*Marianna Sigala<sup>1</sup> (1. University of Newcastle)*

**Dignity Violations as Service Failures: Delineating the Cross-Cultural Effects on Consumer Behavioral Intentions in the Hospitality Industry | A409**

*Rodoula Tsiotsou<sup>1</sup>, Nikoletta Theofania Siamagka<sup>2</sup> (1. University of Macedonia, 2. Aristotle University of Thessaloniki)*

**Guarding the Service Encounter: Auditing and Mitigating Vulnerability-Based Steering in Conversational AI | A411**

*Laura Hesse<sup>1</sup>, Erik Buchmann<sup>2</sup>, Vincent Freiberger<sup>2</sup>, Victor Jüttner<sup>2</sup>, Silke Boenigk<sup>3</sup> (1. Bauhaus-Universität Weimar, 2. Universität Leipzig, 3. University of Hamburg (UHH))*



12:15

**Is (S)he a Good Fit? Perceived Gender Fit for Different Occupational Roles | A303**

*Elisabeth Flores<sup>1</sup>, Michael Paul<sup>1</sup>*  
(1. Universität Augsburg)

**Market Shaping Capabilities in the Anthropocene – Introducing a Socio-ecological logic | A305**

*Sickan Åberg<sup>1</sup>*  
(1. CERS – Hanken School of Economics)

**AI as Educational Tools: Enhancing Surface, Deep, and Transfer Learning in Services Marketing Education | A306**

*Nadia Pomirleanu<sup>1</sup>, Brandon Gustafson<sup>2</sup>*  
(1. University of Nevada, Las Vegas, 2. Oakland University)

**A human capabilities lens for service research | A309**

*Stefan Burggraf<sup>1</sup>*  
(1. CERS – Hanken School of Economics)

**AI in the B2B Customer Journey: A Systematic Literature Review of Modalities, Mechanisms, and Outcomes | A408**

*Tanvir Nawaz Bin Towid<sup>1</sup>, Mekhail Mustak<sup>1</sup>, Mika Gabrielsson<sup>1</sup>*  
(1. CERS – Hanken School of Economics)

**Bringing the Past to Life: The Effect of Nostalgic Marketing of Service Experiences on Consumer Responses | A409**

*Line Lervik-Olsen<sup>1</sup>*  
(1. BI Norwegian Business School)

12:45

**Closing networking | Hanken School of Economics, Foyer**