

CALL FOR PAPERS

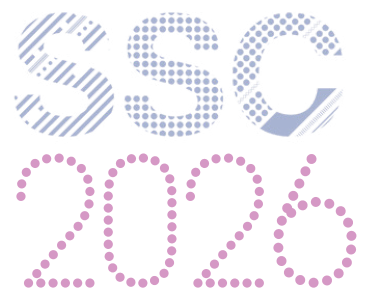
SPRING SERVITIZATION CONFERENCE



Servitization Doctoral Symposium

18 - 20 May 2026
Bochum • Germany

ADVANCEDSERVICESGROUP.CO.UK/EVENTS/SSC2026



THE 2026 CONFERENCE THEME

Servitization as a Multilevel Transformation: Business Models, People, Organisations, and Ecosystems

The Spring Servitization Conference (SSC2026) is dedicated to understanding how organisations – together with their employees and their ecosystem of customers and partners – develop and adapt their business models through servitization and advanced services. The 2026 conference will be held in **Bochum, Germany**, with the overall theme of '*Servitization as a Multilevel Transformation*'. The conference will bring together the world's leading researchers, practitioners and doctoral students from various disciplines to debate and engage with the theory and practice of servitization.

SSC2026 will comprise the **Servitization Doctoral Symposium (Monday 18th May)** and the main **Spring Servitization Conference (Tuesday 19th and Wednesday 20th May)**.

On Monday, 18th May, we will host our doctoral symposium for PhD students whose research focuses on topics related to servitization (including product-service systems, services-centric business models, service innovation, and service-dominant logic etc.).

On Tuesday, 19th and Wednesday, 20th May, we will follow the established format of a single stream where 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 keynote addresses from senior executives of leading manufacturing businesses. We will also dedicate some sessions to the early-stage research, which comprises interactive keynotes by leading academics in the field, debates around emergent research themes, and poster reviews of proposed projects and doctoral research. A certificate of attendance will be provided on request after the conference by email to the conference organising team.



Abstracts are invited on all aspects of servitization, but preferably those related to this year's theme, *Servitization as a Multilevel Transformation: Business Models, People, Organisations, and Ecosystems*.

We welcome contributions from practitioners along with empirical studies of product manufacturers, utilities and technology vendors. We invite abstracts from a multitude of academic disciplines, including industrial engineering, marketing, strategic management, operations management, economics, information systems, psychology, work science, and others, to facilitate the interdisciplinary discourse on servitization.

Contributions are especially sought to cover the topics of

- Service-centric business models and competitive strategies.
- Servitizing in ecosystems, supply chains, value networks, and platforms.
- Organising for servitization and service process design and management.
- Change management and participatory change in the context of servitization.
- Development of individual mindsets, motivation and competences for servitization.
- Territorial Servitization: pathways of servitization strategy adoption for regional and sectoral change.
- Country-specific issues, international comparisons, trade, economic and meta-study analyses of market and social trends in services growth.
- Technologies and capabilities enabling services (e.g. data analytics, digital twins, industrial Internet-of-Things, artificial intelligence and agents, blockchain, platforms, additive manufacturing).
- Human factors in service design and delivery.
- Systemic and ecosystem theory of servitization (e.g. service-dominant logic).
- Services marketing, solution selling, value-based selling, pricing and revenue models.
- Services finance, risk management of services, and legal contracts.
- Engineering, innovation 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 open at the end of November). Please ensure your extended abstract comprises the following eight 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 (e.g. Harvard style)

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 two-page executive summary for publishing in the conference proceedings. **Advanced Research** contributions will be invited to the main stage, whilst **Evolving Research** contributions will be invited to discuss their research during the research poster sessions.



IMPORTANT DATES FOR AUTHORS

Extended abstract deadline (1,000 words): 11th January 2026*

Abstract review author notification: w/c 9th February 2026

Final submission (executive summary) deadline: 15th March 2026

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 submission 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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All accepted abstracts will be published in the conference proceedings, which is an Open Access Publication developed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0), and permits non-commercial re-use, distribution, and reproduction in any medium, provided the original work is properly cited.



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

#SSC2026



DOCTORAL SYMPOSIUM

The Servitization Doctoral Symposium will precede the Spring Servitization Conference. 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 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 in the future.

The symposium is selective, and we have up to 10 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 pay the symposium fee, which covers participation in the symposium itself and also provides automatic access to the Spring Servitization Conference on 19–20 May.

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



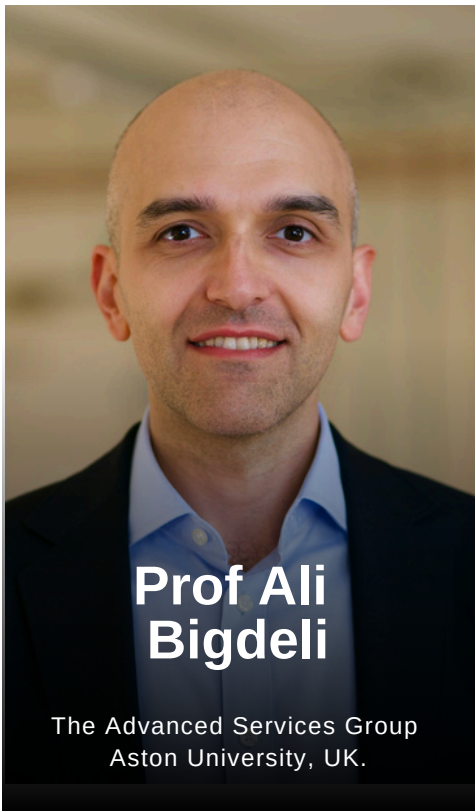
Proposal Template

Important dates: Applications and associated documents must be submitted by:
11th January 2026 midnight (UK),

Notification: The application decision will be circulated w/c 9th February 2026



Conference Co-Chairs



Conference Organising Team



Ms Gill Holmes



Dr Raveen Menon



Dr Dipti Rathi



Timon Urs Knapp

The Advanced Services Group, Aston University

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