

SPRING SERVITIZATION CONFERENCE

JOINING INSTRUCTIONS & PROGRAMME

19 & 20 May 2026
Bochum • Germany

ADVANCEDSERVICESGROUP.CO.UK/EVENTS/SSC2026

JOINING INSTRUCTIONS

(PRESENTERS/ATTENDEES)

Below are the joining instructions for presenters and delegates to SSC2026. Please take time to read through the information before the conference and, if you are presenting, identify your time slot.

INSTRUCTIONS FOR PRESENTERS/SPEAKERS

Advanced Research Theme:

- **Important:** please send your presentation to Dr Raveen Menon at abs_ssc2026@aston.ac.uk by 5th May at the latest for loading to the AV system. **Due to the system we are using, we're unable to accept any slide decks on the day. Therefore, to avoid losing your presentation slot, please ensure your PowerPoint slides are submitted to us in advance by the above date.**
- Your PowerPoint presentation should be in a 16:9 widescreen format.
- On arrival, please register and make yourself known to the session's Chair.
- You will have 15 minutes to deliver your presentation as part of a panel.
- The session chairperson will moderate a collective 15-minute Q&A towards the end of each panel session.

Emerging Research Theme (Posters):

- On arrival at the registration desk, give your printed research poster to the registration staff for display.
- You will have up to 10 minutes to present your poster. Check the programme for your slot.
- You will be speaking over your poster, so do not provide slides.

CONFERENCE VENUE

The conference will be held at **The ZESS** in Bochum, Germany.

Address: [Hans-Dobbertin-Str. 8,44803 Bochum, Germany](#)

Registration: Opens from 08:15.

Wi-Fi Access: login details will be provided on the day.



CONFERENCE GALA DINNER

The Gala Dinner will be held at **KUMPELS im Deutschen Bergbau-Museum Bochum**, on Wednesday, 20th May at 19:00.

(Dress code: smart business attire)

Address:
[Schillerstraße 20, 44791 Bochum, Germany](#)

Website: <https://www.kumpels.de/>



CONFERENCE Q&A – VEVOX

To participate in the live Q&A, please access **VEVOX** from your web browser or phone/tablet.



Session: 2026 Spring Servitization Conference – Bochum

Session ID: 191-044-386

This session will appear in your Vevox dashboard sessions list, which you can access by clicking here:

<https://vevox.app/#/m/191044386>

SOCIAL MEDIA & CONFERENCE PROCEEDINGS

- Proceedings will be available to download from the [Conference Website](#) after May 8th, 2026.
- Please use #SSC2026 to promote the conference and presentations on social media. Follow us for the updates:



Keynote Speakers (confirmed)



Professor Michael Kleinaltenkamp

Freie Universität Berlin



Peter Glauner

CEO & CSO Region Europe, Wilo



Dr Dorothee Becker

CEO, Gebr. Becker



Anton Feld

Director Value Added Services, KARL STORZ

SSC2026 PROGRAMME

| | |
|---|--|
| Industry/Academic Keynotes | Grand Challenges, Circular Economy, and Net-Zero |
| Case Studies and Empirical Research/Theory and Frameworks | Ecosystem, Value Network and Digitalisation |
| Capabilities, Organizational Change and Leadership | |

| Day 1 19 May 2026 | Time | Title |
|---|-------|--|
| | 08:15 | Registration & Coffee |
| | 08:45 | Opening Remarks: Prof Ali Z. Bigdeli, Prof Tim Baines, and Prof Jens Pöppelbuß |
| Keynote 1 | 09:00 | Prof Michael Kleinaltenkamp, Freie Universität Berlin |
| Panel 1 Chair: Prof Ali Bigdeli | 09:30 | Title: Exploring Sustainability and Value Co-Creation in Smart Waste Service Ecosystems <i>Authors: Weiskopf, Simon; Meier, Nico</i> |
| | 09:45 | Title: Navigating Uncertainty in Emerging Service Ecosystems: Strategic Alignment Mechanisms for Value Co-Creation and Co-Destruction <i>Authors: Drees, Lisa; Knapp, Timon Urs</i> |
| | 10:00 | Title: Beyond Orchestration: Strategic Role Positioning in Service Ecosystems for B2B Servitization <i>Authors: Bluemink, Bart; Santema, Sicco; Simonse, Lianne</i> |
| | 10:15 | Q&A Panel discussion |

| 10:30 | | Refreshment break |
|---|---------------|---|
| Panel 2 Chair: Prof Jens Pöppelbuß | 11:00 | Title: Orchestrating Customer Adoption of Product-as-a-Service Offerings <i>Authors: Gebauer, Heiko; Kowalkowski, Christian; Witell, Lars</i> |
| | 11:15 | Title: Impact of Gendered Personality Traits on Service Innovation in Manufacturing <i>Authors: Rogova, Natalia; Lexutt, Eva</i> |
| | 11:30 | Title: Applying Servitization Maturity as a Holistic Transformation Framework: Five Archetypal Strategies for Manufacturing Firms <i>Authors: Marks, Frank; Eskiyeerli, Devrim; Kirkels, Yvonne</i> |
| | 11:45 | Q&A Panel discussion |
| Chairs: Dr Raveen Ramachandran Menon & Dr Dipti Rathi | 12:00 – 13:30 | <u>Lunch & Poster Session</u> (i) Risk and Uncertainty in Servitized Value Propositions from Capital Goods Manufacturers: A Semi-Systematic Literature Review by <i>Lind, Hans; Jagstedt, Siri; Netz, Johan; Magnusson, Peter R</i> (ii) Servitization by Design. A Product Design Framework for Ecosystem Entities in Smart Product-Service Systems by <i>Dumitrana, Elena, M.; Dhokia, Vimal; Clift, Bryan, C.; Janson, Debbie, J.</i> |
| Keynote 2 | 13:30 | Dr Dorothee Becker, CEO, Gebr Becker |
| Panel 3 | 14:00 | Title: Servitization as Social Innovation <i>Authors: Beltaoui, Ahmad; Vicini, Marina; Udondian, Enobong; Qin, Shuai</i> |

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| Chair: Prof Tim Baines | 14:15 | Title: Development of a Meta-Model for Harmonizing Maturity Assessments in Digital Servitization <i>Authors: Wlodarczyk, Pierre; Poepelbuss, Jens</i> |
| | 14:30 | Title: Attributes of Scalable EaaS Offerings: A Configurational Analysis <i>Authors: Ebel, Martin; Knapp, Timon Urs; Lexutt, Eva; Lamprecht, Claudio</i> |
| | 14:45 | Q&A Panel discussion |
| 15:00 Refreshment break | | |
| Panel 4 Chair: Dr Ahmad Beltagui | 15:30 | Title: A tertiary Literature Review on Servitization <i>Authors: Momeni, Beheshte; Raddats, Chris; Kohtamäki, Marko</i> |
| | 15:45 | Title: The Business Case for Servitization in UK Manufacturing: Evidence from a Nationwide Survey <i>Authors: Ramachandran Menon, Raveen; Baines, Tim; Rathj, Dipti; Adem, Anwar; Schroeder, Andreas; Bigdeli, Ali</i> |
| | 16:00 | Title: Conceptualizing Strategic Nonlearning in Servitization <i>Authors: Huikkola, Tuomas; Kohtamäki, Marko</i> |
| | 16:15 | Q&A Panel discussion |
| 16:30 Close of Day 1 | | |

| Day 2 20th May 2026 | Time | Title |
|---|-------|--|
| | 08:45 | Arrival & Coffee. |
| Keynote 3 | 09:00 | Peter Glauner, CEO and CSO Region Europe, WILO |
| Panel 1 Chair: Prof Vicky Story | 09:30 | Title: Quantifying Viable Service Ecosystems: A Time-Dynamic Model of Multi-Actor Value Creation and Capture <i>Authors: Meierhofer, Jürg; Wulf, Jochen; Santini, Erica; Saccani, Nicola</i> |
| | 09:45 | Title: A Multi-Level Framework Conceptualising Sustainable Servitization <i>Authors: Kovacic-Lukic, Mariana; Arikan, Emel</i> |
| | 10:00 | Title: Assessing the Environmental Contribution of Servitised Business Models in Practice <i>Authors: Lussignoli, Luca; Saccani, Nicola; Arioli, Veronica; Adrodegari, Federico; Scalvini, Laura; Pirola, Fabiana</i> |
| | 10:15 | Q&A Panel discussion |
| 10:30 | | Refreshment break |
| Panel 2 Chair: Prof Andreas Schroeder | 11:00 | Title: Selling Servitized Solutions <i>Authors: Story, Vicky; Zolkiewski, Judy; Burton, Jamie; West, Shaun</i> |
| | 11:15 | Title: Risk Transfer as a Value Proposition in Business-To-Business Services: A Philosophical Analysis <i>Author: Lind, Hans</i> |

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| | 11:30 | Title: A Data-Driven Servitization Intensity Typology for UK Manufacturing: Clusters, Stage-Specific Enablers and Predictive Modelling <i>Authors: Fouad, Shereen; Ramachandran Menon, Raveen; Adem, Anwar; Baines, Tim; Bigdeli, Ali; Schroeder, Andreas; Driffield, Nigel; Battisti, Giuliana; Abdelhameed, Abdallah</i> |
| | 11:45 | Q&A Panel discussion |
| Chairs: Dr Raveen Ramachandran Menon & Dr Dipti Rathi | 12:00 – 13:30 | <u>Lunch & Poster Session</u> (i) Strategic Proximity to Agentic AI: Implications for Digital Servitization and Innovation Pathways by <i>Mohib, Arooj; Kohtamäki, Marko</i> (ii) Developing the Foundations of Scalability for Digital Services by <i>Saeed Akkas, Amna; Abeysinghe, Odara</i> (iii) Firm Boundary Dynamics in the Era of Artificial Intelligence by <i>Warraich, Tayyab; Alghan, Khaled Abed; Huikkola, Tuomas; Kohtamäki, Marko</i> |
| Keynote 4 | 13:30 | Anton Feld, Director Value Added Services, KARL STORZ SE & Co. KG |
| | 14:00 | Title: Value-Driven AI for Industrial Smart Services: A Multilevel Framework Linking Risk, Value, and Pricing <i>Authors: Meierhofer, Jürg; Tenucci, Andrea; Wulf, Jochen; Herrmann, Thomas</i> |
| Panel 3 | 14:15 | Title: Designing an AI-Enabled Data Platform for Social Services Ecosystem <i>Authors: Feind, Eileen; Li, Mahei Manhai; Leimeister, Jan Marco</i> |
| Chair: Prof Mario Rapaccini | 14:30 | Title: Exploring The Linkages Between Resilience and Servitization: A Research Framework and Agenda <i>Authors: Rapaccini, Mario; Spadafora, Maria</i> |
| | 14:45 | Q&A Panel discussion |

15:00

Refreshment break

| | | |
|---|-------|--|
| Panel 3 Chair: Prof Jamie Burton | 15:15 | Title: Theorising Signalling and Bonding In Servitization <i>Authors: Schroeder, Andreas; Bigdeli, Ali; Baines, Tim; Menon, Raveen; Adem, Anwar; Driffield, Nigel; Rathi, Dipti</i> |
| | 15:30 | Title: Modular Go-To-Market Strategies for Global Scaling of Solution Offerings <i>Authors: Knapp, Timon Urs; West, Shaun</i> |
| | 15:45 | Title: Unlearning and Intentional Forgetting in Organizational Change and Servitization Literature: Two Comparative Scoping Reviews <i>Authors: Böckmann, Hannah; Berretta, Sophie; Hennemann, Sven; Ebel, Martin</i> |
| | 16:00 | Q&A Panel discussion |

16:15 Concluding Remarks (Co-Chairs)

> Next year's SSC Invitation

> Close of Day 2

19:00 > Gala Dinner & Awards @ KUMPELS im Deutschen Bergbau-Museum Bochum