CALL FOR PAPERS

# SPRING SERVITIZATION CONFERENCE 2027

&

## SERVITIZATION DOCTORAL SYMPOSIUM

17–19 MAY 2027

PORTO, PORTUGAL

Aston University
BIRMINGHAM UK

THE ADVANCED SERVICES GROUP

CATÓLICA PORTO
SCHOOL OF BUSINESS & ECONOMICS

## THE 2027 CONFERENCE

# SERVITIZATION IN A CHANGING GLOBAL ECONOMY: CONNECTING CAPABILITIES, ECOSYSTEMS AND MARKETS

The Spring Servitization Conference 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 2027 conference will be held in Porto, Portugal, in partnership with Catolica Porto School of Business and Economics. The conference will bring together leading researchers, practitioners and doctoral students from a range of disciplines to debate and engage with the theory and practice of servitization.

SSC2027 will comprise the Servitization Doctoral Symposium on **Monday, 17 May,** followed by the main Spring Servitization Conference on **Tuesday, 18 May and Wednesday, 19 May.**

**On Monday, 17 May,** we will host our doctoral symposium for PhD students whose research focuses on topics related to servitization, including product-service systems, service-centric business models, service innovation and service-dominant logic.

**On Tuesday, 18 May and Wednesday, 19 May,** we will follow the established single-stream format. Contributors will have an opportunity to present to the full conference audience and engage in structured and semi-structured panel sessions. The programme is designed to encourage extensive debate and bridge research theory and industrial practice.

The conference will also feature keynote addresses and sessions dedicated to early-stage research, including interactive keynotes, debates around emerging research, and poster reviews of proposed projects and doctoral research. A certificate of attendance will be available on request after the conference.

# CALL FOR PAPERS

Abstracts are invited on all aspects of servitization. The specific SSC2027 conference theme will be **Servitization in a Changing Global Economy: Connecting Capabilities, Ecosystems and Markets.**

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

Contributions are especially sought to cover the topics of

- Service-centric business models and competitive strategies.
- Servitizing across 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. AI, data analytics, digital twins, industrial Internet-of-Things, blockchain, and additive manufacturing).
- Responsible and human-centred digital servitization, including trust, ethics, transparency, cybersecurity, data governance and digital sovereignty in AI-enabled service offerings and ecosystems.
- 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.

# 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.

Please submit an extended abstract of 1,000 words (including any figures, tables and references) via the conference website (the submission opening date will be confirmed shortly). 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): **10 January 2027***
Abstract review author notification: **w/c 8 February 2027**
Final submission (executive summary) deadline: **7 March 2027**
** midnight UK time.*

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 contributors to pay strict attention to the submission guidelines and deadlines, as failure to do so may delay the review process and result in rejection.

ABSTRACT TEMPLATE

SUBMISSION WEBSITE

## COPYRIGHT LICENSING

*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.

#SSC2027

# 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 18–19 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).

PROPOSAL TEMPLATE

APPLICATION FORM

Important dates

Applications and associated documents deadline: **10 January 2027**

Notification of application decisions: **w/c 8 February 2027**

# SPECIAL ISSUE CALL

# INTERNATIONAL MARKETING REVIEW

The 2027 Spring Servitization Conference will be linked to a forthcoming special issue of International Marketing Review entitled **"Servitization in International Markets: Capabilities, Ecosystems and the Orchestration of Value Across International Borders".**

The special issue will explore topics including international market positioning; the design, pricing and governance of outcome-based offerings; capabilities for scaling advanced services internationally; cross-border service ecosystems; digital platforms, data governance and AI; global value capture and trade; and sustainability in international servitization.

**Feedback opportunities prior to submission**

Special session at the 2027 Spring Servitization Conference, May 2027: Authors will be able to indicate that they are developing a paper for the Special Issue as part of the submission process, and these authors will have both a presentation slot, as normal, and an opportunity to join a workshop during the conference to receive feedback from the guest editors. Submission deadline for the conference is January 2027. Further details will be available soon.

Presenting or attending this special session does not guarantee publication in the special issue, nor is it a prerequisite for publication in the special issue. This special session simply offers an opportunity for authors to refine their manuscripts with input from key Servitization authors prior to the formal double-blind review process.

SPECIAL ISSUE
INTERNATIONAL MARKETING REVIEW

PORTO
PORTUGAL

## CONFERENCE
# CO-CHAIRS

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FOR MORE INFORMATION, VISIT

# SSC2027 WEBSITE

https://www.advancedservicesgroup.co.uk