**SERVICE BUSINESS INNOVATION:**

**IMPLICATIONS ON GOVERNANCE,**

**MANAGEMENT ACCOUNTING AND CONTROL**

***Journal of Management and Governance* Workshop and Special Issue**

Scuola Superiore Sant’Anna, Pisa, June 29-30, 2017

**AULA 3**

**WORKSHOP PROGRAMME**

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| **Thursday, 29 June 2017** | |
| 9.15-10.15 | Registration, Scuola Superiore Sant’Anna (Aula 3) |
| 10.15-10.30 | **Opening of the Workshop (JMG & Institute of Management)** |
| 10.30-11.15 | **Keynote speech by Lino Cinquini & Andrea Tenucci** |
| 11.15-11.30 | *Coffee break* |
| 11.30-13.00 | **Session 1** (2 papers) |
| 13.00-14.15 | *Lunch* |
| 14:15-15:45 | **Session 2** (2 papers) |
| 15:45-16:15 | *Coffee break* |
| 16.15-17.45  19.30-22.00 | **Session 3** (3 papers)  **Conference dinner at Restaurant “La Clessidra”** |
| **Friday, 30 June 2017** | |
| 09.00-11.15 | **Session 4** (3 papers) |
| 11.15-11.45 | *Coffee break* |
| 11.45-12.30 | **Keynote speech by Petri Suomala & Teemu Laine** |
| 12.30-13.30 | *Lunch* |
| 13.30-15.00 | **Session 5** (2 papers) |
| 15.00-15.15 | *Coffee break* |
| 15.15-16.45 | **Session 6** (2 papers) |
| 16.45-17.00 | **Closing Remarks** |

**SESSIONS PROGRAMME**

**Thursday, 29th June 2017**

**Session 1:** 11.30 – 13.00 (Aula 3)

Chair: **Lino Cinquini**

OVERCOMING SERVITIZATION PARADOXES BY DESIGNING AND USING MOCK-UPS

Presenter: **Teemu Laine**, Tampere University of Technology (Finland)

Co-Author/s: Jouni Lyly-Yrjänäinen, Petri Suomala

Discussant: **Lucrezia Songini**

MEASURING THE PERFORMANCE OF FIELD-SERVICES THROUGH SUPPORT VECTOR MACHINE (SVM)

Presenter: **Mario Rapaccini**, University of Florence (Italy)

Co-Author/s: Cosimo Barbieri

Discussant: **Kati Stormi**

**Session 2:** 14.15 – 15.45 (Aula 3)

Chair: **Riccardo Giannetti**

COLLABORATIVE PARTNERSHIPS A STRATEGIC OPTION FOR SERVITIZATION IN AUTOMOBILE INDUSTRY

Presenter: **Prasanna Kumar Kukkamalla**, University of Girona (Spain)

Co-Author/s: Andrea Bikfalvi, Anna Arbussa Reixach

Discussant: **Franco Visani**

SERVITIZATION STRATEGY AS A ROADMAP FOR THE ACCOUNTING MACHINE

Presenter: **Daniela Ruggeri**, University of Catania (Italy)

Co-Author/s: Antonio Leotta, Carmela Rizza

Discussant: **Federica Doni**

**Session 3:** 16.15 – 17.45 (Aula 3)

Chair: **Petri Suomala**

IS SERVITIZATION STRATEGY A DRIVER OF PERFORMANCE? DISCORDANT EMPIRICAL EVIDENCE

Presenter: **Enrico Supino**, University of Bologna (Italy)

Co-Author/s: Andrea Tenucci

Discussant: **Teemu Laine**

THE SERVITIZATION OF MANUFACTURING INDUSTRY: THE RELATIONSHIP WITH FINANCIAL AND ENVIRONMENTAL PERFORMANCE EVIDENCE FROM EUROPEAN LISTED COMPANIES

Presenter: **Federica Doni**, University of Milano Bicocca (Italy)

Co-Author/s: Silvio Bianchi Martini, Antonio Corvino

Discussant: **Daniela Ruggeri**

EXAMINATION APPROPRIATENESS OF INTERDEPENDENCE OF BALANCED SCORECARD DIAGNOSTIC AND INTERACTIVE USE IN CHINESE MANUFACTURING INDUSTRY

Presenter: **Minmin Xi**, Coventry University (U.K.)

Discussant: **Antti Ylä-Kujala**

**Friday, 30th June 2017**

**Session 4:** 9.00 – 11.15 (Aula 3)

Chair: **Andrea Tenucci**

RFM CUSTOMER ANALYSIS FOR SERVICE BUSINESS DEVELOPMENT: AN INTERVENTIONIST CASE STUDY OF TWO MACHINERY MANUFACTURERS

Presenter: **Kati Stormi and Tuomas Korhonen**, Tampere University of Technology (Finland)

Co-Author/s: Anni Lindholm, Teemu Laine

Discussant: **Minmin Xi**

STRATEGIC MANAGERIAL CONTROL FOR SERVITIZATION STRATEGY

Presenter: **Lucrezia Songini**, Bocconi University (Italy)

Co-Author/s: Anna Pistoni

Discussant: **Enrico Supino**

MANAGEMENT CONTROL INNOVATION AND FRAMING PROCESSES: A MULTIPLE CASE STUDY IN PRIVATE EQUITY FIRMS.

Presenter: **Andrea Dello Sbarba**, University of Pisa (Italy)

Co-Author/s: Riccardo Giannetti, Alessandro Marelli

Discussant: **Diego Ponte**

**Session 5:** 13.30 – 15.00 (Aula 3)

Chair: **Alessandro Marelli**

FROM NETWORKS TO ECOSYSTEMS: THE ERA OF COLLABORATION 2.0

Presenter: **Antti Ylä-Kujala**, Lappeenranta University of Technology (Finland)

Co-Author/s: Salla Marttonen-Arola, Timo Kärri, Jayantha Prasanna Liyanage

Discussant: **Andrea Dello Sbarba**

SETTING PRICES IN SERVITIZED BUSINESSES: ALGORITHMS AND CONTEXTUAL FACTORS

Presenter: **Franco Visani**, University of Bologna (Italy)

Co-Author/s: Matteo Mura, Anna Raffoni

Discussant: **Mario Rapaccini**

**Session 6:** 15.15 – 16.45 (Aula 3)

Chair: **Antonio Leotta**

THE EFFECTIVENESS OF GOVERNMENTAL REGULATORY CONTROL AT FIRMS LEVEL: A CONTINGENCY PERSPECTIVE OF PERFORMANCE MEASUREMENT SYSTEM

Presenter: **Minmin Xi**, Coventry University (U.K.)

Discussant: **Cristina Campanale**

INNOVATION IN ICT SERVICES PROVISION: CHANGING PROCESSES, GOVERNANCE AND PERFORMANCE MEASUREMENT

Presenter: **Diego Ponte**, University of Trento (Italy)

Co-Author/s: Caterina Pesci

Discussant: **Prasanna Kumar Kukkamalla**

**NOTE on TIMING FOR PRESENTERS:**

**Each paper is expected to be given 25 minutes for the presentation, 10 minutes for the discussion, and 5 minutes for questions from the audience.**