

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

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	<i>Coffee break</i>
11.30-13.00	Session 1 (2 papers)
13.00-14.15	<i>Lunch</i>
14.15-15.45	Session 2 (2 papers)
15.45-16.15	<i>Coffee break</i>
16.15-18.30	Session 3 (3 papers)
19.30-22.00	Conference dinner at Restaurant "La Clessidra"
Friday, 30 June 2017	
09.00-11.15	Session 4 (3 papers)
11.15-11.45	<i>Coffee break</i>
11.45-12.30	Keynote speech by Petri Suomala & Teemu Laine
12.30-13.30	<i>Lunch</i>
13.30-15.00	Session 5 (2 papers)
15.00-15.15	<i>Coffee break</i>
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: **Riccardo Giannetti**

OVERCOMING SERVICITIZATION 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: **Lino Cinquini**

COLLABORATIVE PARTNERSHIPS A STRATEGIC OPTION FOR SERVICITIZATION IN AUTOMOBILE INDUSTRY

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

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

Discussant: **Franco Visani**

SERVICITIZATION STRATEGY AS A ROADMAP FOR THE ACCOUNTING MACHINE

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

Co-Author/s: Antonio Leotta, Carmela Rizza

Discussant: **Mario Rapaccini**

Session 3: 16.15 – 18.30 (Aula 3)

Chair: **Petri Suomala**

IS SERVICITIZATION STRATEGY A DRIVER OF PERFORMANCE? DISCORDANT EMPIRICAL EVIDENCE

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

Co-Author/s: Andrea Tenucci

Discussant: **Teemu Laine**

THE SERVICITIZATION 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 SERVICIZATION 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 SERVICIZED BUSINESSES: ALGORITHMS AND CONTEXTUAL FACTORS
Presenter: **Franco Visani**, University of Bologna (Italy)
Co-Author/s: Matteo Mura, Anna Raffoni
Discussant: **Federica Doni**

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.