

TUESDAY 07-06-2022			
16:00-18:00	REGISTRATION		
18:00-19:00	Welcome Cocktail		
19:00-20:30	Opening Session: The chairmen voices		
20:30	DINNER		
WEDNESDAY 08-06-2022 - Morning Sessions			
8:30-10:00	Session 1.1		Session 1.2
	Chairpersons: Kiane Goudarzi, Sylvie Llosa, Chiara Orsingher		
	A tribute to Pierre Eiglier - David Bowen		
	The Servicescape and Research on Aging: Issues with Hypothesis Generation and Testing	John Bateson	Going from goods to services: How environmental issues and perceptions of renting influence consumers' intention to choose renting over buying technological objects
			Dominique Kréziak, Isabelle Prim-Allaz, Elisabeth Robinot
10:00-10:30	BREAK		
WEDNESDAY 08-06-2022 - Morning Sessions (continued)			
10:30-12:00	Session 2.1		Session 2.2
	Chairperson: Thijs Zwienenberg		Chairperson: Arne de Keyser
	Determinants of self-recovery after tech-based service failure	Dung Minh Nguyen, Yen-Ting Helena Chiu, Katharina Maria Hofer	How interactive technologies for offline-online integration impact in-store shoppers for search and experience goods
	The Field of Service Failure and Recovery at the Crossroads: Recommendations to Revitalize the Domain and to Prevent its Decline	Yany Gregoire, Anna Mattila	User facing a digital service: how digital self-inclusion influences users' attitudes during the customer journey
			Gwarlann De Kerviler, Nathalie Demoulin
			Léa Cauchard, Gilles N'Goala
12:00-13:30	LUNCH		
WEDNESDAY 08-06-2022- Afternoon Sessions			
13:30-15:00	Session 3.1		Session 3.2
	Chairperson: Frédéric Ponsignon		Chairperson: Yany Grégoire
	Person centricity: where healthcare meets marketing	Ellen Pipers, Sara Leroi-Werelds, Katrien Verleye, Sandra Streukens	The effect of online consumer reviews on organizational attractiveness as an employer
	Negotiated Identities in Service Encounters: When consumers need to change their identity to receive equal services	Salma Ouhejjou, Jonas Holmqvist	"Sorry for being so useless!": How acknowledging low competence can boost apology effectiveness
	Pairing Service Innovation with Societal Change in Emerging Economies: The Example of Authentic Wine Tourism	Swati Singh, Ralf Wagner	What is Emotional Labor Climate and How Can it Be Measured? Conceptualization, Conceptualization, Construct-Validation, and Criterion-Validation of an Emotional Labor Climate Measure
			Yves Van Vaerenbergh, Diane Arijis
			Paolo Antonietti, Ilaria Baghi
			Andrea Fischbach, Benjamin Schneider
			Mickael Dupre, Pierre Ghewy, Christiane Gillet
15:00-15:30	BREAK		
WEDNESDAY 08-06-2022- Afternoon Sessions (continued)			
15:30-17:00	Session 4.1		Session 4.2
	Chairperson: Marie-Julie De Bruyne		Chairperson: Andrea Fischbach
	Sharing for a greener earth or sharing for higher profits: What motivates millennials to engage in the Sharing Economy?	Jérémy Celse, Sylvain Max, Arvind Ashta	Frontline Employee Expectations on Working with Physical Robots in Retailing
	Should I share or should I go? A meta-analysis of the factors influencing customer adoption of the sharing economy	Simon Hazez, Thijs Zwienenberg, Yves Van Vaerenbergh, Tine Faseur	Designing the service delivery system for customer experience in a utilitarian context: a multiple case study
			Kim Willems, Nanouk Verhulst, Malaika Brengman, Laurens De Gauquier,
			Frederic Ponsignon Andi Smart, Laura Phillips, Nick Low
19:00	Wine tasting among service-minded people		
20:00	DINNER		

THURSDAY 09-06 2022 Morning Sessions				
8:30-10:00	Session 5.1		Session 5.2	
	Chairperson: John Bateson		Chairperson: Giuseppe Cappiello	
	Corporate Digital Responsibility in Service Organization	Jochen Wirtz Werner Kunz, Nicole Hartley, James Tarbit	Unpacking the effect of digital servitization on a firm's market value	Tinhinane Tazairt, Martine Seville, Isabelle Prim-Allaz
	When users decide to bypass collaborative consumption platforms: An investigation on the mechanisms underlying their economic motivations	Stephanie Nguyen	"I Did It! I Feel Guilty!": Expressing Guilt and Facing a Less Severe Punishment by Third-Party Observers	Afra Koulaei, Arash Talebi
10:00-10:30	BREAK			
THURSDAY 09-06 2022 Morning Sessions (continued)				
10:30-12:00	Session 6.1		Session 6.2	
	Chairperson: Yves Van Vaerenbergh		Chairperson: Jochen Wirtz	
	Co-creation segments based on consumers' expectations	Zoltán Veres, Fanny Liska	Interactions with Fallible Robots at the Front Desk: Understanding how Choice Improves Consumer Responses.	Fanny Cambier, Ingrid Poncin
	Exploring participants' big five in co-creation platforms	Fatiha Boukouyen, Oliviane Brodin	Does immersion generate perceived value? The case of an augmented reality tool in the Château de Chambord	Patricia Coutelle, Laurent Maubisson, Arnaud Rivière
	The impact of imposed measures on individual temporal schemata: a case of students during Covid-19	Selien Vancaillie, Paul Gemmel, Melissa De Regge, Bert Meijboom	A Service Perspective on Technology Life Cycles: Enabling Continuous Innovation through Supply Chain Collaboration	Tom Schiefer, Dominik Mahr, Paul Van Fenema, Kars Mennens
	Customers reaction to service closure: the case of Barcelona's nightlife customers during COVID-19 restrictions	Edgar Sanchez, Fabien Pecot	Having Your Cake and Eating it Too: Investigating the Effects of Cross-selling in the Freemium Game Context through a Field Experiment	Yashar Bashirzadeh, Stacey Malek, J. Andrew Petersen, Amanda Yamim, Ali Nadalizadeh
	The Service Revolution and its Impact on Strategic Services Marketing	Stefanie Paluch, Jochen Wirtz, Werner Kunz	Application of the theory of interdependence to the behavioral reactions of the client following an offense	Olivier Morrisson, Dominique Crie
		Understanding Frontline Employees' Acceptance of Robots	Elias Barth	
12:00-13:30	LUNCH			
13:30-19:00	Carmignac visit and FREE TIME on the Isle of Porquerolles			
19:00	MUSIC AND DRINKS - sessions place			
20:00	GALA DINNER -			
22:00	MUSIC AND DRINKS - sessions place			
FRIDAY 10-06 2022 - Morning Sessions				
8:30-10:00	Session 7.1		Session 7.2	
	Chairperson: Isabelle Prim		Chairperson: Lionel Nicod	
	Understanding and Characterizing B2B Customer Experience	Sandrine Le Thomas, Steve Muylle, Arne De Keyser	Adolescent experiences and engagement with service work: Does age matter?	Maria Golubovskaya David Solnet Richard N.S. Robinson
	As long as you want me - when and how co-creation fosters continuous usage of digital services	Slawka Jordanow, Sven Heidenreich, Tobias Kraemer, Martin Obschonka	Beware of the supervoter! A typology of online consumer review voters	Thijs Zwienerberg, Tine Faseur, Yves Van Vaerenbergh
10:00-10:30	BREAK			
FRIDAY 10-06 2022 - Morning Sessions (continued)				
10:30-12:00	Session 8.1		Session 8.2	
	Chairperson: Stephanie Nguyen		Chairperson: Jonas Holmqvist	
	When Robots are Better Than Human: Metaperception Benefits in Service Robot-Customer Interactions	Valentina Pitardi, Jochen Wirtz, Stefanie Paluch, Werner, H. Kunz	Fighting the infodemic: The effect of individual predisposition on the effectiveness of community-based fact-checking services	Ambre Gambin, Andreas Munzel
	Full throttle! Engaging ethnic minority and majority consumers in car sharing	Marie-Julie De Bruyne, Katrien Verleye, Hendrik Slabbinck, Saskia Crucke	Bridging the Material, Social, and Psychological World along the Smart Wearable Journey in High-Touch Services	Bieke Henkens, Katrien Verleye, Martin Mende
12:00-13:00	ROUND TABLE: Research Insights Across Disciplines			
	Chairpersons: Bart Larivière, Martin Spring, Mahesh Subramony			
13:00-14:15	LUNCH			