

Prof. Bo Ake Edvardsson

Service Innovation

Mercoledì' 20/03/2025, ore 9.00-11.00

Aula 4, Palazzo delle Scienze

09.00 – Introduzione da parte della Prof.ssa Agata Matarazzo

09.10 – Prof. Bo Ake Edvardsson

References:

1. *Handbook of Service Management*, Bo Edvardsson and Bård Tronvoll (Eds.):
 - Understanding Key Market Challenges Through Service Innovation, Bo Edvardsson, Bård Tronvoll, and Lars Witell, **chapter 31** pp. 613-628
 - Tracing the Systems Turn in Service Design and Innovation: Convergence Toward Service System Transformation, Kaisa Koskela-Huotari and Josina Vink, **chapter 27** pp. 531-554
2. Articles by Bo Edvardsson:
 - Bo Edvardsson and Bård Tronvoll, (2020). How platforms foster service innovations, *Organizational Dynamics*, Volume 49, Issue 3. <https://doi.org/10.1016/j.orgdyn.2019.04.007>
 - As'ad, N., Patrício, L., Koskela-Huotari, K. and Edvardsson, B. (2024), "Understanding service ecosystem dynamics: a typology", *Journal of Service Management*, Vol. 35 No. 6, pp. 159-184. <https://doi.org/10.1108/JOSM-07-2023-0322>
 - Laura Di Pietro, Bo Edvardsson, Javier Reynoso, Maria Francesca Renzi, Martina Toni and Roberta Guglielmetti Mugion, (2017) "A scaling up framework for innovative service ecosystems: lessons from Eataly and KidZania", *Journal of Service Management*, <https://doi.org/10.1108/JOSM-02-2017-0054>
 - Mele, C., Tuominen, T., Edvardsson, B., & Reynoso, J. (2023). Smart sensing technology and self-adjustment in service systems through value co-creation routine dynamics, *Journal of Business Research*. Vol. 159, April

11.00 – Questions Times