



XVII International RESER Conference  
13-15 September 2007  
Tampere, Finland

Final Programme

### **1.1.1 Landscapes of European Services**

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**Date:** September 13, 2007

**Location:** Rondo

**Time:** 11:00 - 13:00

**Chair:** Peter Daniels

**Luis Rubalcaba, Gisela Di Meglio, Jorge Gallego and Stefano Visintin:**

The Competitiveness of European Services

**Peter Daniels, Luis Rubalcaba, Metka Stare and John Bryson:**

Transformation of the European Services Landscape: Convergence or Divergence?

**Faridah Djellal and Faïz Gallouj:**

Les stratégies de productivité dans les services: assimilation, particularisme et intégration

**Jean Philippe and Pierre-Yves Leo:**

Innovation et internationalisation: un couplage dynamique pour les services aux entreprises

### **1.1.2 Services and Innovation**

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**Date:** September 13, 2007

**Location:** Sonaatti 1

**Time:** 11:00 - 13:00

**Chair:** Giulia Felice

**Xavier Vence and Alexandre Trigo:**

Plurality of innovation patterns and ways to incorporate new knowledge in services: evidence from Spain

**Manuel González-López:**

KIBS Provision, Proximity and Exportability

**Luigi Bonatti and Giulia Felice:**

Endogenous growth and structural change in advanced economies

### **1.1.3 Customer Interface and Service Management**

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**Date:** September 13, 2007

**Location:** Sonaatti 2

**Time:** 11:00 - 13:00

**Chair:** Patrik Ström

**Saara A. Brax:**

Service Engineering and Management: Towards a Framework

**Saara Pekkarinen and Pauliina Ulkuniemi:**

Modularization of customer interface – a key for low cost strategy in services

**Dominique Antonini:**

Relationships of ‘complicity’ between customers as a service recovery strategy or as a customer satisfaction amplifier

**Sten Lorentzon and Patrik Ström:**

The Relocation of Activities in Industry and Services - Examples from Western Sweden

### **1.1.4 Technology, ICT and Services**

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**Date:** September 13, 2007

**Location:** Aaria

**Time:** 11:00 - 13:00

**Chair:** Jarno Salonen

**João Leitão and Mário Raposo:**

The Triple-Mix of Entrepreneurship, Service FDI and ICT: Comparing the dynamics of the experience curve effects of Finland and Portugal

**Hanne Westh Nicholajsen and Morten Falch:**

Organizational challenges of ICT induced transformations in a technical engineering consultancy

**Jarno Salonen:**  
Technology Enhancing the Service Experience in Electronic Services

### **1.1.5 Public Services I**

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**Date:** September 13, 2007                      **Location:** VIP Room  
**Time:** 11:00 - 13:00                      **Chair:** Markus Scheuer

**Boris Augurzky and Markus Scheuer:**  
A new chance for the revitalisation of an old industrialized area? The Hospital Sector in the Ruhr Area

**Soile Kuitunen and Katri Haila:**  
Integrating Industrial, Innovation and Healthcare Policies to Foster Service Development in Healthcare

**Soile Kotala and Jari Kuusisto:**  
Evaluating the impacts of Tekes-funded projects: Differences between service- and industrial sectors

**Arto Haveri and Ilari Karppi:**  
PubliCity – Policy push in the age of privatisation

### **1.2.1 Services and Innovation II**

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**Date:** September 13, 2007                      **Location:** Rondo  
**Time:** 14:30 - 16:15                      **Chair:** Marie-Christine Monnoyer

**Anne-Marianne Seck:**  
L'innovation dans la distribution des services : L'émergence du multi canal

**Manuel Zacklad:**  
L'innovation portée par la servicialisation : l'exemple de l'économie de fonctionnalité

**Eduardo Raupp de Vargas:**  
La dynamique de l'innovation dans les services: les cas des services hospitaliers, une comparaison Brésil-France

### **1.2.2 KIBS and Service Innovations I**

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**Date:** September 13, 2007                      **Location:** Sonaatti 1  
**Time:** 14:30 - 16:15                      **Chair:** Arja Kuusisto

**Nabil Amara, Réjean Landry and David Doloreux:**  
Patterns of Innovation in Knowledge Intensive Service Industries

**Arja Kuusisto and Jari Kuusisto:**  
Use of Knowledge Intensive Business Services by SMEs – some policy implications

**Robert van der Have and Marja Toivonen:**  
The Applicability of Schumpeter's Innovation 'Cases' in the Classification of Service Innovations

### **1.2.3 Cultural Industries, Creativity and the Experience Economy**

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**Date:** September 13, 2007                      **Location:** Sonaatti 2  
**Time:** 14:30 - 16:15                      **Chair:** Pedro Costa

**Pedro Costa, Bruno Vasconcelos and Gustavo Sugahara:**  
Beyond services competitiveness: urban milieu and creativity in cultural activities

**Jon Sundbo:**  
Innovation in the experience economy. A taxonomy of innovation organisations.

**Evelina Wahlqvist and Patrik Ström:**  
On the Issue of Regional and Firm Competitiveness in the Service Based Economy – Combining Economic Geography and International Business Theory

**Paschal Preston and Sergio Sparviero:**

Modernizing Baumol's Cost Disease: The Role of Creative Inputs in the Media Services and Beyond

### **1.2.4 Service Economics**

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**Date:** September 13, 2007

**Location:** Aaria

**Time:** 14:30 - 16:15

**Chair:** Maria Savona

**Maria Savona:**

Growth, structural change and consumption: a microeconomic explanation of macroeconomic dynamics

**Andrés Maroto Sanchez:**

Labour Productivity and Cyclical Dynamics in the Service Sector

**Mercedes Rodriguez and José A. Camacho:**

Business Services in Production Systems: A Growing Source of Competitiveness?

### **1.2.5 Public Services II**

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**Date:** September 13, 2007

**Location:** VIP Room

**Time:** 14:30 - 16:15

**Chair:** Mika Raunio

**Barbara Iwankiewicz-Rak:**

Collaboration of Public and Private Sector in Providing Social Services in Poland  
(as a way of realising the Lisbon Strategy)

**Mika Raunio:**

Renewing services for internationalizing labor markets – Innovation process in services providing channels for foreign skills to Finnish economy

**Laurentiu Tachiciu and Nela Popescu:**

Services and economic performance in Romania. Policy implications and recommendations

### **1.3.1 Service Geographies**

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**Date:** September 13, 2007

**Location:** Rondo

**Time:** 16:45 - 18:00

**Chair:** Sven Illeris

**William B. Beyers:**

Occupational Structure in Industries in the United States: Defining Clusters and the Regional Distribution of Selected Clusters

**Domingo Pérez-Ximénez and Fernando Sanz-Gracia:**

Geographical Concentration of Service Activities across U.S. States and Counties, 1969-2000

### **1.3.2 The Service–Product Continuum**

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**Date:** September 13, 2007

**Location:** Sonaatti 1

**Time:** 16:45 - 18:00

**Chair:** Marja Toivonen

**Katriina Valminen and Marja Toivonen:**

Improving competitiveness and performance through service productization? A case study of small KIBS companies participating in a productization project

**Guangjie Ren and Mike Gregory:**

Service Orientation in a Manufacturing Context: A Case Study

**Peter Magnusson, Christiane Hipp and Bo Edvardsson:**

Defining Product-Services Concepts from Manufacturing Firm Perspectives

### 1.3.3 Service Science

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**Date:** September 13, 2007

**Location:** Sonaatti 2

**Time:** 16:45 - 18:00

**Chair:**

**J. Sairamesh (IBM):**

Service Science in Dynamic and Adhoc Service Networks

### 1.3.4 Universities and R&D

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**Date:** September 13, 2007

**Location:** Aaria

**Time:** 16:45 - 18:00

**Chair:** Marie-Christine Monnoyer

**Isabel Bouchardy and Jean-Louis Darreon:**

French university performance: quality strategy and breaking up the Public service

**Constance Van Horne, Diane Poulin, Réjean Landry and Jean-Marc Frayret:**

Academic-industry research centres as sources of services and technologies: towards a taxonomy

### 1.3.5 Financial and Insurance Services

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**Date:** September 13, 2007

**Location:** VIP Room

**Time:** 16:45 - 18:00

**Chair:** Elzbieta Mirecka

**Welf Werner:**

International Polarization of Financial Service Activities: Reinsurance

**Emmanuel de la Burgade:**

Entre compétitivité et service, quel rationalisation des services dans une entreprise qui dispose d'une important réseau de distribution? L'exemple de La Poste.

**Elzbieta Mirecka:**

The global character of new banking in Poland – threats and benefits analysis.

## 2.1.1 Services and Transition

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**Date:** September 14, 2007

**Location:** Rondo

**Time:** 08:30 - 10:00

**Chair:** Nicole May

**Nicole May:**

Les Mutuelles d'assurance niortaises entre centralization et decentralisation

**Jacques Nefussi:**

From the 'agricultural raw material' to the 'agricultural solution' : the emergence of a service model in agriculture

**Nizar Becheikh, Norrin Halilem, Jalila Jbilou, Éleine Mosconi, Hajer Hammami and Réjean Landry:**

Conceptualization and Determinants of Innovation in the Public Sector : A Systematic Revue

## 2.1.2 KIBS and Service Innovations II

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**Date:** September 14, 2007

**Location:** Sonaatti 1

**Time:** 08:30 - 10:00

**Chair:** Anne Tuhkunen

**Maria José Silva and João Leitão:**

Determinant Factors of Innovation Capability of Portuguese Services Firms: A Logit Model Proposal

**David Doloreux, Réjean Landry and Nabil Amara:**

Regional innovation systems and the contribution of KIBS: A comparative study in different regions in Quebec (Canada)

**Brita Hermelin:**

Producer Services Firms in Globalizing Cities – The Example of Advertising Firms in Stockholm

**Liudmila Bagdoniene, Dalia Kunigeliene and Rasa Jakstaite:**

Relationship Marketing as Factor for Competitiveness of Knowledge - Intensive Business Services' Providers

## 2.1.3 Personal Services

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**Date:** September 14, 2007

**Location:** Sonaatti 2

**Time:** 08:30 - 10:00

**Chair:** José Luis Navarro Espigares

**José Luis Navarro-Espigares and Elisa Hernández-Torres:**

Aging-Related Services as a Key Element for Social Cohesion

**Johanna Leskinen, Johanna Varjonen and Kristiina Aalto:**

Toward a Better Quality of Market Based Household Services – Consumer Conceptions

**Céline Merlin-Brogniart and Anne-Catherine Moursli-Provost:**

Dynamics of innovation in the nursing home industry

**Lech Rak:**

Cooperation of Veterinary Inspection and Private Veterinary Clinics in Poland Regarding the Veterinary Public Health

## 2.1.4 Managing Services

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**Date:** September 14, 2007

**Location:** Aaria

**Time:** 08:30 - 10:00

**Chair:** Antti Lönnqvist

**Antti Lönnqvist, Riikka Antikainen, Aki Jääskeläinen and Maiju Markova:**

Measuring and managing the operational performance of a multinational service company:  
Identifying key challenges

**Marlene Amorim and Alejandro Lago:**

Transferring service operations to the customer: an outsourcing perspective.

**Lars Fuglsang and Flemming Sørensen:**

Service development in a semi-peripheral area: the entrepreneur as educator

## 2.2.1 Services and Competitiveness

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**Date:** September 14, 2007

**Location:** Rondo

**Time:** 11:30 - 13:00

**Chair:** Patrick Ternaux

**Peter Wood:**

Service competitiveness and urban development policies in the UK: The implications of the 'London paradox'

**Patrick Ternaux, Liliane Bensahel and Steven Coissard:**

Les Pôles de compétitivité en France: l'enjeu des relations de service et des connaissances :  
l'exemple de Minalogic (Grenoble Rhone-Alpes)

**Emmanuel Kessous and Bénédicte Rey:**

Les traces d'attention entre captation et opportunité: La production conjointe du marché, des services et de la vie privée

## 2.2.2 Internationalization of Services

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**Date:** September 14, 2007

**Location:** Sonaatti 1

**Time:** 11:30 - 13:00

**Chair:** Sven Illeris

**Peter Sjøholt:**

The role of services in the globalization process. A general discussion and a detailed elaboration of the issue as shown by the case of Norway.

**Barbara Iwankiewicz-Rak, Anetta Pukas and Sylwia Wrona:**

Competitiveness of the Service's Sector in Poland – Recent State and Development  
Perspectives in Conditions of the Global Market

**Anders Henten:**

Danish engineering consultancy companies in the international markets – The case of Ramboll

## 2.2.3 Industrial Design and Innovation

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**Date:** September 14, 2007

**Location:** Sonaatti 2

**Time:** 11:30 - 13:00

**Chair:** John Bryson and Grete Rusten

**John Bryson, Mike Taylor, Georgina Henricksen and Gemma Taylor:**

Enterprise by 'industrial' design: Chains, Rings and Bling in the Birmingham (UK)  
jewellery quarter

**Nikodemus Solitander:**

Designing Creativity through Spaces of Governmentality-The case of the Finnish Design  
Sector

**Grete Rusten and John Bryson:**

Far from Florida: The geography of design in the Norwegian context

**Walther Ganz:**

Designing New Hybrid Services

## **2.2.4 Services and the Commercialization of Innovations**

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**Date:** September 14, 2007

**Location:** Aaria

**Time:** 11:30 - 13:00

**Chair:** Jari Kolehmainen

**Pierre Therrien and David Doloreux:**

Canadian innovators in the service sector: strategies leading to higher innovative sales

**Nina Suvinen, Jari Konttinen and Mika Nieminen:**

Is there any room for intermediary services in innovation production?

**Jari Kolehmainen:**

Computing Alone? Association as a Forum for Localised Learning

**Kati-Jasmin Kosonen:**

Innovation in InnoSteel Platform – A partnership tool for searching continuous innovativeness and self-renewal capacity in steel constructing sector in Hämeenlinna, Finland

## **2.3.1 Service Management**

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**Date:** September 14, 2007

**Location:** Rondo

**Time:** 14:30 - 15:45

**Chair:** Laurent Bourdeau

**Pascale Marcotte and Laurent Bourdeau:**

Satisfaction et intention de recommander un service : Les effets de l'emplacement géographique des lieux de services et de la provenance des consommateurs

**Mirko Cesarini, Mario Mezzanica, Maria Fugini, Piercarlo Maggiolini, and Krysnia Namini:**

“Coopetition”, a Solution to Knowledge Management Problems in Information-Based Services? A Case Study Concerning Work Market Services

## **2.3.2 Social Cohesion, Services and Uneven Development**

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**Date:** September 14, 2007

**Location:** Sonaatti 1

**Time:** 14:30 - 15:45

**Chair:** John R. Bryson

**John R. Bryson and Rachel Lombardi:**

Balancing Product and Process Sustainability against Business Profitability: Sustainability as a Competitive Strategy in the Property Development Process

**Damien Broussolle:**

The Issue of Social and Territorial Cohesion within the Postal Services, the case of full market opening in France

**Ilari Karppi and Anu Takala:**

Overwhelmed by globalization? Revival of a service town and the sense of locality.

### 2.3.3 Competitiveness and Transport and Logistics Services

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**Date:** September 14, 2007

**Location:** Sonaatti 2

**Time:** 14:30 - 15:45

**Chair:** Neringa Langvinienė

**Neringa Langvinienė and Jurgita Sekliuckienė:**

Competitive analysis of the freight transport sector: Lithuanian case analysis

**Antje Burmeister:**

The performance of transport systems: an evaluation in terms of service trajectories

### 2.3.4 Services and the Economy of Flows

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**Date:** September 14, 2007

**Location:** Aaria

**Time:** 14:30 - 15:45

**Chair:** Anne Tuhkunen

**Erika Nagy:**

Constructing and crossing borders in inter-firm relations on the edge of Europe

**Toni Saarivirta:**

Economic Growth and Future Crises - from adaptation to self-renewal

**Mika Kautonen and Anne Tuhkunen:**

Intermediating between International and Local Level. Business Consultancy and Advertising Firms and Their Clients in Finland