



ICServ (International Conference of Serviceology) 2025

Green Economy and Service Innovation

-Shaping the Future of Business and Society

European Institute of Japanese Studies
Stockholm School of Economics
1-3 December 2025

Information

Presentation

- Each paper has been allocated a 20-minute time slot.
- Presentations should be limited to 15 minutes, followed by 5 minutes for Q&A.
- To save time, presenters are kindly asked to arrive at least 5 minutes prior to their session.
- There is no specific presentation format. Presenters are welcome to use their own computers. Please remember to bring any necessary adapters. The venue projectors primarily use an HDMI connection.

The conference venue

Room Torsten and Ragnar, Stockholm School of Economics (Handelshögskolan in Swedish)
There are two entrance doors to the venue, Sveavägen 65 and Bertil Ohlins gata 4 (See Map 1).

Entrance, Sveavägen 65:

This entrance is normally accessible only with staff and student access cards. However, it will be open during the following times.

- December 1, Monday: 08:45 – 09:30 and 18:00 – 18:30
- December 2, Tuesday: 08:30 – 09:00
- December 3, Wednesday, 08:30 – 09:00

Entrance Bertil Ohlins gata 4:

The entrance is open between 8:00 and 17:00 on weekdays.

WiFi is available. Please connect to *Eduroam* or *SSE Guest* (no password required).



(Map: 1)

Transportation from Arlanda Airport to Stockholm School of Economics and Hotel Birger Jarl

- **Taxi:** The maximum fare within the marked zone is SEK 800 for 1–4 persons. Stockholm School of Economics & Hotel Birger Jarl are located within this zone. It is recommended to ask the driver about the fare before starting the journey. Reference: <https://www.swedavia.com/arlanda/taxi/>
- **Arlanda Express + Subway:** Train to Stockholm C (Cityterminalen), then Green Line subway to Rådmanngatan Station. Exit Handelshögskolan for Stockholm School of Economics or Tegnérgatan for Hotel Birger Jarl. Tickets available online, via app, or ticket machine. Reference: <https://www.arlandaexpress.com/>
- **Airport Coach (Flygbussarna) + Subway:** To Stockholm C (Cityterminalen), then subway as above. Tickets available online, via app, ticket machine or on the bus. Reference: <https://www.flygbussarna.se/en>
- **For public transportation payment** (subway, bus and tram), you can use a credit card or download the app (SL – Journey planner and tickets). Reference: <https://sl.se/en/in-english>

Social Event, December 2

Evening Tour - Vasa Museum & Conference Dinner – Vasa Museum Restaurant

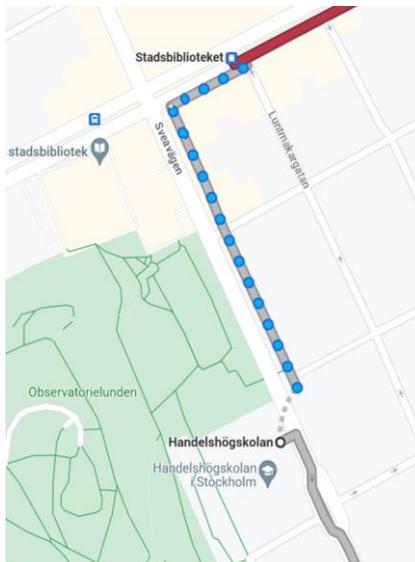
Evening Tour – Vasa Museum

Time: 19:00 (please arrive on time)

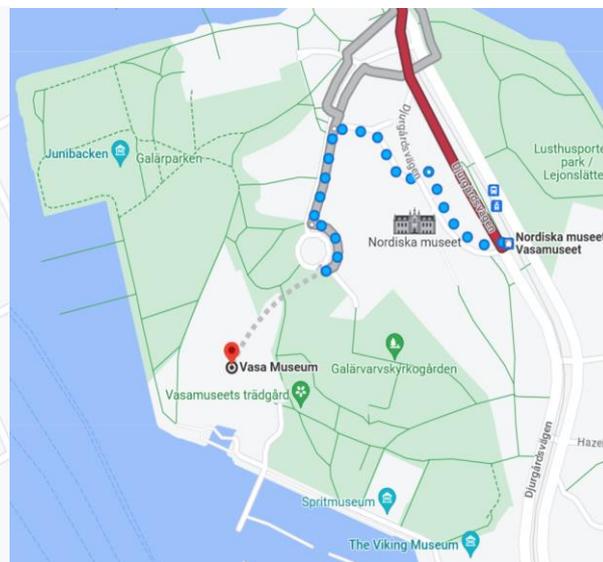
Address: Galärvarvsvägen 14, 115 21 Stockholm

Transportation

- **Taxi:** You may contact any of the following taxi companies or use Uber/Bolt.
Taxi Stockholm: 08-15 00 00
Taxi Kurir: 08-30 00 00
Taxi 08: 08-57 15 15 57
- **Bus**
Walk approximately 5 minutes from Stockholm School of Economics to Stadsbiblioteket bus stop (see map 2). Take bus 67 to Blockhusudden.
Get off at Nordiska Museet/Vasamuseet.
Walk approximately 5 minutes to the museum (see map 3).
- **Subway + Tram**
Take the Green Line from Rådmanngatan station to T-Centralen.
Transfer to Tram 7 towards Djurgården Waldemarsudde and get off at Nordiska Museet/Vasamuseet.
Walk approximately 5 minutes to the museum (see map 3).



(Map 2)



(Map 3)

For participants attending the dinner only at the Vasa Museum Restaurant at 19:30.

The museum entrance will be closed. Please follow the path along the right side of the museum (see map 4). The restaurant is located on the opposite side of the main entrance.



(Map 4)

Company Visit - Ericsson, December 3

We have arranged a bus for this trip. Please gather in front of Entrance Sveavägen 65 by 13:20. Timely arrival is important, as the bus will depart promptly at 13:30.

For any inquiries related to the conference or for assistance during the event, please feel free to contact Program Manager, Nanhee Lee at nanhee.lee@hhs.se or Tel. +46 8 736 9364.