



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

Programme (Tentative)

December 1, Monday

Venue: Room Torsten, Stockholm School of Economics, Sveavägen 65 Stockholm

08:45 – 09:30 Registration

09:30 – 10:00 **Welcome Speeches and Introduction**

Sofie Roy, Senior Executive Vice President, Stockholm School of Economics

H. E. Mr. Hideaki Mizukoshi, Ambassador, Embassy of Japan

Patrik Ström, Director and Conference Chair, European Institute of Japanese Studies, Stockholm School of Economics

10:00 – 11:00 **Keynote Speech**

Speaker: Micael Dahlen, Professor, Stockholm School of Economics

11:00 – 11:20 Coffee & Tea Break

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

11:20 – 12:40 ***Session A: “Sustainable and Circular Value Creation”***

Venue: Room Torsten, Stockholm School of Economics, Sveavägen 65 Stockholm

“Green Service Ecosystem Nurturing Regional Economic Development: Empirical Investigation of Maniwa, Japan and Skellefteå, Sweden”

Kie Sanada

“Are Circular Public Procurement Really Sustainable? Unpacking the Green Promise of Circular Procurement by Addressing Questions About Rebound Effects”

Grete Rusten

“Analysis of European Union Policy Documents Concerning the Circular Economy Using Large Language Models”

Mikiya Asanuma

“Preparing Service Professionals for ESG Finance: A Strategic Factor Market Perspective”

Blake Runnalls

12:40 – 14:00 Lunch

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

Parallel Session B: Generative AI and Service Innovation

Venue & Time: Room Torsten, 14:00 – 15:20

“Service LAD: An LLM-Agentic Framework to Enhance Usability of Product-Service System Design Methodology”

Wuyi Chen

“Service Capability and Corporate Sustainability in the Era of Generative AI: Human-AI Role Sharing for Value Co-creation”

Yoshinori Hara

Parallel Session C: Digital Servitization and Business Models

Venue & Time: Room Ragnar, 14:00 – 15:20

“Digital Business Model Innovation for Sustainable Energy Grids”

Jon Williamsson

“Expansion of Service Space through Effectuation in the Servitization of Manufacturing Industries”

Masanori Fujioka

“Structural Equation Modeling of Creative Self-Efficacy and Creative Behavior in Back-Office Tasks: The Effects of Generative AI Use Frequency”

Ryusuki Kiyohara

“The Service Model of Value Co-creation for Understanding the Excellence of the Best Practice of Service Innovations in Japan”

Teruyasu Murakami

“Management Evolution of Japanese Companies Through Acquisition in Sweden: Building a Good Relationship to Facilitate Servitization”

Hiroshi Nakamura

“Aspects of Digital Servitization”

Kazuma Imamura

15:20 – 15:50 Coffee & Tea Break

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

Parallel Session D: Social Innovation and Community Co-creation
Room Torsten, 15:50 – 16:50

“Evolving Awareness of Older Adults Approaching Retirement through Community Participation: Examining Co-Creation Value in Barrier-Free Community Farms”

Takahiro Miura

“The Relationship Between Family Influence on Health Behavior and Well-Being: A Perspective on Intergenerational Differences”

Chihiro Morito

“Promoting Public Participation in Socially Responsible Activities: The Balanced Emotional Effect of Fiction”

Miwa Nishinaka

Parallel Session E: Organization & Management

Venue & Time: Room Ragnar, 15:50 – 16:50

“Regulating Decentralised Finance: Insights from the Offshore Jurisdiction Analogy”

Alexander Kristiansen

“Revenue Sharing for Subscription Services in Sustainable Dual-Channel Supply Chains”

Xinmeng Li

“Assessing Green Space Accessibility Among Disadvantaged Communities”

Binrong Lin

18:30 – 21:00 **Welcome Reception with Buffet**

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

December 2, Tuesday

Venue: Room Torsten, Stockholm School of Economics, Sveavägen 65 Stockholm

09:30 – 10:30 **Keynote Speech**

Speaker: Christian Kowalkowski, Professor, Linköping University and Hanken School of Economics

10:30 – 11:00 Coffee & Tea Break

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

11:00 – 12:20 ***Session F: “Globalization, Trade, and Policy”***

Venue: Room Torsten, Stockholm School of Economics, Sveavägen 65 Stockholm

“Characterizing international services: an interdisciplinary framework for research and policy”

Patrik Ström and Peter Ørberg Jensen

“Roles and Functions of Japanese General Trading Companies (sōgō shōsha) in Contributing to Green Economy”

Eva Liias

“Transnational Networks and Social Innovation: Towards Improved Public Services in Emerging Economies”

Lucia Gomez

“Research on the Use of International Business-to-Business E-commerce Support Tools Among Small and Medium Enterprises (SMEs)”

Eijin Oshimo

12:20 – 13:40 Lunch

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

Parallel Session G: Retail, Consumer Experience, and Technology

Venue & Time: Room Torsten, 13:40 – 15:00

“Tracking – Targeting – Engaging in Retail Stores: The Opportunities and Value of Innovative In-Store Location-Based Services”

Lukas Breustedt

“Effects of Institutional Isomorphism and Organizational Resources on Retailer Cross-Channel Integration”

Masaki Kajita

“Consumer Attitudes Toward the Servitization of Publications: The Relationship Between Smartphone Usage and Satisfaction with Publications”

Yoji Hata

“Environment Impact Assessment of Hybrid Clothing Consumption Models Combining Ownership and Rental”

Eiji Yoshiki

15:00 – 15:30 Coffee/Tea Break

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

Parallel Session I: Service Design and Innovation Processes

Venue & Time: Room Torsten, 15:30 - 16:30

“The Consideration of Introducing Proportional Rewards in Innovation Contests”

Yutaro Shiraishi

“Fostering Sustainable Leadership in the Tech Industry: Practices, Challenges, and Implications”

Zaleha Yazid

Parallel Session H: Digital Life

Venue & Time: Room Ragnar, 13:40 – 15:00

“Lived Experiences of Data Practices: Toward a Wellbeing-Centered Framework for Navigating Datafied Life”

Kristina Heinonen

“Capability to Behavior: COM-B Model Approach to Enacting Cross-Cultural Competence in Hospitality Service Work”

Kate Inyoung Yoo

“Transforming Business Models with Generative Adversarial Networks in Hotel Service”

Xuan Tran

“Smart Home Technology Acceptance for Aging in Place: Cross-generational Analysis”

Kentaro Watanabe

Parallel Session J: Networks, Governance, and Institutions

Venue & Time: Room Ragnar, 15:30 - 16:30

“Unveiling the Underlying Motives of Japanese MNE Digital and Green Economy Sector Investment Intent”

Patrik Ström

“Stakeholders’ Interest and Power in Palm Oil Network Governance in Indonesia and Beyond”

Erja Kettunen-Matilainen & Ayu Pratiwi

“How Third Wave Coffee Services Create Sustainable Value: An Analysis of Anti-Commoditization Mechanisms Through Value Co-creation”
Yuko Akiyama

19:00 – Social Event
19:30 - Conference Dinner

December 3, Wednesday

Parallel Session K: Smart Living and Technology Acceptance ***Venue & Time: Room Torsten, 09:00 – 10:00***

“Exploring the Effect of Tone Personalization in Sake Video Promotions Utilizing Chats with Robots”
Hisashi Masuda

“Building Trust for Sustainable Growth: Examining User Stickiness in O2O Food Platforms”
Nor Asiah Omar

“Mapping the Stakeholders of Digital Marketing Ecosystems for Strong Sustainability: A Multi-Level Perspective Incorporating Non-Human Actors”
Chonreutai Tawitaranond

10:00 – 10:30 Coffee/Tea Break

“Weathering the Storm: Network-Based Coping Strategies of Academics During Crises”
Pratik Arte

Parallel Session L: Logistics and Service Operations ***Venue & Time: Room Ragnar, 09:00 – 10:00***

“A Systematic Literature Review on Consumer Participation in Last-Mile Delivery”
Fan Wu

“Cultural Industries in the Platform Age – Rethinking Competitiveness”
Lixin Lu

“Effects of Delivery Constraint Relaxation on Logistics Efficiency”
Jun Takahashi

Parallel Session M: Organizational Learning and Service Excellence

Venue & Time: Room Torsten, 10:30 – 11:30

“Analysis of Adaptive Behaviors in Individualized Customer Service: The Structural Relationship Between Provision and Restraint”

Haruku Nagai

“Human Resource Development Process and Evaluation for Context Management—Empirical Study on Service Engineers at an Industrial Robotics Manufacturer”

Hisashi Unekawa

“Attention, please! Gimme a few minutes and you will notice it too: Attentional Breadth and Intensity Toward Emerging Digital Service Technologies at Televerket 1969–1996”

Mirko Ermqvist

11:30-11:40 Break

ICServ 2025 Concluding Remarks

Venue & Time: Room Torsten, 11:40 – 12:00

12:00 – 13:00 Lunch

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

13:30 – 14:00 Travel to Company Visit from Stockholm School of Economics, Sveavägen 65

14:00 – 15:30 **Company Visit**

15:30 – 16:15 Travel back to Stockholm School of Economics, Sveavägen 65

Parallel Session N: Behavioral and Psychological Perspectives in Service

Venue & Time: Room Ragnar, 10:30 – 11:30

“Linking Behavioral Dynamics to Co-Creation Value and Awareness Change in Community Farm Settings”

Takahiro Miura

“The Impact of Empathy for Shared Values and Corporate Purpose on Employee Well-being”

Kazuki Yamada

“Effects of Homo- and Hetero-Reciprocal Care Service in a Metaverse Environment on Trainee Motivation”

Takeshi Kurata