



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

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**

Micael Dahlen, Professor and Director, Center for Wellbeing, Welfare and Happiness, Stockholm School of Economics

"TACK: A brief to being well and doing good"

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

Chair: Spring Han, Kyoto University

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

Kie Sanada^{1, 2}, Patrik Ström² & Peter Popovics^{2, 3}

¹ Ritsumeikan Asia Pacific University, ² European Institute of Japanese Studies, Stockholm School of Economics & ³ Copenhagen Business School

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

Ingelinn Marifjæren Gundersen¹ & **Grete Rusten**¹, ¹ University of Bergen

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

Mikiya Asanuma¹, Yudai Tsurusaki¹ & Koji Kimita¹, ¹ University of Tokyo

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

Blake Runnalls, University of Nebraska-Lincoln

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

Chair: Kentaro Watanabe, National Institute of Advanced Industrial Science and Technology (AIST)

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

Wuyi Chen¹, Tatsunori Hara¹ & Jun Ota¹, ¹ University of Tokyo

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

Kristina Heinonen, Hanken School of Economics & Norwegian School of Economics

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

Ryusuki Kiyohara¹, Yoko Maeshiro², Kazuhiro Yamaguchi², Kazuhito Uehara², Noriaki Uenomachi², Yuki Tokuda², Hitomi Yamazato², Chikoto Oshiro² & Tomomi Nonaka¹

¹ Waseda University & ² Orix Business Center Okinawa Corporation

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

Teruyasu Murakami, Research Institute for Industrial Strategy

Parallel Session C: Digital Servitization and Business Models

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

Chair: Richard Nakamura, University of Gothenburg & European Institute of Japanese Studies, Stockholm School of Economics

“Digital Business Model Innovation for Sustainable Energy Grids”

Jon Williamsson, University of Gothenburg

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

Masanori Fujioka, Service Innovation Lab

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

Hiroshi Nakamura¹ & Patrik Ström²

¹ SANNO University & ² European Institute of Japanese Studies, Stockholm School of Economics

“Aspects of Digital Servitization”

Tomoko Tomiyama¹, Shizuka Tabara² & **Kazuma Imamura**²

¹ Graduate School of Ibaraki University & ² Ibaraki University

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

Chair: Hisashi Masuda, Kyoto University of Foreign Studies

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

Shintaro Tanno¹, Sawa Uchida², Hisaya Ogura², Nobuyuki Okada², Masato Kashibuchi², Takahiro Miura³, Ryosuke Ichikari³ & Keiko Toya^{4,5}
¹Servitizing Excellence, ²Toray Construction Co., Ltd., ³National Institute of Advanced Industrial Science and Technology, ⁴Meiji University & ⁵European Institute of Japanese Studies, Stockholm School of Economics

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

Chihiro Morito¹ & Yoji Hata²

¹Kwansei Gakuin University & ²University of Marketing and Distribution Sciences

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

Miwa Nishinaka¹, Dohjin Miyamoto², Mengsi Liu², Schiko Kiyokawa³ & Hirotaka Osawa²

¹Kagawa University, ²Keio University & ³University of Tokyo

Parallel Session E: Organization & Management

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

Chair: Masaaki Mochimaru, National Institute of Advanced Industrial Science and Technology (AIST)

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

Alexander Kristiansen¹ & Patrik Ström²

¹Center for Asian Studies, Stockholm School of Economics & ²European Institute of Japanese Studies, Stockholm School of Economics

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

Xinmeng Li¹, Yasushi Kawase², Yudai Tsurusaki¹ & Koji Kimita¹

¹Graduate School of Engineering, University of Tokyo & ²Graduate School of Information Science and Technology, University of Tokyo

“Cultural Industries in the Platform Age – Rethinking Competitiveness”

Lixin Lu¹ & Patrik Ström²

¹European Institute of Japanese Studies & Department of Marketing and Strategy, Stockholm School of Economics & ²European Institute of Japanese Studies, Stockholm School of Economics

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

09:00 – 10:00 **Keynote Speech**

“Rethinking Sales Management for Servitization in the Digital Era”

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

10:00 – 10:30 ***“SSES (Stockholm School of Entrepreneurship) a global platform for interdisciplinary entrepreneurship”***

Rasmus Rahm, Program Director, Stockholm School of Entrepreneurship & Research Fellow, Stockholm 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

Chair: Åsa Malmström Rognes, European Institute of Japanese Studies, Stockholm School of Economics

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

Kristin Brandl¹, **Peter Ørberg Jensen**¹, Patrik Ström² & Andrew Jones³

¹ Copenhagen Business School, ² European Institute of Japanese Studies, Stockholm School of Economics & ³ Brunel University

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

Eva Liias, School of Economics and Business Administration, University of Tartu & European Institute of Japanese Studies, Stockholm School of Economics

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

Lucia Gómez¹ & Erja Kettunen¹, ¹ Turku School of Economics, University of Turku

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

Eijun Oshimo, Japan Advanced Institute of Science and Technology

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

Chair: Keiko Toya, Meiji University & European Institute of Japanese Studies, Stockholm School of Economics

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

Lukas Breustedt¹, Tobias Schaefer², Gerrit Czichso³ & Stefan Brinkhoff⁴, ¹OWL University of Applied Sciences & Dortmund University, ²Copenhagen Business School & Bielefeld School of Business, ³ALDI Data & Analytics Services GmbH & ⁴Locandis GmbH

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

Masaki Kajita, University of Marketing and Distribution Sciences`

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

Yoji Hata¹, Chihiro Morito² & Hiromasa Tanaka³

¹University of Marketing & Distribution Sciences, ²Kwansei Gakuin University & ³INTAGE Inc.

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

Eiji Yoshiki¹, Yudai Tsurusaki,¹ Eri Amasawa² & Koji Kimita¹

¹University of Tokyo & ²Waseda University

Parallel Session H: Digital Life

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

Chair: Alexander Kristiansen, Center for Asian Studies, Stockholm School of Economics

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

Yoshinori Hara¹ & Noriko Souri²,

¹Osaka Seikei University & ²Kumon Institute of Education

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

Kate Inyoung Yoo¹ & Therez B. Walker²

Kansai Gaidai University & NHL Stenden University of Applied Sciences

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

Xuan Tran, University of West Florida

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

Kentaro Watanabe¹ & Fumiya Akasaka¹,

¹National Institute of Advanced Industrial Science and Technology

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

Chair: Spring Han, Kyoto University

“The Consideration of Introducing Proportional Rewards in Innovation Contests”

Yutaro Shiraishi¹, Sangjic Lee², Kohei Nishiyama³, & Nariaki Nishino³

¹ Department of Systems Innovation, University of Tokyo

² Department of Business Administration, Nihon University

³ Department of Technology Management for Innovation, University of Tokyo

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

Zaleha Yazid, Universiti Kebangsaan Malaysia

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

Yuko Akiyama¹, Arisa Yamamoto³, Kanta Sugihara² & Ayumu Sugiyama²

¹ Japan Advanced Institute of Science and Technology

² University of Yamanashi & ³ Yamanashi Prefectural University

19:00 – Social Event

19:30 - Conference Dinner

Parallel Session J: Networks, Governance, and Institutions

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

Chair: Eva Liias, University of Tartu & European Institute of Japanese Studies, Stockholm School of Economics

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

H. Richard Nakamura^{1,2}, Patrik Ström², & Åsa Malmström Rognes²

¹ Gothenburg University

² European Institute of Japanese Studies, Stockholm School of Economics

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

Ayu Pratiwi¹, **Erja Kettunen-Matilainen¹** & Daniel Chrisendo²

¹ Turku School of Economics University of Turku & ² University of Cambridge

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

Rose Quan¹, **Pratik Arte²**, Steve Ball¹, Sam Clegg¹ & Robin Pesch¹

¹ Northumbria University

² Center for Asian Studies, Stockholm School of Economics & Swedish Institute of International Affairs (UI)

December 3, Wednesday

Parallel Session K: Smart Living and Technology Acceptance

Venue & Time: Room Torsten, 09:00 – 10:00

Chair: Kate Inyoung Yoo, Kansai Gaidai University

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

Hisashi Masuda¹, Kanae Kochigami², Yin Jou Huang², Mina Fukuda¹, Hiroaki Negoro³, Ide Kentaro³ & Keiko Shimotsuma³

¹ Kyoto University of Foreign Studies, ² Kyoto University & ³ Gekkeikan Sake Co., Ltd.

“Building Trust for Sustainable Growth: Examining User Stickiness in O2O Food Platforms”

Wafa Mohammed¹ & **Nor Asiah Omar**²

¹ Graduate School of Business, National University of Malaysia

² Faculty of Economics and Management, National University of Malaysia

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

Chonreutai Tawitaranond, University of Antwerp

10:00 – 10:30 Coffee & Tea Break

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

Parallel Session L: Logistics and Service Operations

Venue & Time: Room Ragnar, 09:00 – 10:00

Chair: Kie Sanada, Ritsumeikan Asia Pacific University & European Institute of Japanese Studies, Stockholm School of Economics

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

Fan Wu, Graduate School of Business Administration, Ritsumeikan University

“Analysis of Optimal Ship Navigation in Offshore Waiting Situations”

Shunta Yoshimura¹, Tomoya Kawasaki¹, Ayato Kitadai¹ & Nariaki Nishino¹

¹ University of Tokyo

“Effects of Delivery Constraint Relaxation on Logistics Efficiency”

Jun Takahashi¹, Tomoya Kawasaki¹, Ryo Kumagai² & Kenta Ito²

¹ University of Tokyo & ² LOKIAR Co., Ltd.

Parallel Session M: Organizational Learning and Service Excellence

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

Chair: Erja Kettunen, Turku School of Economics, University of Turku

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

Haruku Nagai¹, Tatsunori Hara¹, Jun Ota¹ & Bach Quang Ho^{1,2}

¹ University of Tokyo & ² National Institute of Advanced Industrial Science and Technology

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

Hisashi Unekawa, Kawasaki Robot Service, Ltd.

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

Mirko Ermqvist¹ & Robert Demir²

¹ European Institute of Japanese Studies, Stockholm School of Economics &

² Linköping University

11:30-11:40 Short Break

Parallel Session N: Behavioral and Psychological Perspectives in Service

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

Chair: Hiroshi Nakamura, SANNO University

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

Takahiro Miura¹, Ryosuko Ichikari¹, Sawa Uchida², Hisaya Ogura², Nobuyuki Okada², Masato Kashibushi², Shintaro Tanno³ & Keiko Toya^{4,5}

¹ National Institute of Advanced Industrial Science and Technology,

² Toray Construction, Co., Ltd., ³ Servitizing Excellence, ⁴ Meiji University &

⁵ European Institute of Japanese Studies, Stockholm School of Economics

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

Kazuki Yamada¹, Yoko Maehiro², Kazuhiro Yamaguchi², Kazuhito Uehara, Noriaki Uenomachi², Yuki Tokuda², Hitomi Yamazato², Chikoto Oshiro² & Momomi Nonaka¹

¹ Waseda University & ² Orix Business Center Okinawa Corporation

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

Han Fu¹, Hiroya Yamashiro¹, Karimu Kato¹, Yuki Kato¹, Takahiro Miura² & **Takeshi Kurata**^{1,2}

¹ University of Tsukuba & ² Research Institute on Human and Societal Augmentation, AIST

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