

| Monday, May 20th | | | | |
|--|---|--|--|--|
| 13:30 /15:30 | Doctoral workshop | | | |
| 16:00-18:00 | REGISTRATION | | | |
| 18:30-19:15 | Opening Session: Introducing the conference and the Scientific Committee | | | |
| 19:15-20:00 | Welcome cocktail | | | |
| 20:00 | DINNER | | | |
| Tuesday, May 21st - Morning Sessions | | | | |
| 8:30-10:00 | Session 1.1 | | Session 1.2 | |
| | Chairperson: Sylvie Llosa | | Chairperson: Gilles N'Goala | |
| | Boundary collaborative work for transformative value co-creation: issues in complex ecosystems S. Djelassi, I. Collin Lachaud, M. Fall Diallo | Value co-destruction with platformisation of the relation patients-healthcare professionals F. Jacob, J.P. Rivière | The influence of message framing on bypass intention for sharing platform users S. Nguyen | Navigating the temporal maze: Unraveling intersubjective time dynamics within a patient journey S. Vancaillie, M. De Regge, B. Meijboom |
| 10:00-10:30 | BREAK | | | |
| Tuesday, May 21st - Morning Sessions (continued) | | | | |
| 10:30-12:00 | Session 2.1 | | Session 2.2 | |
| | Chairperson: Kiane Goudarzi | | Chairperson: Lionel Nicod | |
| | B2B Customer Experience Management: CX customer goals and CXM strategy archetypes J. Wirtz, M. Holmlund, E. Jaakkola, W. Ulaga | Mastering the moment of truth: Sustainable strategies in HR service management A. Fischbach | When time flies – Unraveling the temporal effects of passive and active innovation resistance on new service adoption S. Heidenreich, S. Jordanow, T. Kraemer, M. Obschonka | Exploring the impact of operational failures on patients: A perspective from hospital nurses S. Vanbellegem, P. Gemmel, M. De Regge |
| 12:00-13:30 | LUNCH | | | |
| Tuesday, May 21st - Afternoon Sessions | | | | |
| 13:30-15:00 | Session 3.1 | | Session 3.2 | |
| | Chairperson: Jochen Wirtz | | Chairperson: Isabelle Collin Lachaud | |
| | Being served in metaverse: an empirical analysis of customer evaluations, platform updates, and financial implications C. Li, B. Larivière, A. Edeling | A new approach to client satisfaction evaluation inspired by epidemiology methods: The THE SATI-3D Model L. Desquilbet, C. Bailly-Legrand | How much do we really know about old service consumers? J. Bateson | Linking transformative service orientation to well-being outcomes: insights from transformative service initiatives (TSIS) A. Raki, I. Chowdhury, M. Nieroda, J. Zolkiewski |
| 15:00-15:30 | BREAK | | | |
| Tuesday, May 21st - Afternoon Sessions (continued) | | | | |
| 15:30-17:00 | Session 4.1 | | Session 4.2 | |
| | Chairperson: Katrien Verleye | | Chairperson: Stephanie Nguyen | |
| | Does social stereotyping of employees trump cultural stereotyping in forming service expectations? A.M. Garcés Vidal, D. Bourdin | Collaborative service providers management: Organizational control mechanisms in the sharing economy O. Khouliani | "Don't rush to the rescue!": how frontline employees' negative capability can create positive interactions with customers M. Sanglé-Ferrière, C. Rieu Plichon | Conceptualizing social acceptability of technological innovation in frontline service experiences: a qualitative study J. Jammes |
| 17h-18h | KEY NOTE REFLECTION ON SERVICE RESEARCH BY ROLAND RUST | | | |
| 20:00 | DINNER | | | |

| Wednesday, May 22nd - Morning Session | | | | |
|---|--|---|--|--|
| 8:30-10:00 | Session 5.1 | | Session 5.2 | |
| | Chairperson: Chiara Osingher | | Chairperson: Florence Jacob | |
| | Optimizing service productivity with service robots | B. Larivière, K. Koerten, A. Schmidt | The effect of fake news on electric vehicles perception online: Comparing the effectiveness of prebunking and debunking messages on social media | A. Gambin, A. Munzel, G. N'Goala |
| | Which marketing event has the largest firm value impact? A meta-analysis | A. Edeling, I. Teixeira, A. Mafael, Y. Van Vaerenbergh | Unraveling the Paradox: Exploring Consumer Reliance on Reviews Despite Deception Awareness | A. Wetzler, A. Munzel |
| 10:00-10:30 | BREAK | | | |
| Wednesday, May 22nd - Morning Session (continued) | | | | |
| 10:30-12:00 | Session 6.1 | | Session 6.2 | |
| | Chairperson: Giuseppe Capiello | | Chairperson: Yves Van Vaerenbergh | |
| | Digital Entertainment Services: The Disruptive Impact of COVID-19 Lockdown | J. S. Jia, Yun Yuan, Jianmin Jia | Relationship of leadership and digital responsibility in the era of artificial intelligence: an empirical investigation | A. Raza, M. Ishtiaq Ishaq, A. Younas |
| | Emotional experiences with digital humans and consumers' well-being | C. Koetz, O. Ozkok, S. Hudson | The experiential employer brand for an idiosyncratic service experience | J. F. Poujol, E. Pezet, J. Tanner, J. Wallace |
| | Measuring customer experience in online services: A Kano-based process view on the TCQ paradigm | S. Vanzeebroek, K. Willems, S. Van de Sanden | Unveiling customer incivility in intercultural service encounters: an intimacy gradient perspective | M. Magrone, F. Montani, A. Khalil Ben Ayed, C. Vandenbergh |
| | TSR 2.0: Looking back to move forward | A. Gallan, L. Alkire, S. Tuzovic, G. Beirão | From promises to practice: unraveling the psychological impact of generative AI on organizational dynamics | K. Mehmood, K. Verleye, A. De Keyser, B. Larivière |
| 12:00-12:45 | LUNCH | | | |
| 13:15-19:00 | Outing - Carmignac Museum / Visit of the Porquerolles Island | | | |
| 20:00 | GALA DINNER | | | |
| Thursday, May 23rd | | | | |
| 9:00-9:45 | Session 7.1 | | Session 7.2 | |
| | Chairperson: Bart Lariviere | | Chairperson: Andreas Munzel | |
| | Making customer success management a success: conditions for successful collaboration between customer success managers and sales managers | D. Boghe, B. Vancoetsem, I. Ferraz Teixeira, Y. Van Vaerenbergh | Illiterate consumers in Moroccan large scale retailing: from circumvention logics to those of inclusion | C. Gallouj, H. Marzak |
| 9:45-10:15 | BREAK | | | |
| 10:15 / 11:15 | ROUND TABLE | | | |
| 12:00 / 13:00 | LUNCH End of the conference | | | |