

Monday, June 15th				
1:30 pm - 3:30 pm	Doctoral Workshop			
4:00 PM - 6:00 PM	REGISTRATION			
6:30 PM - 7:15 PM	Opening Session: Introducing the conference and the Scientific Committee			
7:15 PM - 8:00 PM	Welcome cocktail			
8:00 PM	DINNER			
Tuesday, June 16th - Morning Sessions				
8:30 AM - 10:00 AM	Session 1.1 (OB & HRM - long paper)		Session 1.2 (Marketing - long paper)	
	Chairperson: Sylvie Llosa		Chairperson: Kiane Goudarzi	
	How to engage service employees? a response surface analysis of the fit/misfit-engagement model	Bart Larivière, Verleye katrien, Vermeulen Griet, Henkens Bieke, De Cooman Rein	Forced to Use, Ready to Refuse? Investigating Consumer Responses to Forced Adoption of Technology-Based Service Innovations	Sven Heidenreich, Betzold Richard, Kraemer Tobias, Jordanow Slawka
	WHO WANTS TO WORK FOR A COMPANY THAT TREATS CUSTOMERS BADLY? POOR CUSTOMER EXPERIENCES RENDER AN ORGANIZATION LESS ATTRACTIVE AS AN EMPLOYER	Vancoetsem Britt, Arijs Diane	Customer Innovation Under Constraint: A Conceptual Framework of Creativity in Health Care	Hannah Snyder
10:00 AM - 10:30 AM	BREAK			
Tuesday, June 16th - Morning Sessions				
10:30 AM - 12:00 PM	Session 2.1 (Marketing - long paper)		Session 2.2 (OB & HRM - long paper)	
	Chairperson: Lionel Nicod		Chairperson: Tobias Kraemer	
	Customer support: identifying roles and how it improves job satisfaction among frontline employees	Daviet Athenais, Camelis Christèle	Marque employeur, segments invisibles et performance de service : attirer et retenir les salariés à haut potentiel intellectuel (HPI)	Bernage Sonia, Lacroux François
	Caring systems in crisis: An institutional theory and ethics of care perspective	Fehl Amy Greiner, Aoun Bakarar Karine, Mason Marllys	Virtual Reality Training for Frontline Employees: The Role of Trainee Positioning	Di Palma Roberta, Dominik Mahr, Hilken Tim, Heller Jonas, Beusaert Simon
12:15 PM - 1:30 PM	LUNCH			
Tuesday, June 16th - Afternoon Sessions				
1:30 PM - 3:00 PM	Session 3.1 (Marketing - long paper)		Session 3.2 (Marketing - long paper)	
	Chairperson: Chiara Orsingher		Chairperson: Christèle Camélis	
	When luxury product brands extend into services	Jonas Holmqvist, Jochen Wirtz, Domenic Winfrey	The Voice Of Emotion: Advancing Marketing Research Through Real-Time AI Emotion Measurements	Uysal Ertugrul, Alavi Sascha, Brooks Jeffrey, Mari Alex, Efthymiou Fotis
	Space Oddity: How Human Density Influences Satisfaction in Luxury Services	Fraccaro Annalisa, Parguel Béatrice, Stathopoulou Anastasia	Understanding Consumer Vulnerability in Service Systems: A Review of Accessibility and Resource Integration Mechanisms	Magara Nyaradzai, Siahtiri Vida, Sharifi shahin
3:00 PM - 3:30 PM	BREAK			
Tuesday, June 16th - Afternoon Sessions				
3:30 PM - 5:00 PM	Session 4.1 (Marketing - short papers)		Session 4.2 (OB & HRM - short papers)	
	Chairperson: Bart Larivière		Chairperson: Jeroen Schepers	
	THE ROLE OF ONLINE ATTENTION AND EMOTIONS IN TOURISTS' BEHAVIOR AFTER A CRISIS EVENT	Koetz Clara, Piepenbrink Anke	Involving Service Employees in Organizational Change: An Employee Co-Design Perspective on AI-supported Reorganization	Tsaga Irini, Dicenta Julia, Buettgen Marion
	A CONCEPTUAL FRAMEWORK FOR STUDYING EMOTIONS AS RESOURCES IN SERVICE SYSTEMS	Valor Carmen	The dark side of asking: when and how seeking feedback hurts performance	Magrone Monica, Montani Francesco, Sommovigo Valentina, Vandenberghe Christian
	AI Coping Support and Stress Reduction in Individual Social Support Systems: A Comparative Study of Affected vs. Non-Affected Individuals	Rohn Melvin, Buettgen Marion, Coussement kristof, Meire matthijs	Exploring the Intersection of Emotional Labor and Workplace Violence in Policing: Implications for HRM and Organizational Practices	Fischbach Andrea
	Overall Synthetic Experiences in the Pre-Purchase Stage: The Merging of Interactive AI and User-Generated Narratives	Aslan marjan, L'espoir Decosta patrick, Wirtz jochen	From Relational Misfit to Organizational Alignment: Regulating Discretionary Service in Recurring Customer Relationships	Turgut Doga, Kleingeld Ad, Van Gool Piet, Van Der Meij Leander
	Multisensory Sustainable Service Experiences	Veflen nina		
5:00 PM - 6:00 PM	Wine Tasting			
8:00 PM	DINNER (at IGESA)			
9:00 PM	Disco			

Wednesday, June 17th - Morning Session				
8:30 AM – 10:00 AM	Session 5.1 (Marketing - long paper)		Session 5.2 (Marketing - long paper)	
	Chairperson: Jochen Wirtz		Chairperson: Yves Van Vaerenbergh	
	Customer Care for Reducing Food Waste: A Services-as-Practices Study	Per Skalen, Carolina Camen, Siri Jagstedt, Peter Samuelsson Jakob Trischler, Williams Helen, Fredrik Wikstrom	Implications of Generative Artificial Intelligence for Marketing Research: A Review of the Literature and Examination of Research Practices	Nguyen stephanie, Prim-Allaz isabelle, Jacob Florence
Engaging B2B Customers with Refurbished Products: The Role of Relevant Value Propositions	Vandenhoudt Astor, Larivière Bart	The Cognitive Burden of Detecting Fake Reviews: Review-Based Purchase Behavior and Implications for Digital Platforms	Wetzler Andrea, Munzel Andreas	
10:00 AM – 10:30 AM	BREAK			
Wednesday, June 17th - Morning Session				
10:30 AM – 12:00 PM	Session 6.1 (Mixed session - long and short papers)		Session 6.2 (Marketing - long and short papers)	
	Chairperson: Isabelle Prim-Allaz		Chairperson: Béatrice Parguel	
	Understanding Circular Services	Backlund Olle, Karpen Ingo Oswald, Nina Loftberg	How Ageism is undermining Services Research	Bateson John
	Performance des services : un modÃ©le pour arbitrer entre indicateurs quantitatifs, satisfaction client et soutenabilitÃ© du travail	Prunier Yves	Strategic Service Recovery: The Firm's Perspective	Wirtz jochen
	Organizational Attractiveness in Fossil and Renewable Energy: Environmental Values and Employer Attribute Trade-Offs in a Choice-Based Conjoint Experiment	Turgut Doga, Kleingeld Ad	Paradoxes of Service Design: Research, Practice, and Strategies	Veflen Nina, Kurtmollaiev seidal, Lervik-Olsen Line
Title: How Mindfulness Connects Consumers to Service Decisions Through Spiritual Materialism	Kassab mark, Roy rajat, Kumar kuldeep	Building Rapport in Service Recovery: How Customer Participation and Employee Cues Shape Relationship Repair	O'cass Aron, Vida siahtiri, Shahin sharifi	
12:15 PM – 1:30 PM	LUNCH			
1:15 PM – 7:00 PM	Outing - Carmignac Museum / Visit of the Porquerolles Island			
7:30 PM	GALA DINNER (restaurant Oustaou)			
Thursday, June 18th				
8:30 AM – 9:45 AM	Session 7.1 (Mixed session - long and short papers)		Session 7.2 (Marketing - long and short papers)	
	Chairperson: Stéphanie N'Guyen		Chairperson: Gilles Ngoala	
	Animals as service actors: customers' perceptions and their effect on value co-creation	Sangle-Ferriere Marion	Identifying customer experiences with blockchain-based financial marketplaces: a structural topic modeling approach	Zwienberg Thijs
	A service strategy perspective on transformative service initiatives for low-income consumers	Gebauer heiko, Witell iars	Capturing attention to serve better: Exploring personalized DS communication in (semi-)public spaces	Brengman M., Van de Sanden S., Willems K., Kuijpers L-M., Doucé L., Jansen B., Omelina L.
Devil's advocate or supportive coach? Linking AI collaboration roles and service innovation team creativity	Yang xiaoyi, Van Riel allard	Understanding Value Co-Destruction in a Service Ecosystem: A Qualitative Study of Low Benefit Redemption in the WIC Program	Tang Chuanyi, Harrison kristina Guo lin, Wang jing, Gwebu kholekile	
9:45 AM – 10:15 AM	BREAK			
10:15 AM – 11:00 AM	Session 8.1 (Marketing - short papers)		Session 8.2 (Marketing - short papers)	
	Chairperson: Carmen Valor		Chairperson: Thijs Zwienberg	
	The Role of Sustainability Certifications and Customer Reviews in Hotel Pricing: A Topic Modeling Analysis	Chanel Olivier, Doull ozlem, Khaoula Naili, Lahmandi-Ayed rim	Experimental Evaluation of the Impact of Reverting to a Paid Public Transport System: The Mediating Role of Legitimacy and Normative Commitment between Perceived Justice and Usage Intentions	Bouragba younes, Gourmelen andréa, N'goal gilles
	Disentangling Culture from Language in Service Evaluations	Ozanne marie	AI fashion model and disability representation in service encounters: Implications for customer well-being	Lee zoe, Marriott hannah
Digital Sanctuaries as Service Platforms: Pilgrimage and Hybrid Religious Communities	Jarraud nathalie, Paché gilles	Value cocreation in industrial service ecosystems: A multi-actor examination of cooperation, participation, and performance	Tang Chuanyi, Guo lin, Wang jing, Gwebu Kholekile	
11:00 AM – 12:00 PM	ROUND TABLE AND BEST PAPER ANNOUNCEMENT			
12:15 PM – 1:00 PM	LUNCH End of the conference			