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RETHINKING SERVICES FOR SOCIETY 5.0

OPPORTUNITIES AND CHALLENGES

**CONFERENCE PROCEEDINGS
2025 RESER ANNUAL CONFERENCE**

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PREFACE

The central theme of the RESER 2025 Conference is “Rethinking Services for Society 5.0: Opportunities and Challenges”.

People and organizations live in an increasingly disruptive world characterized by challenging and growing uncertainty, unpredictability, and complexity, whether at a technological, economic, social, environmental, or educational level. In this vein, the concept of Society 5.0 promotes the advancement of a human-centered society where technologies (e.g., Internet of Things, robots, Artificial Intelligence, and augmented reality) are used in any sphere of activity (e.g., private life, public administration, industrial structure, and employment) with the main aim of creating benefits and value for people. In this new “Era”, importance is given to knowledge to address the challenges associated with human-machine interactions to support a prosperous and eco-friendly society.

Services can contribute to improving the quality of life and solving social, environmental, and economic problems, with technology’s support, aiming to create a society based on sustainability, human value, inclusion, and resilience. These topics are at the top of the agenda of politicians, organizations, and communities, especially after the impact of the COVID-19 pandemic and due to climate change, war, social divisions, and cyber risks.

Accordingly, a better understanding of the new opportunities offered by services in the private and public sectors of both mature and emerging markets, as well as in their interconnectedness to other industries, is crucial for providing both theoretical and practical advancements and suggestions.

Scholars are called to demonstrate the actual contributions of services to a future society centered on human beings, social responsibility, and sustainable development, as well as to analyze whether industry and education are moving towards close cooperation in favor of quality of life and economic, social, and environmental well-being, in accordance with the SDGs.

In this vein, the RESER 2025 Conference has been organized according to the seven tracks detailed below.

Track 1. Service Innovation and Digital Transformation: between value and complexity

Chaired by: Lars Fuglsang, Kirsi Maria Hyytinen

Service management can be understood as the combination of multiple organizational tasks and activities designed to provide users and customers with a high-value service. It challenges the existing organizational structure and requires organizations to co-create with different actors. All this brings out new opportunities but also new challenges.

Track 2. Inclusive Services: re-humanizing services to improve the quality of life

Chaired by: Sara Poggesi, Michela Mari

Organizations must evolve by providing inclusive services, adopting inclusive approaches, fighting inequalities, and promoting equal rights, jobs, and opportunities for all. By doing so, organizations can become agents of change and take the necessary steps to re-humanize society.

Track 3. Sustainable Services: social, environmental, and economic well-being

Chaired by: Céline Merlin-Brogniart, Antonella Monda

Services can significantly contribute to the sustainable growth of firms and regions. This means that organizations have to shift their focus from an economic profit point of view to one more concerned with environmental and social profits. Thus, a more holistic approach to services is necessary, focusing on them and not only their economic aspects.

Track 4. Service Ecosystem and Collaborative Networks: the role of collective thinking and action

Chaired by: Paola M.A. Paniccia, Silvia Baiocco

Service ecosystems address multifaceted societal challenges, from health-care and education to urban development and environmental sustainability. At the heart of effective service ecosystems and collaborative networks is collective thinking and action, as well as understanding how they can sustain and optimize societal well-being.

Track 5. Service Marketing and Consumer Behavior: promoting and differentiating services

Chaired by: Tiziana Russo Spina, Estibaliz Hernandez

The dynamic intersection of service marketing and consumer behavior emphasizes strategies for effectively promoting and differentiating services in today's competitive marketplace. In this vein, innovative approaches to service branding, positioning, and value proposition development — focusing on creating compelling and memorable customer experiences that drive loyalty and satisfaction — are fundamental.

Track 6. Services in Education: training and (e-)learning opportunities

Chaired by: Ida Gremyr, Matteo Cristofaro

Developing suitable and innovative training strategies and techniques for effective learning is paramount for organizational competitiveness. In this vein, service education teaches how to think about excellent service, listen to and understand concerns, apply fundamental principles, and respond appropriately to create and deliver greater value, resulting in new personal behaviors and organizational strategies.

Special Track. Services in manufacturing: servitization, digitalization, and circular economy

Chaired by: Mario Rapaccini, Federico Adrodegari, Damiano Petrollo

An increasing number of manufacturers are shifting from selling products to providing sustainable solutions, i.e., servitization. In this vein, new digital technologies can be adopted to develop new services and/or improve existing ones. Although considerable interest has been shown in this transformation, its adoption is still limited, and further research is needed.

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