

RESER 2008 **New horizons for the role and production of services**



**Conference Programme
25th September 2008**

9.30
**Service Excellence with
Product Related Services**
Prof. Dieter Spath
Head of Institute, Fraunhofer IAO

10.00
**Welcome and introduction
to the ministry's activities in
supporting services**
Ernst Pfister
Minister of Economic Affairs
Baden-Württemberg

10.20
**Welcome and introduction
to the ministry's service policies**
Kornelia Haugg
Head of Department,
Federal Ministry of Education
and Research (BMBF)

10.40
**Vision einer webbasierten
Dienstleistungsgesellschaft
(Vision of a web-based
service society)**
Prof. Lutz Heuser
Head of SAP Research, SAP AG

11.10
Coffee break

11.30
Workshop Sessions 1-5
Workshop rooms Mannheim,
Heilbronn, Karlsruhe, Ulm,
Reutlingen

13.00
Lunch

14.00
Workshop Sessions 6-10
Workshop rooms Mannheim,
Heilbronn, Karlsruhe, Ulm,
Reutlingen

15.30
Coffee break

16.00
**Apply Service
Innovation in Taiwan**
Alex Lee
Sr. Advisor, Industrial Technology
Research Institute (ITRI), Taiwan

**Conference Programme
26th September 2008**

8.30

Workshop Sessions 11-15

Workshop rooms Mannheim,
Heilbronn, Karlsruhe, Ulm,
Reutlingen

10.00

Coffee break

10.30

**Trends and Challenges
in Service Research and
Service Science**

Keynote Prof. Bo Edvardsson
Karlstad University
Sweden

11.30

Workshop Sessions 16-20

Workshop rooms Mannheim,
Heilbronn, Karlsruhe, Ulm,
Reutlingen

13.00

Lunch

14.00

Workshop Sessions 21-26

Workshop rooms Mannheim,
Heilbronn, Karlsruhe, Ulm,
Reutlingen, Freiburg

15.30

Coffee break

16.00

Closing Session

Dr. Hans-Peter Grothaus
CLAAS

Walter Brosi

Head of Sub-Department,
Federal Ministry of Education
and Research (BMBF)

Ronald Mackay

European Commission
DG Enterprise and Industry

Luis Rubalcaba

President of RESER

**Presentation of
RESER 2009 team**



**Session overview
and Workshop rooms
Thursday, 25 September 2008**

Mannheim

11.30-13.00
Session 1
Structural Change
and Globalization 1

14.00-15.30
Session 6
Structural Change
and Globalization 2

Heilbronn

11.30-13.00
Session 2
New Ways of Public
Service Provision

14.00-15.30
Session 7
Business Transformation
in Public Services

Karlsruhe

11.30-13.00
Session 3
Services in
Manufacturing Companies

14.00-15.30
Session 8
Quality and
Standardisation of Services

Ulm

11.30-13.00
Session 4
Research on
Service Products

14.00-15.30
Session 9
New Perspectives for
Services Research &
Innovation

Reutlingen

11.30-13.00
Session 5
Service Innovation

14.00-15.30
Session 10
Innovation and
Development Processes

**Session overview
and Workshop rooms
Friday, 26 September 2008**

Mannheim

08.30-10.00
Session 11
Linkages between
Manufacturing
and Services 1

11.30-13.00
Session 16
Linkages between
Manufacturing
and Services 2

14.00-15.30
Session 21
Efficient Service
Organisations

Heilbronn

08.30-10.00
Session 12
Method & IT Support
for Hybrid Products

11.30-13.00
Session 17
IT Services

14.00-15.30
Session 22
Transformation of the
Service Sector Caused
by Technological Changes

Karlsruhe

08.30-10.00
Session 13
Knowledge Intensive
Services 1

11.30-13.00
Session 18
Knowledge Intensive
Services 2

14.00-15.30
Session 23
Tertiarization Patterns
at International and
Regional Levels

Ulm

11.30-13.00
Session 19
Human Resources
Management

14.00-15.30
Session 24
Specific Actors
in Business Services

Reutlingen

08.30-10.00
Session 15
Service System Design

11.30-13.00
Session 20
Geographical and Urban
Studies of Services

14.00-15.30
Session 25
Sectoral Studies

Freiburg

14.00-15.30
Session 26
Tertiarization of
the Economy

Workshop room Mannheim
Thursday, 25 September 2008

11.30-13.00 Session 1

Structural Change and Globalization 1

Chair: John Bryson, University of Birmingham,
United Kingdom

**The Dematerialization of Cultural Provision
and the Increasing Role of Cultural Gatekeepers**

Pedro Costa

ISCTE Lisbon University Institute, Portugal

**The Role of Foreign Affiliates of Multinational
Companies in International Trade in Services**

Éva Palócz

Kopint-Tarki, Hungary

**Que Peut-on Attendre de la Directive Services?
What May Be Expected from the Directives
on Services?**

Damien Broussolle

Université R. Schuman, Institut Etudes Politiques, France

**Workshop room Heilbronn
Thursday, 25 September 2008**

11.30-13.00 Session 2

New Ways of Public Service Provision

Chair: Markus Scheuer, RWI, Essen, Germany

Public-Private Partnership in Health Services

José Luis Navarro Espigares

University of Granada, Spain

Elisa Hernández Torres

Hospital Unversitario Virgen de las Nieves, Spain

**The Influences of Social Support
on Extra-Role Customer Service Behaviors**

Mei-Ling Wang

Graduate School of Management Science,

Aletheia University, Taiwan

Chun-Hsien Lee

Graduate Institute of Human Resource & Knowledge

Management, National Kaohsiung Normal University, Taiwan

**Innovations au Sein des Services Publics:
Leçons à Dégager de l'Analyse de la Continuité
et de la Dissémination d'Initiatives Récompensées
par le Gouvernement Brésilien**

Eduardo Raupp de Vargas

University of Brasilia, Brazil

**Une Forme Privilégiée de Fourniture de Services
Publics: les Partenariats Public-Privé et Leur Évaluation**

Cathy Veil-Zadra

University Paris 8, France

**Workshop room Karlsruhe
Thursday, 25 September 2008**

11.30-13.00 Session 3

Services in Manufacturing Companies

Chair: Walter Ganz, Fraunhofer IAO, Germany

**Understanding the Product to Service Logic Transition from
the Perspective of Manufacturing Companies**

Peter Magnusson

Service Research Center at Karlstad University, Sweden

Christiane Hipp

Brandenburg University of Technology at Cottbus, Germany

Bo Edvardsson

Service Research Center at Karlstad University, Sweden

**Requirements in the Development of Hybrid Industrial
Service Systems – an Exploration in the Field of Remote
Services**

Kyrill Meyer, Robert Müller

Universität Leipzig, Germany

Florian Röhr

Siemens AG, Siemens IT Solutions and Services, Germany

Martin Böttcher, Klaus-Peter Fähnrich

Universität Leipzig, Germany

**Linking customer value drivers to product
and service strategy configurations
in product – manufacturing companies**

Thomas Fischer, Heiko Gebauer, Elgar Fleisch

University of St. Gallen, Switzerland

Company Example

tba

SITEK, Germany

Ralf Frommbach

FIR an der RWTH Aachen, Germany

Workshop room Ulm
Thursday, 25 September 2008

11.30-13.00 Session 4

Research on Service Products

Chair: Laurence Bancel-Charensol,
Université Paris-Est, France

**Towards a model of goods and services
for the analysis of innovation and design**

Fernando Secomandi

Delft University of Technology, Netherlands,
NHTV Breda University of Professional Education,
Netherlands

Dirk Snelders, Erik Jan Hultink, Petra Badke-Schaub
Delft University of Technology, Netherlands

**Effets des Produits Novateurs sur la Fidélisation
des Services**

Marcotte Pascale

Université du Québec du Trois-Rivières, Canada

Laurent Bourdeau, Amara Nabil

Université Laval, Canada

**Expectations of Customers Consuming Spa Services
in Lithuanian Wellness and Sport Centres**

Neringa Langviniene

Kaunas University of Technology, Lithuania

**Workshop room Reutlingen
Thursday, 25 September 2008**

11.30-13.00 Session 5

Service Innovation

Chair: Thomas Meiren, Fraunhofer IAO, Germany

**Service Industries in Innovation Systems and
Innovation Environments: A Literature Review**

Jari Kolehmainen

Research Unit for Urban and Regional Development
Studies (Sente), University of Tampere, Finland

Service Innovation in Business Value Networks

Stephan Stathel

Forschungszentrum Informatik - FZI, Germany

Jan Finzen

Fraunhofer Institute for Industrial Engineering IAO, Germany

Christoph Riedl

Technische Universität München, Germany

Norman May

SAP Research, Germany

**Service Branding for Multiple Stakeholders:
a Corporate Personality Perspective**

Nabil Ghantous

GREFI - Université Paul Cézanne, France

Workshop room Mannheim
Thursday, 25 September 2008

14.00-15.30 Session 6

Structural Change and Globalization 2

Chair: Gary Akehurst, Rotterdam School of Management,
Erasmus University, Netherlands

**Globalisation et Service:
pour de Nouvelles Perspectives**

Christian du Tertre
Université Paris Diderot-Germe-ATEMIS, France

**The Export-Productivity Link in Dutch Services:
an Empirical Test**

Henk L. M. Kox
CPB Netherlands Bureau for Economic Policy Analysis,
Netherlands

**The Knowledge Triangle and the Challenge for Central
and East European Countries: Catching-Up or Falling
Behind?**

Desialava Kolarova
European Commission, Belgium

Lise Bourdeau-Lepage
Cemagref, France

**Workshop room Heilbronn
Thursday, 25 September 2008**

14.00 -15.30 Session 7

Business Transformation in Public Services

Chair: Pedro Costa, ISCTE, Portugal

**The Hospital-Sector in the Ruhrgebiet – How Quick Is
the Restructuring?**

Markus Scheuer, Boris Augurzky
RWI Essen, Germany

**L'évolution des Prestations de Service des Services
Publics en Réseau**

Céline Merlin-Brogniart
GRANEM, France

**Analysis of the Relation between R&D and Innovation
in the Services of the University Hospital of Brasilia**

Cariza Bohrer, Eduardo Raupp de Vargas
University of Brasilia, Brazil

**Europeanization of Electricity Sector:
Evidence from Cluster Analysis**

Paolo Nardi
Università Bocconi, Italy

Workshop room Karlsruhe
Thursday, 25 September 2008

14.00 -15.30 Session 8

Quality and Standardisation of Services

Chair: Inka Mörschel, Fraunhofer IAO, Germany

**A Pragmatic Service Typology: Capturing the
Distinctive Dynamics of Services in Time and Space**

Johannes Glückler, Ingmar Hammer

Catholic University Eichstätt-Ingolstadt, Germany

**Les Pratiques de Reuse en tant que Source
d'Innovation dans le Cadre des Services Brésiliens
de Logiciel**

Marina Moreira, Eduardo Raupp de Vargas

University of Brasilia, Brazil

**Driving Factors for Service Companies to Participate
in Formal Standardization Processes: an Empirical
Analysis**

Knut Blind

Fraunhofer Institute System and Innovation Research,
Germany

Axel Mangelsdorf

Belin Technical University, Germany

**Workshop room Ulm
Thursday, 25 September 2008**

14.00 -15.30 Session 9

New Perspectives for Services Research & Innovation

Chair: Metka Stare, Faculty of Social Sciences, Slovenia

**Mars - International Monitoring on Activities
and Research in Services**

Anne-Sophie Tombeil

Fraunhofer IAO, Germany

**Knowledge Biographies of Innovation – Getting New
Insights into the Linkages of Firm and Territorial
Knowledge Dynamics**

Simone Strambach

Philipps-University Marburg, Germany

**Six Strategies towards Innovative Services:
Findings from the German Service Landscape**

Marcus Kölling

CLIC - Center for Leading Innovation & Cooperation,
Germany

**Innovation dans les Services et Entrepreneuriat:
au-delà des Conceptions Industrialistes et
Technologistes du Développement Durable**

Faridah Djellal

University of Tour, France

Faiz Gallouj

University of Lille, France

**Workshop room Reutlingen
Thursday, 25 September 2008**

14.00-15.30 Session 10

Innovation and Development Processes

Chair: Thomas Burger, Fraunhofer IAO, Germany

Innovation in Experiences

Jon Sundbo

Roskilde University, Denmark

**The Use of Knowledge for Experience Service
Innovation: Results from a Danish Survey**

Lars Fuglsang

Roskilde University, Denmark

**Les écoles de conduite automobiles en France:
un service innovant?**

Marianne Abramovici, Laurence Bancel-Charensol,

Muriel Jougleux, Catherine Maman

Université Paris-Est, Marne-la-Vallée, France

**The Case of Market and Systemic Failures
in Innovative Services**

Luis Rubalcaba

University of Alcalá and IAES, Spain

Jorge Gallego

University of Alcalá and IAES, Spain

Gisela Di Meglio

University of Alcalá and IAES, Spain

Pim den Hertog

Dialogic Innovation & Interaction, Netherlands

Workshop room Mannheim

Friday, 26 September 2008

08.30-10.00 Session 11

Linkages between Manufacturing and Services 1

Chair: Matthias Gouthier, European Business School,
Oestrich-Winkel, Germany

**Offshoring Services, Manufacturing Linkages,
and the Structure of Trade and Industry**

Julia Woerz

OeNB, Austria

Joseph Francois

University of Linz and wiiw Vienna, Austria

'Kibification' of Industrial Services

Marja Toivonen, Saara Brax, Anssi Smedlund, Katriina
Valminen

Helsinki University of Technology, Finland

**Process Industry Capabilities and Performance-Based
Integrated Maintenance Service Contracts**

Jan Bröchner

Chalmers University of Technology, Sweden

Johan Hedlund

Volvo 3P, Sweden

Petra Jacoby

Aker Solutions, Sweden

**A Unified Representation Scheme
of Service Activity and Product**

Hiroshi Kato, Yoshiki Shimomura

Tokyo Metropolitan University, Japan

Tatsunori Hara, Tamio Arai

The University of Tokyo, Japan

**Workshop room Heilbronn
Friday, 26 September 2008**

08.30 -10.00 Session 12

**Method & IT Support for Hybrid Products Service
Excellence with Product Related Services**

Chair: Klaus-Peter Fähnrich, University of Leipzig, Germany

**Leveraging Product-Service Systems by Implementing
Service-Oriented Architecture**

Jörg Becker, Ralf Knackstedt, Martin Matzner,
Jens Pöppelbuß
Universität Münster, Germany

**Requirements for Supporting the Bid Process
of Hybrid Products with IT**

Philipp Langer, Helmut Krcmar
Chair for Information Systems (I 17), TU München, Germany

Tilo Böhmman
ISS - International Business School of Service Management,
Germany

**The Hybrid Products Research Map:
a Repository for Research Artifacts**

Jörg Becker, Ralf Knackstedt, Martin Matzner,
Jens Pöppelbuß
Universität Münster, Germany

**Performance Measurement
for Logistic Service Provider**

Kirsten Schmidt
Technische Universität Dortmund, Germany

Workshop room Karlsruhe
Friday, 26 September 2008

08.30-10.00 Session 13

Knowledge Intensive Services 1

Chair: Bernd Bienzeisler, Fraunhofer IAO, Germany

**Policies for Promoting Knowledge Intensive Services
in Cities; Reflections on British Experience**

Peter Wood

Department of Geography, University College London,
United Kingdom

**Innovation in High-Technology Services in Brazil:
an Analysis of the Main Indicators from the National
Research of Technological Innovation (PINTEC 2005)**

Cariza Bohrer, Eduardo Raupp de Vargas

University of Brasilia, Brazil

**Developing a Policy Framework for Business and
Professional Services in the West Midlands, UK**

John Bryson, Michael Taylor, Peter Daniels

University of Birmingham, United Kingdom

**Knowledge Matters – Geographical Concentration
of the Finnish KIBS Sector in 1995-2004**

Mika Kautonen, Mikael Andolin

University of Tampere, Finland

Workshop room Reutlingen
Friday, 26 September 2008

08.30-10.00 Session 15

Service System Design

Chair: Kathrin Möslein,
University Erlangen-Nürnberg, Germany

**Application of the Theory of Inventive Problem
Solving to Service System Design**

Maya Kaner
ORT Braude College, Israel

Reuven Karni
Shenkar College of Engineering and Design, Israel

Exploring Service Design in the Context of Architecture

Mari Holopainen
Helsinki University of Technology, Finland

ServLab: Visualising and Simulating New Services

Thomas Meiren, Thomas Burger
Fraunhofer Institute for Industrial Engineering IAO, Germany

**Service Process Operations Management
Using Design of Experiments and Simulation**

Shuki Dror, Tamar Gadrach, Maya Kaner
ORT Braude College, Israel

Workshop room Mannheim
Friday, 26 September 2008

11.30-13.00 Session 16

Linkages between Manufacturing and Services 2

Chair: Mika Kautonen, University of Tampere, Finland

**Place-Based Reputational Capital and the Production
of High-Value Added Consumer Products: Copying,
Trade Description Acts and Intellectual Property Rights**

John Bryson, Michael Taylor

University of Birmingham, United Kingdom

**The Transformation towards a Solution Based Business
Empirical Results and Framework for Innovation and
Operational Excellence in Industrial Services**

Gerhard Gudergan

FIR an der RWTH Aachen, Germany

**Evaluating Freight Transport Sustainability:
a Service Trajectory Approach**

Antje Burmeister, Corinne Blanquart

INRETS-SPLOT, France

**Externalisation des Services Support – Vecteur de
Transformation des Organisations – le Cas des Services
Généraux et des Systèmes d'Information**

**(Outsourcing Support Services and Organization
Transformation: the Case of Facility Management
and Information Systems)**

Claudie Meyer, Antoine Laine

Université Paris-Est, Marne-la-Vallée, France

**Workshop room Heilbronn
Friday, 26 September 2008**

11.30-13.00 Session 17

IT Services

Chair: Damien Broussolle, Université Robert Schuman,
Strasbourg, France

Service Engineering in Business Ecosystems

Holger Kett
Fraunhofer IAO, Germany

Jorge Cardoso, Konrad Voigt
SAP AG, Germany

Gregor Scheithauer
Universität Bamberg, Germany

**Lithuanian Customers' Motivation and Experience
of E-Service Usage**

Liudmila Bagdoniene, Jurgita Zemblyte
Kaunas University of Technology, Lithuania

Service Dedicated Valorization Tool

Jennifer Dos Santos, Matthieu Farcot, Bertrand Grégoire
Public Research Centre Henri Tudor, Luxembourg

**Internationalization and Offshoring of the
Computer Service Industry**

Christian Genthon
Université Pierre Mendès, France

**Workshop room Karlsruhe
Friday, 26 September 2008**

11.30-13.00 Session 18

Knowledge Intensive Services 2

Chair: Marie-Christine Monnoyer,
University of Toulouse, France

**Strategies of Knowledge Exchange
between KIBS Firms and Their Clients**

Réjean Landry, Nabil Amara
Laval University, Canada

David Doloreux
University of Ottawa, Canada

Academic Research as a Regional Service Provider

Hugues Sachter
Université d'Artois, France

**Links to International – a Survey Study of the Finnish
Management-KIBS in Terms of Innovation System
Approach**

Mika Kautonen, Marja Hyypiä, Hanna-Mari Pasanen
University of Tampere, Finland

**Contributions to the Analysis of the Economic Role
of Business Services in Romania**

Laurentiu Tachiciu, Nela Popescu
Academy of Economic Studies of Bucharest, Romania

Workshop room Ulm
Friday, 26 September 2008

11.30-13.00 Session 19

Human Resource Management

Chair: William B. Beyers, University of Washington, USA

Transformational Leadership and Service Innovation

Matthias Gouthier, Claudia Winter

European Business School – EBS, Germany

Bernd Bienzeisler

Fraunhofer Institute for Industrial Engineering IAO, Germany

Volker Kuppelwieser

Fraunhofer Venture Group, Germany

Leadership Styles and Team Maturity in Health Care

Porfirio Canilho

Hospitals of the University of Coimbra, Portugal

Helena Alves

University of Beira Interior, Portugal

**La Créativité et le Talent du Personnel en Contact dans
la Production des Services**

Chtioui Nouha, Laurent Bourdeau

Université Laval, Canada

**Creating and Monitoring Incentive Systems
in Product-Service Systems: a Finance Plan
Based Approach**

Jörg Becker, Ralf Knackstedt,

Martin Matzner, Jens Pöppelbuß

Universität Münster, Germany

**Workshop room Reutlingen
Friday, 26 September 2008**

11.30-13.00 Session 20

Geographical and Urban Studies of Services

Chair: Sven Illeris, Roskilde University, Denmark

**Services et hautes qualifications: un nouveau
defi pour le développement des villes moyennes**

Pierre-Yves Leo, Jean Philippe

GREFI, Aix-Marseille University, France

Marie-Christine Monnoyer

University of Toulouse, France

**Experience Economy, the Creative Class and Business
Development of Smaller Danish Towns**

Flemming Sørensen

Centre for Leisure Management Research, Denmark

Lars Fuglsang, Jon Sundbo

Roskilde University, Denmark

**Locational Structure of Advertising Agencies in
Germany: Creative Cluster in Global Cities**

Christoph Glauner

University of Duesseldorf, Germany

**Location Patterns of Public Services Employment
in US Counties**

Daniel Arribas-Bel, Ana Gómez-Loscos, Somingo Pérez-
Ximénez, Fernando Sanz-Gracia

University of Zaragoza, Spain

Workshop room Mannheim
Friday, 26 September 2008

14.00 -15.30 Session 21

Efficient Service Organisations

Chair: José Luis Navarro Espigares,
Universidad de Granada, Spain

**Service Climate as a Moderator of the Relationship
between Leader-Member Exchange and Service Efforts**

Mei-Ling Wang

Graduate School of Management Science,
Aletheia University, Taiwan

Chun-Hsien Lee

Graduate Institute of Human Resource & Knowledge
Management, National Kaohsiung Normal University, Taiwan

**Applying Anthropological Methods to Study Extended
Service Encounters**

Donna Sundbo, Jens Friis Jensen, Jon Sundbo
Roskilde University, Denmark

**Effektive Steuerung der interaktiven Wertschöpfung
bei hybriden Produkten – Voraussetzungen und
Instrumente**

Gertrud Schmitz, Simone Eberhardt, Stephanie Modlich
Universität Duisburg-Essen, Germany

**Organizational Design of International Service
Business - How Do Companies Setup Structures
for Worldwide Success in Service Business?**

Felix Pütz

University of St. Gallen - Institute of Technology
Management, Switzerland

**Workshop room Heilbronn
Friday, 26 September 2008**

14.00-15.30 Session 22

**Transformation of the Service Sector Caused
by Technological Changes**

Chair: Laurence Bancel-Charensol,
Université Paris-Est, France

**Innovation dans le Secteur Photographique Brésilien:
le Modèle du Cycle du Produit Inversé s'applique-t-il
aux Changements du Secteur?**

Gumersindo Lopez Junior, Eduardo Raupp de Vargas
University of Brasilia, Brazil

La Délocalisation des Activités de Services

Karim Elasri, Arbia Chatmi
CEFI, France

**Policies to Enhance the 'Hidden Innovation' in Services:
Evidence and Lessons from the UK**

Maria Savona
University of Science and Technology Lille 1, France,
and University of Cambridge, United Kingdom

Maria Abreu, Vadim Grinevich
Centre for Business Research, University of Cambridge,
United Kingdom

Michael Kitson
Jugde Business School, University of Cambridge,
United Kingdom

**Bornes Libre Service: des Objets Hybrides entre
Technologie et Servicer**

Marianne Abramovici, Bernard Cornibea
Université Paris-Est, France

**Workshop room Karlsruhe
Friday, 26 September 2008**

14.00-15.30 Session 23

**Tertiarization Patterns at International
and Regional Levels**

Chair: Peter Daniels, University of Birmingham,
United Kingdom

**The Services Content of International Trade in Europe:
What is the Impact of Offshoring?**

Mercedes Rodriguez, José Antonio Camacho
Department of International and Spanish Economics,
University of Granada, Spain

**Intra-Industry Trade and the Export
of Commercial Services**

Michael Wernerheim, Jane Waples
Memorial University of Newfoundland, Canada

**Public and Private Services' Transformation
in the CEECs**

Metka Stare, Anže Burger
Faculty of Social Sciences, Slovenia

**The Tertiarization Process in Developing Economies:
an Input-Output Approach**

Mercedes Rodriguez, José Antonio Camacho
Department of International and Spanish Economics,
University of Granada, Spain

**Workshop room Ulm
Friday, 26 September 2008**

14.00 -15.30 Session 24

Specific Actors in Business Services

Chair: Hermann Kocyba, University of Frankfurt , Germany

**The Conditions and Experiences of Women
Entrepreneurship and Board Membership**

Grete Rusten

University of Bergen, Norway

Gry Alsos

Nordland Research College, Norway

**Systematische Personalentwicklung zur Verbesserung
der Dienstleistungs-Qualität in internationalen
Planungsprojekten**

Tim Jeske, Sven Hinrichsen, Christopher M. Schlick

Institut für Arbeitswissenschaft der RWTH Aachen, Germany

**From Employment to Self-Employment:
Sole Practitioners and Business and Professional
Services in Sweden**

John Bryson

University of Birmingham, United Kingdom

Mats Lundmark

Örebro University, Sweden

Grete Rusten

University of Bergen, Norway

**Workshop room Reutlingen
Friday, 26 September 2008**

14.00-15.30 Session 25

Sectoral Studies

Chair: Gerhard Gudergan, Rheinisch-Westfälische
Technische Hochschule, Aachen, Germany

**La Dynamique des Services à la Personne en France:
Premières Conséquences du Plan de Développement de
2005**

Christian du Tertre, Patrick Haddad
GERME Université Paris 7, France

**Determinants of Change in Service Employment
in the United States 1998-2005: Findings Based
on a New Classification of Industries**

William Beyers
University of Washington, United States

**Foreign Direct Investment in Services in Portugal:
Complexities and Challenges**

José Teixeira
Faculdade de Ciências Sociais e Humanas, Portugal

**Global Sourcing and the New Member States: Seizing
the Growth Opportunities and Facing the Challenges**

Agnes Ghibutiu, Simona Poladian
Institute of World Economy, Romania

Workshop room Freiburg
Friday, 26 September 2008

14.00-15.30 Session 26

Tertiarization of the Economy and New Dynamics of Services

Chair: Wolfgang Dunkel, ISF München, Germany

The Impact of Collateral on Knowledge Intensive Consulting Firms

Gustav Martinsson

Centre of Excellence for Science and Innovation Studies (CESIS), Sweden

Dynamic Regional Competitiveness in the Creative Economy – Can Peripheral Communities Have a Place?

Ross Nelson

Thompson Rivers University, Canada

Patrik Ström

University of Gothenburg, Sweden

Location Trends of Advanced Service Firms in the Networked City Region: the Case of the Randstad-Holland

Roberto Rocco

TU Delft faculteit Bouwkunde, Netherlands