



## Special Session

# The Role of Digital and Other Enabling Technologies in Product-Service Systems

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### Scope

Despite the research community debated about servitization of manufacturing firms (Oliva & Kallenberg, 2003; Baines et al. 2009), few papers and reports have been written focusing on the role of digital and other enabling technologies in favouring this transformation (Kowalkowski & Brehmer 2008; Kowalkowski et al., 2013; Baines & Lightfoot, 2013; Grubic, 2014). This is confirmed by Lightfoot et al. (2013) that claim that scholars have still “a limited awareness or appreciation of the use of information and communication technologies that are enabling many servitized manufacturers to deliver sophisticated product-centric service offerings” (p. 1421).

Therefore, this special session aims at receiving papers that shed lights on the linkages between ICTs and other cyber-physical technologies and servitization of manufacturing firms. In particular, the session focuses on how mainly digital technologies, but also other enabling technologies, can support the delivering of product-service offerings as well as value creation in Product-Service Systems, irrespective of their product-, use- or result- orientation (Neely 2008).

This special session is looking for papers – also coming from preliminary research – that suggest and explain how new technologies drive the strategic transformation of product-centric firms towards a service business. Last, but not least, the session is interested in the diffusion and characteristics of smart services initiatives (e.g. smart factories, smart homes, smart buildings, smart cities, smart freight transportation, smart mobility, etc.) proposed by manufacturing companies in B2B and B2C settings.

### Topics/ Keywords

Suggested topics can include, but not limited to:

- Theoretical foundations and role of digital technologies in servitized companies.
- Ambidexterity, exploitation and exploration of ICTs to develop PSS offerings.
- Digital technologies enabling new business models (e.g. multi-sided platform-based business) in manufacturing companies.
- Linking digital technologies for delivering different types of PSSs.
- Smart products, smart services and smart PSS offerings.
- Technology acceptance models in PSS offerings.
- Scenarios and uses cases of digital technologies in current and future PSS offerings.

### Session Organizers

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### Submission procedure

Acceptance of papers is based on review of the full manuscript (up to 6 pages). Instructions for authors are available on <http://ipss2016.unibg.it/>

To ensure the correct identification of the manuscript for inclusion into the correct Procedia Special Issue, it is important to select "**SI: 8th IPSS 2016**" for the "Article Type".

When submitting please indicate the name of the special session in the "**Comments**" section.

Please follow the submission procedure on: <http://ipss2016.unibg.it/>, with copy of your paper sent by email to the chairs of the special session.

Deadline for submission of full papers of special sessions: 15<sup>th</sup> January 2016.

### References

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