



The Fourth International Service Modularity Seminar

“Gästehaus der Universität Hamburg”, Germany
January 23th-24th, 2013

PROGRAMME

1 st Day – Wednesday, January 23 th , 2013	
Morning Session	
09:00 – 10:00	Registration and Get Together
10:00 – 10:15	Welcome Tilo Böhmman, University of Hamburg, Germany
10:15 – 11:00	Service Process Modularization in Supply Chain Management: A Case Study of Three Finnish E-Stores Anu Bask, Aalto University, Finland Hilkka Merisola-Rantanen, Aalto University, Finland Tuure Tuunanen, University of Jyväskylä, Finland Discussants: Regine Dörbecker, Mervi Vähätalo
11:00 – 11:45	Co-Creation of Modular Knowledge Intensive Business Services Eija-Liisa Törmänen, University of Oulu, Finland Discussants: Christoph Peters, Chiara Gobbi
11:45 – 12:45	Lunch Break
Afternoon Session	
12:45 – 14:15	Panel Discussion Service Systems as a Shared Concept for Transdisciplinary Service Research Panelists: Bo Edvardsson (Service Marketing), Chris Voss (Service Operations Management), Tuure Tuunanen (Information Systems), Tilo Böhmman (Panel Facilitator)
14:15 – 14:45	Break
14:45 – 15:30	The Design and Evaluation of TM³ – A Modularization Method for Telemedical Services Christoph Peters, Jan Marco Leimeister, University of Kassel, Germany Discussants: Anu Bask, Regine Dörbecker
15:30 – 16:15	Migration Towards or Away from Modularity in Health Care Mervi Vähätalo, University of Turku, Finland Discussants: Eija-Liisa Törmänen, Mervi Rajahonka
16:15 – 16:30	Break
16:30 – 17:15	Practice Talk
17:15 – 17:30	Closing of the Day Tilo Böhmman, University of Hamburg, Germany
19:30 –	Dinner



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2 nd Day – Thursday, January 24 th , 2013	
Morning Session	
09:00 – 09:45	The Concept and Effects of Service Modularity Regine Dörbecker, Tilo Böhmann, University of Hamburg, Germany Discussants: Henri Karppinen, Frederic Ponsignon
09:45 – 10:30	Views of Logistics Service Providers on Modularity in Logistics Services Mervi Rajahonka, Aalto University, Finland Discussants: Eija-Liisa Törmänen, Christoph Peters
10:30 – 10:45	Break
10:45 – 11:30	Service Decomposition Logic; a Conceptual Analysis on Modularizing Service Offerings Monique van der Laan, Hans Broekhuis, Marjolein van Offenbeek, University of Groningen, Netherlands Discussants: Frederic Ponsignon, Mervi Vähätalo
11:30 – 12:15	Modularity in Cancer Care Provision Chiara Gobbi, Juliana Hsuan, Copenhagen Business School, Denmark Discussants: Henri Karppinen, Anu Bask
12:15 – 13:15	Lunch Break
Afternoon Session	
13:15 – 14:00	Creating Modular Responses to Variety on Service Process Level Henri Karppinen, Lappeenranta University of Technology, Finland Discussants: Mervi Rajahonka, Chiara Gobbi
14:00 – 15:00	Closing of the Seminar Tilo Böhmann, University of Hamburg, Germany