

# Reser Council Activity Report

## 2018/2019

### Composition of the Council

After 6 years of serving as president Patrik Ström has stepped down and left the Council. As farewell-gift to the association he has co-organized the 2018-conference in Gothenburg.

Vice-president Markus Scheuer has succeeded him as president.

Estibaliz Hernandez Eleno (Mondragon University) is the new vice-president,

Céline Merlin Brogniart (University of Lille) continues to be Reser-secretary,

Website editors are:

Marie Christine Monnoyer (Université de Toulouse 1) and

Alexander Schletz (Fraunhofer IAO, Stuttgart),

José Luis Navarro-Espigares (University of Granada), serves as treasurer,

The representative to Redlas is Maria Savona (SPRU, UK),

Luna Leoni (Roma University) cares about the representation of Reser in social media,

Further council members are:

Former Reser-secretary Pedro Costa (Lisbon University Institute),

Co-organizer of the conference in Gothenburg Ida Gremyr (Chalmers University of Technology),

Lars Fulgsang (Roskilde University), re-elected to the Council

Tiziana Russo Spena (University of Naples “Federico II”),

Gisela di Meglio (GM) (Universidad Complutense de Madrid,

Elected to the council at the General Assembly in Gothenburg was Liudmila Bagdonienė (School of Economics and Business, Kaunas University of Technology)

José Aureliano Martín Segura, (Professor at University of Granada and Institute of Ceuta Studies) as main organizer of the 2019 conference

Laurentiu Tachiciu (University of Bucharest) has left the Council at the end of his term

## **1. GENERAL INFORMATION ON THE RESER COUNCIL WORK**

### Council meetings, communication with members and website

In the last twelve months the Council has worked on a number of activities. There has been two tele-meetings of the Council and two face-to-face meetings in Brussels in February and in Ceuta, just before the annual conference. There were additionally numerous contacts and discussions between individual members of the Council tackling actual questions. The Council has informed the RESER members about its activities via the website and the minutes. A digest version of the minutes is regularly updated on the website. As another important new tool of communication, Luna has created and entertains now an extended and improved LinkedIn-representation of RESER.

The most important work of the Council in the last year has been the setting-up of the new website. After having had in the past a number of difficulties with the former provider, the Council has decided to move to a new one. Alexander Schletz of Fraunhofer IAO has done the setting-up and will be responsible for the more technical aspects. A new ICT-services provider has been employed to fix existing legal and technical problems with the website. Marie-Christine Monnoyer continues to be the main person to care about the content. But every member of the Council is also called to look at it and to make contributions. The Council intends to develop the site continuously.

The RESER website is the main repository of information of RESER and its main channel of circulation of information amongst members and with broader services research community. Consequently, it has been very actively updated by our Webmaster Marie Christine Monnoyer and used as main communication tool to members (in parallel to other resources such as mailing lists and digital social media). The work of Alexander Schletz in creating the new website and organizing the technical facilities of the telephone-meetings of the Council has been very much appreciated.

### Membership

RESER has two institutional members which are currently Mondragon Innovation and Knowledge (from Basque Country, Spain) and Fraunhofer IAO (from Germany). Individual members are normally the attendants of the past conference. This means that after the conference in Gothenburg, we had *stricto sensu* 91 members. But there are a lot more researchers who feel interested and attached to the association even though they could not attend the last conference. In earlier times, RESER had also individual members beyond that who paid their fees independently of their attendance at conferences. By extending our interaction with the services-research community, we are trying to re-establish this form of membership more as well.

## **2. THE GOTHENBURG CONFERENCE**

The RESER annual conference in September 2018 was jointly organized by Gothenburg University and Chalmers University of Technology. The sponsor of the conference was the city of Gothenburg. The 90 participants came from 20 countries, mainly from Europe but also from Brazil, China, and Japan.

The doctorial colloquium was organized the day before. An informal format has been proposed this year. It was a good meeting with 7 students.

The Lifetime Achievement Award has been given to the former RESER-president Metka Stare.

The conference in September 2018 was very successful and the team had put up a highly interesting program with not only academic sessions, but also tracks in collaboration with industry and city representatives. The balance between practitioners and academics, which has become a trademark of RESER for many years, has proved again to be very fruitful.

The 2018 RESER Founders' PhD Award went to: Maria Raquel Sousa, from the Instituto Universitário de Lisboa (ISCTE-IUL) / DINAMIA'CET-IUL, Portugal, for the paper "An ecoservices retro-feedback contribution to green economy".

### **3. RESER COUNCIL PRIORITIES FOR 2018/19**

In line with recommendations at the GA in Gothenburg the Council has identified the following priority actions to be carried out in 2018-19:

a) Close collaboration with the organization of the 2019 annual conference in Ceuta.

The council has actively collaborated with the local organizing committee in Ceuta which were represented in the Council by José Aureliano Martín Segura, (Professor at University of Granada and Institute of Ceuta Studies) and the longtime treasurer of RESER, Jose Luis Navarro Espigares (University of Granada).

The council was involved in the formulation of the call for papers, the suggestion of keynote speakers and thematic sessions, as well as in the support to the organization of practical issues. The academic and industry interaction is said to be vital for the conference and brings together people from both industry and the public sector within the program. As in precedent years, the RESER Council and the organization of the conference worked together in order to make the conference a special floor to increase the cooperation strategy with other institutions and services networks, and to increase the visibility of RESER.

b) Publications

The situation of publication for papers presented at the conference with help of RESER as an institution has worsened over the last years due to a variety of reasons. The responsibility lies now since a number of years unfortunately mainly with the local conference organization. The council continues to help to find possibilities for publication. The development of alternatives, include trying to find a pallet of 3 - 4 journals in different disciplines, different countries (Anglo-Saxon, French, Latin America), different knowledge areas, in the scope of RESER interests, which would be open to accept special issues, not necessarily on an annual basis, or the publication of a RESER book series with a established international publisher, for instance, have been initiated by the council in discussions with local organizers. The respective theme of the conference and tracks can be a framework for finding the best suitable publication outlets. We have the opportunity of making a pre-selection of papers in each conference, around specific thematic lines by conference organizers or other members for specific themes or episodic special editions.

RESER has connections with several journals for potential publications and also established some relations, that could offer possibilities for quick review, and publishing quickly some papers of the RESER conferences. The following journals with which RESER has a relationship are potential publication outlets: ERSEM European Review of Service Economics and

Management, <http://ersem.univlille1.fr/en/european-review-service-economics-and-management>, Innovation. Revue d'Economie et de Management de l'Innovation (I-REMI), <http://innovations.cairn.info/> Innovations. Journal of Innovation Economics & Management (I-JIEM). <http://innovations.cairn.info/en/>, <http://innovations.cairn.info/en/instructions-for-authors/> Amfiteatru Economic: AN ECONOMIC AND BUSINESS RESEARCH PERIODICAL [http://www.amfiteatruconomic.ro/Home\\_EN.aspx](http://www.amfiteatruconomic.ro/Home_EN.aspx)

In principal, there could be established a RESER publishing series with Edward Elgar, preparing a book edited by us. It is a more broadly possibility, to have a book each year, stablishing a "RESER book series". Palgrave; an edited volume on the topic of "Services and the Green Economy" is planned partly on conference submissions. Unfortunately, nothing has been coming forward in the last year, but it is worthwhile to continue our efforts. But it should be very clear that this will mean a lot of unpaid work by RESER-volunteers.

Additionally, the Council has discussed setting-up a library on our web-site where we publish selected service-research related papers as far this will be possible due to copyright issues.

#### c) Relation with REDLAS

The deepening of the relation with REDLAS (The Latin American and Caribbean Network on Services Research) has been continued and extended. The collaboration of RESER with REDLAS is reported as being a positive experience with high potential in the future. Maria Savona has continued developing her function as a liaison between the two associations.

Without being aware of it, the creation of the new RESER-website has led to a temporary shut-down of the REDLAS-website which we were hosting. Luckily, the inconvenience has been only temporarily as REDLAS' main sponsor, the Konrad Adenauer Foundation, has decided to sponsor the development of REDLAS's new website within the website of UN ECLAC. This is a great opportunity for REDLAS, raising its status and visibility.

In the design of our two new websites, REDLAS has proposed to continue to coordinate how to reinforce the link to RESER which we fully support of course.

#### d) Visibility of RESER

Following the GA recommendations on the need to improve the visibility of RESER, engaging more with other areas of society, and organizing sessions of dissemination in other conferences, etc., active participation and potential financial support has been one of the options proposed by the council. The council has also discussed how to interact more with other organizations such as the EU. This relationship should be reinforced with the new Commission.

The Council was invited to have the face-to-face meeting in February in the Brussels office of Fraunhofer. Their specialist in contacts with the Commission and especially in reacting successfully to their invitations to tender has given an overview over the current situation during the meeting. Gaining access to European research funds is highly disputed. RESER will be having a hard time to help its (international) research teams to be successful. But the effort to get a foot in the door continues to be worthwhile.

RESER will also try to intensify our relations with CEN/CENELEC on taking part in the work on standardization of services within Europe which has been initiated originally by the European Business Services Roundtable.

But our main tool of gaining visibility remains the RESER website. The new site was opened in October 2018. It turned out that it was lacking very important legal requirements like stating the responsibility for and explaining how we protect the data we are gathering.

Therefore, RESER has recently employed external help, an ICT-Services provider who will fill in the gaps in the structure of the website and give us the legal basis we need. This services firm will mainly help Alexander in the more technical aspects of our site. Main responsible person in the Council for the content will remain Marie-Christine Monnoyer.

Less the design but filling it up with interesting content will always be a work in progress which would be insufficient if left only to the Council. People (inside or outside of the Council) could be in charge for example of finding information on the PhD-thesis-projects. Luna has proposed some changes to the new website such as to have a page dedicated to grants and awards and has over the year continually updated our LinkedIn-profile.

The RESER webpage should be actively used and updated, all through the year. The main challenge remains to have a continuous flow of information from the members, in order to keep the webpage updated and attractive to visitors. There is always the need of more information, particularly showing the regular activity of members. Other challenge is to establish again more efficient and quick links to conference papers after each conference, overcoming the difficulties set-up by journal publishers during the publication process. All RESER members are encouraged to submit information to the Council that they want to publish on the web. With the extensive database on member teams the RESER website is a platform that enables members to connect to other members more easily when building teams for projects or looking for partners for developing other ways of cooperation. Information should be sent to the website manager ([marie-christine.monnoyer@univ-tlse1.fr](mailto:marie-christine.monnoyer@univ-tlse1.fr)) or posted at the RESER LinkedIn Group.

If we should be more successful than in the past in doing all this, we could come closer to achieving our ambitious goal of becoming with our web site a reference for the community of services researchers. This requires an extensive and intensive exchange and interaction with the RESER-membership and – if possible – newly interested researchers in our field of study. They have to let us know what they need and expect getting from us. We will need to know and share with the RESER-community information of their work also outside and beyond RESER.

Sometimes, papers presented at RESER or elsewhere are not published but have been given for example to HAL or ResearchGate. We would like to have them also on the RESER-website. We would very much appreciate getting in contact about this possibility which would further improve the visibility of our research-work and help to lead to more interchanges and co-operation between the teams.

#### **4. ADMINISTRATION AND FINANCIAL ISSUES**

Jose Luis Navarro has been the RESER treasurer and has helped the organization to enhance the efficiency of financial issues.

The financial situation of RESER is presented in the accounting report.

## **6. OTHER**

For the 2020 conference, Alcala in Spain has been proposed to hold a joint conference of the Coval European project in which the University of Alcala is involved, with the RESER-conference. The topic will be innovation and co-creation.

The Council has agreed to this proposal of a joint conference which will be held in June instead of September 2020 in Alcala.

On 3rd September 2019, one of the founders of RESER, Peter Daniels, Professor of the University of Birmingham, has passed away. Peter Daniels served as the second president of RESER. He has received the Lifetime Achievement Award in of RESER 2009.

We will always remember him.

Report prepared by: Markus Scheuer President, RESER