

**CALL FOR PAPERS**  
**36th RESER International Conference**

**Service Studies 2030: Advances and Challenges for  
Responsible Services and Resilient Societies**

Brasília, Brazil | 28 to 30 October 2026  
Hybrid Conference (in-person and online)

**Scientific Promoters:** European Association for Research on Services (RESER) in partnership with the Latin American and Caribbean Network of Researchers and Policy Makers in the Field of Services (REDLAS).

**Host Institutions:** University of Brasília (UnB), with the support of the Department of Administration (ADM/FACE/UnB), the Graduate Program in Administration (PPGA/UnB), the Professional Postgraduate Program in Public Administration (PGAP), the Laboratory for Research on Innovation & Service Marketing (Linselab).

**Institutional Partners and Supporters:** Economic Commission for Latin America and the Caribbean (ECLAC), Brazilian Federal Agency for Support and Evaluation of Graduate Education (CAPES)<sup>1</sup>, Research Network on Innovation (RNI), COPPEAD/Federal University of Rio de Janeiro (UFRJ), University of the State of Santa Catarina (UDESC) and Federal University of Sergipe (UFS), University Center of the Institute of Higher Education of Brasília (IESB), University of Caxias do Sul (UCS) and Brazilian Academy of Management (ANPAD).

Scientific Promoters:



Host Institutions:



Institutional Partners and Supporters:



<sup>1</sup> This study was financed in part by the Brazilian Federal Agency for Support and Evaluation of Graduate Education (CAPES) – Finance Code 001.

## PRESENTATION

The world is moving toward 2030 amid profound technological, social, and environmental transformations that are redefining how we live, work, and relate to one another. These changes bring complex and interdependent challenges, but also opportunities to rethink service systems as spaces for responsible innovation, inclusion, and sustainability.

The *World Economic Forum's Global Risks Report 2025* identifies threats such as climate change, natural resource scarcity, geoeconomic confrontation, economic inequality, social polarization, digital disinformation, and the erosion of human rights, all of which test societies' socio-environmental balance and adaptive capacity.

On the other hand, the UN's 2030 Agenda, structured around 17 Sustainable Development Goals (SDGs), provides a global framework for addressing these challenges by establishing shared targets to eradicate poverty, reduce inequalities, and promote inclusive and sustainable growth, ensuring health, well-being, and quality education, among other essential dimensions.

In this context, service studies can play a crucial role in examining how governments, firms and communities, among other actors, can, through collaborative, innovative and ethical practices, mitigate these risks and strengthen social resilience, collective well-being and sustainable development. How can diverse actors adopt more responsible positions within service systems? And how might a more conscious orientation positively influence the economy and society at large?

The 36th RESER International Conference invites researchers, public managers, entrepreneurs, and policymakers from a wide range of disciplines, including economics, management, education, health, law, sociology, and technology, to critically examine how public and private services can serve as agents of social transformation. The conference encourages a rethinking of the entire value creation cycle in order to promote more just, participatory, and sustainable service systems.

The 2026 edition of the conference will be even more significant thanks to a strategic partnership with REDLAS, one of the most influential networks in Latin America in the field of services and a long-standing partner of RESER. This collaboration will broaden the scientific reach of the event, further strengthening ties between Europe and Latin America, and enriching the conference by making it more pluralistic and better aligned with global research dynamics.

Brazil's participation in the field of service studies has become increasingly relevant, with significant contributions to international research. The country has consolidated a prominent presence, reflected in four RESER awards over the past five years. These achievements underscore the strength, quality and growing importance of Brazilian scientific production in the field.

Hosting the event in Brasília carries substantial weight for the Brazilian scientific community, expanding opportunities for collaboration and international visibility. Holding the conference in Latin America provides a unique opportunity for researchers in the region to engage directly with European scholars, who are key references for Latin American service studies. This exchange will foster a rich sharing of knowledge, perspectives and experiences, enhancing collaboration between the two continents.

The choice of the University of Brasília (UnB) as the host institution is especially symbolic. UnB has a history marked by inclusion, diversity, democracy and a strong commitment to social transformation. Brasília's geographically central location facilitates the participation of researchers from all regions of Brazil, promoting broad engagement and reducing territorial barriers. The city also features architecture by Oscar Niemeyer, an internationally renowned architect, along with an extensive hotel network and high-standard infrastructure, easy mobility, and a vibrant cultural scene.

The fundamental aim of this edition is to create a truly inclusive and diverse forum for discussing services. The conference seeks to serve as a bridge between cultures, perspectives and distinct realities, bringing together researchers from Latin America, Europe and beyond for a deep, collaborative and transformative dialogue.

By fostering this intercultural encounter, the event strengthens the internationalisation of Latin American academic production and deepens its integration with the European scientific community, contributing to a more pluralistic, representative, collaborative and innovative global research agenda in service studies.

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## **OBJECTIVES**

The 36th RESER International Conference aims to bring together academics, policymakers, public managers, entrepreneurs, and civil society representatives to:

- Debate theoretical and empirical advances and challenges in service studies towards 2030;
  - Explore how services can mitigate global risks and strengthen social resilience;
  - Promote a responsible, inclusive, and sustainable vision of services;
  - Examine how services-led, digitally enabled trade and integration support inclusive development.
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## IMPORTANT DATES

- Deadline for submitting the **Short Papers**: 5 May 2026
- Deadline to apply for the **Peter Daniels Award on Original Ideas**: 5 May 2026
- Notification of **acceptance**: 1 June 2026
- Deadline for submitting **Full Papers** from accepted Short Papers: 15 September 2026
- Deadline to apply for the **RESER Young Researcher Award**: 15 September 2026
- Deadline to apply for the **RESER Best Paper Award**: 15 September 2026
- Deadline for **early registration**: 18 September 2026
- Deadline for the **registration**: 16 October 2026

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## PAPER SUBMISSION

Short papers must be submitted in the format outlined below. They will be subjected to blind peer review by members of the event's scientific committee.

- **Short paper**: Empirical or theoretical studies, 5-6 pages (~2,000 words), excluding references. Authors must submit their work using the *Short Paper Template*.

Authors of accepted short papers are strongly encouraged to submit the full version of the paper and compete for the awards. Only authors whose short papers have been accepted will be able to submit full papers. Full papers must be submitted in the format outlined below.

- **Full paper**: Empirical or theoretical studies, 10-12 pages (~5,000 words), excluding references. Authors must submit their work using the *Full Paper Template*.

Only unpublished papers that have not been presented or accepted elsewhere will be considered. Submissions derived from prior research must demonstrate original and new contributions.

Papers must be submitted in English and presented in English during the conference.

Master's students are eligible to submit papers only if the submission is co-authored with a doctoral student or a PhD holder.

## AWARDS

At the 36th RESER International Conference, three awards will be granted:

- **Peter Daniels Award on Original Ideas:** recognizes outstanding academic work that demonstrates exceptional originality, creativity, and innovative thinking.

The award honors **Peter Daniels**, a pioneering scholar in the field of services and economic geography. He taught for 33 years at the School of Geography, Earth and Environmental Sciences at the University of Birmingham and is widely known for his influential books and research on the role of services in economic development, innovation, and organizational transformation. A founding member of RESER, he served as its President from 1995 to 2001 and received the RESER Lifetime Achievement Award in 2009 at the 19th RESER Conference in Budapest.

- **RESER Young Researcher Award (RESER Founder's Award):** recognises academic excellence among doctoral students, promoting the dissemination of their research within the RESER community and international scientific networks.
- **RESER Best Paper Award:** recognises excellence in research with solid theoretical foundations, rigorous methodology, and relevant contributions to service research, professional practice, and society.

To be eligible for the Peter Daniels Prize for Original Ideas, authors must submit a short paper.

To be eligible for the RESER Young Researcher Award (RESER Founder's Award), authors must submit a full paper and must be enrolled as doctoral students or have submitted their doctoral thesis in 2025 or 2026.

To be eligible for the RESER Best Paper Award, authors must submit a full paper.

In the case of the RESER Prize for Young Researchers (RESER Founder's Prize), RESER will award €1,000 to the first-place winner and €500 to the second-place winner. This prize aims to encourage doctoral students in the development of their research. The other awards consist of an honorary distinction, with special recognition of academic excellence given to the first-place paper, and without a monetary prize.

Each paper submitted may be considered for only one award.

Additional rules for the awards are available on the RESER website.

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## **THEMATIC TRACKS**

Submissions from various fields (economics, management, sociology, law, etc.) are welcome, provided they contribute to service studies. Each paper must fit into one of nine thematic tracks:

### **Track 1 – Services as Catalysts for New Economic Paradigms**

It explores how services can prompt a rethinking of the foundations of the contemporary economy, fostering more ethical, collaborative and public value-oriented models. It also examines the governance dilemmas that arise within interdependent and multilateral systems, and the ways in which trust and transparency strengthen ecosystems of innovation and inclusion.

Suggested themes: ethics of public decision-making; institutional trust, accountability, corruption and integrity; co-production; transparency; value creation; regulation, soft law, and legal services in collaborative economies; judicialisation of public policies and their impacts on service systems.

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### **Track 2 – Transitions, Public Policies, and Public Services**

It investigates how innovative public policies (at national, supranational, regional or local levels) can transform public services into strategic instruments of social and environmental resilience. It examines forms of intersectoral and multi-level cooperation capable of integrating economic, social, and ecological objectives, thereby enhancing the adaptive capacity of communities and territories in the face of global risks.

Suggested themes: service ecosystems; collaborative networks; territories; citizen participation; climate adaptation; energy transition; food security; migration, and territorial resilience policies; legal regulation of climate, energy, and digital transitions.

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### **Track 3 – Innovation, digital transformation and artificial intelligence in Services [in partnership with RNI-Research Network on Innovation]**

It examines how emerging technologies are transforming value creation and delivery in services. It discusses the balance between efficiency and ethical responsibility, as well as the impacts of digital transformation on work, learning and human relationships.

Suggested themes: servitisation; digital transformation; artificial intelligence in services; generative AI; automation; algorithmic ethics; sustainable digital innovation; the impact of AI on work; data protection; data governance; misinformation; information security; ethical design and accountability in digital platforms; innovation in education, healthcare, and other fields; public innovations; ethics, accountability, and transparency in digital legal systems.

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#### **Track 4 – Service Marketing and Consumer Behaviour**

It examines how service marketing and consumer behaviour shape value creation within interactions among users, organisations and service ecosystems. It investigates how perceptions, emotions, trust, perceived quality, engagement and multichannel experiences influence consumer decisions, journeys and well-being across physical, digital and hybrid contexts. It also addresses trends such as data-driven personalisation, digital platforms and reputation, sustainable consumption and the ethical design of experiences, contributing to a more responsible, innovative and user-centred understanding within service studies.

Suggested themes: digital marketing; purchase decision-making; service personalisation; responsible marketing; social marketing, data governance, digital trust, exploitation of vulnerable consumers, information security, ethical design and accountability in digital platforms; responsible marketing of legal services.

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#### **Track 5 – Sustainable, Circular, and Regenerative Services**

It explores how services can drive the ecological transition by combining technological innovation, environmental responsibility, and social value. It analyses models of sustainable servitisation and regenerative design. It also discusses strategies for decarbonisation, the bioeconomy, and urban regeneration, positioning services as key agents of systemic sustainability and territorial cohesion.

Suggested themes: ecological transition, circular economy, sustainable servitisation, regenerative design, service decarbonisation, bioeconomy, sustainability indicators in services; sustainable contracts and regenerative legal models.

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#### **Track 6 – Service Ecosystems, Collaborative Networks, Territories and Citizen Participation**

This track explores how actors within the Social and Solidarity Economy (SSE), social enterprises and cooperatives foster inclusive growth and innovation oriented towards social impact. It analyses mechanisms of co-production and citizen engagement capable of strengthening community ties and generating new forms of shared value.

Suggested themes: collaborative economy; social and solidarity economy; energy cooperatives; social entrepreneurship; emancipatory entrepreneurship; social innovation and value co-creation; territorial service ecosystems; community-based regulation logics; collaborative conflict resolution.

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### **Track 7 – Culture, Arts and Well-being in Services**

It analyses the role of educational, cultural and health services in building social and territorial cohesion, human capital and quality of life. It emphasises innovative practices that integrate technology, care and citizen participation, thereby strengthening well-being and human development in a broad sense.

Suggested themes: creative economy; digital health; communication and education in public health; public well-being policies; organisational well-being policies; intergenerational learning; well-being and urban development; justiça restaurativa.

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### **Track 8 – Inclusion, Gender, Race and Diversity in Services**

It examines how public and private services can promote inclusion, equity, and respect for diversity. It studies policies, practices, and innovations that address issues of gender, race, and other forms of diversity, exploring their impact on social cohesion and human development.

Suggested themes: structural racism; intersectional feminism; accessibility of vulnerable groups to public and private services; diversity policies within organisations; access to justice and structural inequalities.

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### **Track 9 – International Trade, Regional Integration and Development-Oriented Services**

This track explores how international trade and regional integration shape development trajectories, with particular attention to the strategic role of services, especially digitally delivered services, in global and regional value chains. It examines how trade policies, productive integration, logistics, digital trade, and regulatory frameworks influence structural transformation, export diversification, productivity, and sustainable development in developing and emerging economies.

The track also addresses the institutional and governance dimensions of integration processes, including asymmetries across countries and firms, regional cooperation mechanisms, and the design of inclusive trade and services-export promotion strategies.

Suggested themes: international trade in services and digitally delivered services; regional economic integration; global and regional value chains and servicification; trade and productive development policies; logistics and infrastructure services; digital trade and e-commerce; trade facilitation and regulatory cooperation; services export promotion; South–South and South–North cooperation; inequality, employment, and sustainable development; and institutional frameworks for regional integration.

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