SERVICE STUDIES 2030

Advances and Challenges for Responsible Services and Resilient

PROGRAM

October 28, 2026 - Wednesday

Time (Brasília)	Time (CET)	Program	Venue
08:00 - 08:45	-	**Registration** (In person)	Hall (1st floor)
08:45 - 09:30	12:45 - 13:30	**Opening Session** (Hybrid, in person and online, with simultaneous English-Portuguese interpretation) ∗ **Rozana Reigota Naves**, Rector, University of Brasília – UnB ∗ **Xavier Person,** Deputy Counsellor for Cooperation and Cultural Affairs, Embassy of France in Brazil ∗ **Lars Fulgsang**, President, European Association for Research on Services – RESER ∗ **Camila Grankow**, Head of the Brasília Office, ECLAC ∗ **Luiz Cláudio da Costa**, Rector, Brasília Higher Education Institute – IESB ∗ **Roberto de Góes Ellery Júnior**, Director, School of Administration, Accounting, Economics and Public Policy Management – FACE/UnB ∗ **Josivania Silva Farias**, Professor, University of Brasília - UnB, and Coordinator of the 36th RESER International Conference	Conference I
09:30 - 10:30	13:30 - 14:30	**Plenary Roundtable - *Services in 2030: Advances, Trends and Challenges*** (Hybrid, in person and online, with simultaneous English-Portuguese interpretation) ∗ **Faïz Gallouj**, Professor, University of Lille ∗ **Marie-Christine Monnoyer**, Founding Member, RESER (Moderator) ∗ **Eduardo Raupp**, Professor, COPPEAD/ UFRJ ∗ **Tatiana Queiroz Isidro**, Superintendent of Marketing and Communications, Federal Data Processing Service – SERPRO	Conference I
10:30 - 11:00	-	Coffee-break	Hall (1st floor)
11:00 - 12:30	15:00 - 16:30	**Plenary Session 1 - *The Future of Data Governance in Digital Services*** (Hybrid, in person and online, with simultaneous English-Portuguese interpretation) ∗ **Victor Fernandes**, National Secretary for Digital Rights, Ministry of Justice – MJ ∗ **Lorena Giuberti**, Commissioner, National Data Protection Authority - ANPD ∗ **Demi Getschko**, President, Brazilian Network Information Center - NIC.br ∗ **Marcelo Rodrigo de Souza Pita**, AI Analyst, SERPRO ∗ **Denise Direito**, Coordinator of Studies on Digital Transformation, Ipea ∗ **Patrícia Almeida**, Coordinator of Data and Artificial Intelligence, Chamber of Deputies (Moderator)	Conference I
12:30 - 13:00	16:30 - 17:00	**Plenary Dialogue - *Value Co-creation in Energy Services: Advancing the Energy Transition*** (Hybrid, in person and online, with simultaneous English-Portuguese interpretation) ∗ **Jorge Arbache**, Professor, University of Brasília – UnB ∗ **Gustavo Gasbarro**, Superintendent of Commercialization, ENBPar ∗ **Matias Rebello Cardomingo**, Undersecretary for Sustainable Economic Development, BNDS	Conference I

October 28, 2026 - Wednesday (continued)

Time (Brasília)	Time (CET)	Program	Venue
13:00 - 14:00	-	Lunch	Rooftop
14:00 - 15:20	18:00 - 19:20	**Parallel Session 1 - Paper presentations** Hybrid (in person and online)	Conference I Amphitheater I Amphitheater II
15:30 - 16:50	19:30 - 20:50	**Parallel Session 2 - Paper presentations** Hybrid (in person and online)	Conference I Amphitheater I Amphitheater II
17:00 - 18:00	21:00 - 22:00	**Special Session 1 - *Connecting Researchers through RESER: Opportunities for Collaboration between Europe and Latin America*** Hybrid (in person and online) ∗ **Estibaliz Hernandez**, Vice President, RESER	Conference I

October 29, 2026 - Thursday

Time (Brasília)	Time (CET)	Program	Venue
08:30 - 09:50	12:30 - 13:50	**Parallel Session 3 - Paper presentations** Hybrid (in person and online)	Conference I Amphitheater I Amphitheater II
10:00 - 10:30	-	Coffee-break	Hall (1st floor)
10:30 - 11:50	14:30 - 15:50	**Parallel Session 4 - Paper presentations** Hybrid (in person and online)	Conference I Amphitheater I Amphitheater II
12:00 - 13:00	-	Lunch	Rooftop
13:00 - 14:20	17:00 - 18:20	**Parallel Session 5 - Paper presentations** Hybrid (in person and online)	Conference I Amphitheater I Amphitheater II
14:30 - 15:50	18:30 - 19:50	**Parallel Session 6 - Paper presentations** Hybrid (in person and online)	Conference I Amphitheater I Amphitheater II
16:00 - 16:30	-	Coffee-break	Hall (1st floor)
16:30 - 17:50	20:30 - 21:50	**Parallel Session 7 - Paper presentations** Hybrid (in person and online)	Conference I Amphitheater I Amphitheater II

October 30, 2026 - Friday

Time (Brasília)	Time (CET)	Program	Venue
08:30 - 09:50	12:30 - 13:50	**Parallel Session 8 - Paper presentations** Hybrid (in person and online)	Conference I Amphitheater I Amphitheater II
10:00 - 10:30	-	Coffee-break	Hall (1st floor)
10:30 - 12:00	-	**PhD Workshop** (In person) ∗ **Eduardo Raupp,** Professor, COPPEAD/UFRJ: *The role of internationalization in academic training and careers: reflections on a personal trajectory and institutional practice at COPPEAD/UFRJ* ∗ **Maria Inês Gandolfo,** Professor, UnB: *A PhD, But Not at Any Cost.* - Research project discussion workshop	Conference II

October 30, 2026 - Friday (continued)

Time (Brasília)	Time (CET)	Program	Venue
10:30 - 12:00	14:30 - 16:00	**Roundtable 1 - *Digital Services Trade in Latin America and the Caribbean: Export Dynamism and Regulatory Obstacles*** (Hybrid, in person and online; organized by ECLAC) ∗ **Nanno Mulder**, Head of the International Trade Unit, ECLAC (Moderator) ∗ **Irene Oliván**, Trade Policy Analyst, OECD ∗ **Lina Meneses,** Lawer, Orona Garcia & Galves ∗ **Fabiola Wust Zibetti**, Professor, University of Chile	Conference I
		Roundtable 2 - *Transformation of Health Services: Between the Physical and the Digital* (In person; organized by FIOCRUZ and LabECoS) ∗ **Marcelo Fornazin**, Researcher, Oswaldo Cruz Foundation - Fiocruz / Brazilian Internet Steering Committee, CGI.br (Moderator) ∗ **Mariana Albuquerque**, Researcher, National School of Public Health / Fiocruz ∗ **Valéria Mendonça**, Professor, LabECoS/UnB	Room 109
		Roundtable 3 - *Interorganizational Governance and Artificial Intelligence: Challenges for Locating Missing Persons* (Hybrid, in person and online; organized by SSP-DF) ∗ **Fagner Dias**, Director of Public Policy and Citizen Security, Federal District Public Security Secretariat, SSP-DF (Moderator) ∗ **G'mayeel Wistemann**, Head of the Strategic Integration Unit for Public Policies, SSP-DF ∗ **Daniele Alcântara**, Coordinator of Public Policy Evaluation and Monitoring, SSP-DF ∗ **Larissa Cristiane de Jesus**, Undersecretary for Integration of Public Security Policies, SSP-DF	Amphitheater I
10:30 - 12:00	14:30 - 16:00	**Roundtable 4 - *Algorithmic Governance and Digital Transformation in the Public Sector*** (Hybrid, in person and online; organized by PROFIAP) ∗ **Marizaura Camões**, Deputy Secretary for Digital Government, Ministry of Management and Innovation in Public Services – MGI ∗ **Thiago de Andrade Vieira**, Executive Director, Department of Information and Communication Technology, National Council of Justice – CNJ ∗ **Rafael Rabelo Nunes**, Information Security Risk Manager, Superior Court of Justice – STF ∗ **Kleverton Melo de Carvalho**, Professor, Federal University of Sergipe – UFS (Moderator) ∗ **Jorge da Silva Correia Neto**, Professor, Federal Rural University of Pernambuco – UFRPE (Moderator) ∗ **Renato Calhau Codá**, Professor, University of Brasília – UnB ∗ **Liziane Paixão**, Professor, University Center of Brasília - CEUB	Amphitheater II
12:00 - 13:00	-	Lunch	Rooftop
13:00 - 14:20	17:00 - 18:20	**Parallel Session 9 - Paper presentations** Hybrid (in person and online)	Conference I Amphitheater I Amphitheater II
14:30 - 15:10	18:30 - 19:10	**Plenary Session 2 - *Digital Trust as Service Infrastructure: Privacy, Artificial Intelligence, and Fraud Prevention for a More Resilient Society*** (Hybrid, in person and online, with simultaneous English-Portuguese interpretation; organized by SERPRO) ∗ **Débora Sirotheau**, IT Analyst and Lawyer, Serpro ∗ **Paulo Henrique dos Santos**, Network Systems Analyst, Serpro	Conference I
15:10 - 16:00	19:10 – 20:00	**Special Session 2 - Meet the Editors** (Hybrid, in person and online, with simultaneous English-Portuguese interpretation) ∗ **Faïz Gallouj**, Professor, University of Lille ∗ **Eduardo Raupp**, Professor, COPPEAD/ UFRJ ∗ **Céline Merlin**, Professor, University of Lille ∗ **Mateus Panizzon**, Professor, University of Caxias do Sul – UCS	Conference I
16:00 - 16:30	-	Coffee-break	Hall (1st floor)

October 30, 2026 - Friday (continued)

Time (Brasília)	Time (CET)	Program	Venue
16:30 - 17:30	20:30 - 21:30	**Plenary Session 3 - *Diversity and Inclusion in Services: Instruments for Promoting Equity in the Public Sector*** (Hybrid, in person and online, with simultaneous English-Portuguese interpretation; organized by Ipea) ∗ **Luciana Mendes Servo**, President, Institute for Applied Economic Research - Ipea (Moderator) ∗ **Tatiana Dias Silva**, Director of Monitoring, Evaluation and Information Management, Ministry of Racial Equality - MIR ∗ **Maria Raquel Stacciarini**, General Coordinator of LA-BORA!gov, Ministry of Management and Innovation in Public Services - MGI ∗ **Roberto Pires**, Coordinator of INCLUA - Pro-Equity Resources Platform in Public Policies, Ipea ∗ **Renísia Cristina Garcia Filice**, Professor at UnB and Coordinator of GEPPHERG - Study and Research Group on Public Policies, History, Education, Racial and Gender Relations (FE/UnB)	Conference I
17:30 - 18:00	21:00 - 21:30	**Closing Session** (Hybrid, in person and online, with simultaneous English-Portuguese interpretation)	Conference I
20:00 - 23:00	-	**Coquetel**: Award Ceremony (In Person)	Rooftop

October 31, 2026 - Saturday

OPTIONAL CULTURAL ACTIVITY

Time (Brasília)	Venue in Brasília	Activity	Cost per participant	Participants group*
10:00 - 12:00	JK Memorial	Guided tour in Portuguese	R$5.00 (five reais)	35 participants
12:00 – 13:00	Itamaraty Palace	Guided tour in English	Free of charge	35 participants

** Guided tours will be conducted for groups with a limited number of participants. Participants who register for the conference first will be given priority when the groups are formed.*

ORGANIZATION AND PARTNERSHIPS

Organizing institutions:

Universidade de Brasília

UnB | FACE | Departamento de Administração

PPGA 50 ANOS UnB — Programa de Pós-Graduação em Administração Universidade de Brasília

PGAP | UnB — Programa de Pós-Graduação Profissional em Administração Pública

LINSELAB — Laboratório de Estudos e Pesquisas sobre Inovação & Marketing em Serviços

Partner and supporting institutions:

Nações Unidas CEPAL | CAPES | CNPq

fapdf Fundação de Apoio à Pesquisa do Distrito Federal | FINATEC | Serpro

ipea Instituto de Pesquisa Econômica Aplicada | nic.br cgi.br | 25 Anos ECOS

ANPAD 50 ANOS | RNI Research Network on Innovation | IESB Centro Universitário

COPPEAD UFRJ | UDESC | UFS Universidade Federal de Sergipe

UCS Universidade de Caxias do Sul | PUC-SP | UFAM | PROFIAP Mestrado Profissional em Administração Pública