

1. Record Nr.	UNINA9910814807703321
Titolo	Journal of service theory and practice : the 2013 Naples Forum on Service and its efforts to advance service theory and practice // guest editors, associate professor Francesco Polese, associate professor Cristina Mele and professor Evert Gummesson
Pubbl/distr/stampa	[Bradford, England] : , : Emerald, , [2015] ©[2015]
ISBN	1-78560-049-4
Descrizione fisica	1 online resource (124 p.)
Collana	Journal of Service Theory and Practice, , 2055-6225 ; ; Volume 25, Number 2
Disciplina	658.812
Soggetti	Customer services - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Cover; Editorial advisory and review boards; Guest editorial; The role of balanced centrality in the Spanish creative industries adopting a crowd-funding organisational model; Organizational learning in an innovation network; Buyer-seller interaction in facility services; Transcendence for business logics in value networks for sustainable service business; Being social for social: a co-creation perspective; Prosumer motivations in service experiences
Sommario/riassunto	The Naples Forum on Service is a biennial research conference. The three past forums have been characterized by original and stimulating discussions upon the forum themes with the three scientific pillars represented by Service Dominant logic, Network & Systems Theory and Service Science (look for updates at www.naplesforumonservice.it). The environment, the organization and forum settings have been designed to favor co-creation and to foster concrete debate upon service advances in a rigorous but creative manner. The Naples Forum on Service spirit has been granted attention worldwide and the