



Sinergie
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Conference



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We are proud to announce you and invite to the

Sinergie-SIMA 2025 Conference

Tertiarization & Sustainability
New challenges for management in the digital era

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INVITATION TO SUBMIT FULL PAPERS AND EXTENDED ABSTRACT TO THE 2025 CONFERENCE: THEME AND OBJECTIVES

Tertiarization is one of the most salient profiles of the structural change and economic development that have characterized the recent decades (Jorgenson & Timmer, 2011). The growth of the service industry affects multiple sectors, e.g. wholesaling/retailing, tourism/hospitality, transport and logistics, health services, public administration, education, communication, banking and financial services, and B2B services (Baines et al., 2017; Barrett et al., 2015).

This growing relevance of services in the economy and the society has stimulated a broader interdisciplinary debate, e.g., the impact of tertiarization on the performance of the entire economic system, the innovation and digitalization of services, and the applicability of service management issues for the transformation of product-based business models.

Based on these premises, the 2025 Sinergie-SIMA Conference aims to explore the role of services as part of the evolution of society in terms of relevance, growth, competitiveness, innovation, but also sustainability, and well-being. The lens of analysis used to explore this phenomenon will be digitalization, as it is shaping service innovation in more traditional sectors (e.g., social and sanitary services, tourism, retailing, etc.) and it is boosting knowledge-intensive business services (KIBS). Thus, digitalization is a key driver of the business model transformation, facilitating the transition of manufacturing firms towards digital servitization, enabling a new automation frontier (Frank et al., 2019; Kastalli & Van Looy, 2013; Liu et al., 2024), and paving the way for new opportunities for value creation within the global economy (Ostrom et al., 2015).

The application of digital technologies to services (e.g., Artificial Intelligence, Big Data Analytics, Internet of Things, Machine Learning, Additive Manufacturing, Virtual Reality, Augmented Reality, Metaverse) also facilitates the pursuit of relevant environmental and social issues, for example contributing significantly to the achievement of greater systemic efficiency that help attain the Sustainable Development Goals (SDGs) and circular economy (Xing & Liu, 2023). Leveraging advanced technologies enables the extraction of valuable insights from vast amounts of information, facilitating informed decision-making, personalized service offerings, optimizing service delivery processes, and enhanced customer experiences (Chauhan et al., 2022). Big data plays a strategic role in developing novel solutions that address evolving societal challenges, while driving sustainable growth and innovativeness in the digital era (Cappa et al., 2022; Ciampi et al., 2021;

Mikalef et al., 2019). Therefore, the real challenge today is to harness the application of digitalization to enhance the service-oriented approach and empower companies' economic, social, and environmental performances, generating and consolidating greater trust and loyalty among their employees, customers, and suppliers for a more sustainable, inclusive, and better society (Shaukat et al., 2016).

AIDEA devoted a Conference to the tertiarization and new challenges for management and governance 25 years ago in Genoa, and many scholars focused on these topics from multiple perspectives and with original approaches. The 2025 Sinergie-SIMA Genoa Conference, in continuity with the past, is an excellent opportunity to discuss our community's research efforts in service economy and management, in order to identify new effective solutions suitable to face the current digital era. Different theories, methodological approaches, and units of analysis are required to generate scientific research impacting theories, but also outlining wide-ranging strategies that can offer valuable insights to business leaders, companies and institutions.

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