

## Session theme– Forum Innovation 2025

### Service, Systemic Innovations and Society 5.0

#### Names and institutions of the session' chairs: RESER session

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#### Description of the theme:

This special session is directly linked to the theme of the 2025 Reser conference to be held in Rome on Service Innovation in Society 5.0. This theme will also lead to a special issue of *JIEM* on the same subject. The objective of the 2025 Reser conference is to analyse the transformative potential of service innovations in Society 5.0. This Society can be considered as a human-centered society that integrates advanced technologies to address societal challenges and enhance well-being (Fukuyama, 2018). Innovation in services contributes to the enrichment of Society 5.0, insofar as Society 5.0 is an evolution of the information society (Society 4.0) towards an even more intelligent society (Martin et al., 2018). The importance of multi-actor collaboration for service innovations has been highlighted in service research (Toivonen, 2018; Aouinaït, 2021). Its relevance and the development of systemic innovations (based on the simultaneous development of organizations, technologies, services, and multiple network and partner relationships (Kivisaari et al., 2013)) is even greater in the context of Society 5.0, which seeks to solve urgent social problems for which individual services do not provide an efficient solution (Toivonen, 2018).

This special session is open to specific works on the service economy related to the digital revolution, which leads to new forms of experience and behaviours. These transformations are achieved through technological innovations (such as platform ecosystems or artificial intelligence (Isckia et al, 2020; Escobar et al, 2021)), but also through organizational, process and service innovations. Digital technologies offer 'the possibility of creating ecosystems and connecting to the infrastructure of partners and contractors' (Shcherbakova, T.S., 2019).

Within Society 5.0, service innovations play an essential role in steering economies towards ecological transformation (Pereira et al. 2016; Laperche, Merlin-Brogniart, 2020). These

activities are used to support industries' environmental initiatives, and are at the heart of certain new business models, such as the functional service economy (Giarini, Stahel, 1989, Merlin-Brogniart, 2024). Some of these innovations emerge from ecosystems in which a range of actors (public or private firms, entrepreneurs, communities, individuals etc.) collaborate to co-create value and experiment new forms of governance (Agger, Tortzen, 2015; Buclet, N., Donsimoni, M., 2020; Merlin-Brogniart et al., 2020).

*Proposals to this session may follow several directions (conceptual as well as empirical perspectives), address different challenges associated with innovation, such as e.g.:*

- The role of digital transformation in enabling innovative services across sectors
- Economic and social impacts of service innovation
- Service innovations as supportive of enhanced environmental sustainability
- The development and design of resilient and inclusive services for organisations to meet today's challenges, including climate change, energy scarcity, and talent shortages
- Managerial and policy Implications, new forms of cooperation in the search for sustainable service ecosystems.
- Service innovation in new sustainable models

Contributors are encouraged to adopt interdisciplinary approaches that draw from fields such as economics, management, engineering studies, as well as sociology to deepen scholars' and practitioners' understanding of service innovation.

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