

2. Programma dettagliato della manifestazione

FRAMING THE PUBLIC SERVICE LOGIC

Calendario provvisorio dei lavori:

31 maggio, 2023 – The Public Service Logic: a multiple perspective

- 9:30-9:45 Saluto del Rettore
- 9:45-9:45 Value Creation in the Public Service Ecosystem: An Integrative Framework (Prof. Stephen Osborne, University of Edinburgh, Business School)
- 9:45-10:15 Creating value in the lives of public service users: implications for service design (Prof. Kirsty Strokosch, University of Edinburgh, Business School)
- 10:15-10:45 Strategic user orientation in public services delivery (Prof. Greta Nasi, Bocconi University, Milan)
- 11:00-11:30 Coffee Break
- 11.30-12:00 Implementing the public service logic through dynamic performance governance: different dimensions of value for public service delivery (Prof. Carmine Bianchi, University of Palermo)
- 12:00-12:30 A critique to the public service logic (Prof. Rolf Ronning, University of Bergen, Norway)
- 12:30-13:00 Framing public value destruction (Prof. Marit Engen, Inland Norway University of Applied Sciences)
- 13:00-14:00 Lunch break
- 14:00-14:30 Public service Marketing (Prof. Maria Petrescu, Embry-Riddle Aeronautical University, Daytona, Florida)
- 14:30-15:00 Co-production & Public service value (Prof. Adina Dudau, University of Glasgow)
- 15:00-17:00 Debate

1 giugno, 2023 - Framing the public service logic: Case-studies

- 9:30-10:00 Case-study 1 (Prof. Salvatore Russo, Cà Foscari University, Venice)
- 10:00-10:30 Case-study 2 (Prof. Jari Stenvall, Tampere University, Finland)
- 10:30-11:00 Case-study 3 (Prof. Ricardo Gomes, Fundação Getulio Vargas, Sao Paulo School of Business Administration)
- 11:00-11:30 Coffee Break
- 11:30-12:00 Case-study 4 (Prof. Maria Cucciniello, Bocconi University, Milan – Prof. Tie Cui, Edinburgh Napier University).
- 12:00-13:00 Conclusions