

	11:45-12:00	<i>Mediation effect of Servitization on Customer Relationship Orientation and Business Performance in B2B Textile Manufacturing Companies in Asia.</i>	Maheepala, Sammuarachchige Don Sameera Rasanjana; Warnakulasooriya, B.N.F; Weerakoon Banda, Y.K	University of Sri Jayewardenepura, Sri Lanka
	12:00-12:15	<i>Obstacles to Servitization of Japanese Companies and the Service Paradox</i>	Keiko Toya ¹ , Koji Kimita ² Masaaki Mochimaru ³	1: Meiji University, Japan; 2: Tokyo Metropolitan University, Japan; 3: AIST, Japan
	12:15-12:30	Q & A		
	12:30-13:15	Lunch		
Keynote	13:15-14:00	Keynote2: <i>Ishida Europe: A Japanese organizations journey towards Servitization</i>	Ross Townshend, Business Manager EMEA – Advanced Services & Data	Ishida Europe
	14:00-14:15	<i>Development of a Service-Oriented, Customer-Centric Business Model for Competitive Electromobility: Charging of Electric Vehicles at the Employer's Site with Locally Transmitted Green Electricity Self-Produced at Home</i>	Rambow-Hoeschele, Kira (1,2,3); Nagl, Anna (3); Harrison, David K. (2); Wood, Bruce M. (2); Bozem, Karlheinz (4); Braun, Kevin (3); Hoch, Peter (3)	1: Robert Bosch GmbH; 2: Glasgow Caledonian University;; 3: Competence Centre for Innovative Business Models, Aalen University, Germany; 4: Bozem Consulting Associates, Germany
	14:15-14:30	<i>Digital transformation and servitization: business models migration and hybridization in manufacturing companies</i>	Paiola, Marco (1); Gebauer, Heiko (2)	1: University of Padua, Italy; 2: EAWAG, Zurich (CH)
	14:30-14:45	Q & A		