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Introduction to the Naples Forum on Service Special Section

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The 2015 Naples Forum on service, held in June 2015, was the fourth event of its series, gathering scholars from all over the world in an attempt to integrate service-dominant logic (Vargo and Lusch 2016), network and systems theories (Gummesson 2017), and service science (Maglio and Lim 2016). Scientific discussions were intriguing; all aimed toward creating synergies and common research paths (Mele et al. 2015, Pels et al. 2014). Service research in general, parallel to service science as a discipline, calls for both a holistic and high-level focus as well as reductionist and vertical studies and applications (Barile et al. 2016). In attempting to focus on both approaches, service scientists participating in the event engaged in diverse discussions, advancing their ideas and challenging their proposals with members of the service community.

Among the presented research, two papers appear in this special section of *Service Science*, both focused on deepening value evaluation and measurement to advance models and tools for improved service viability. The first, "Modeling and measuring the consumer activities associated with value cocreation: An exploratory test in the context of education" by Botti et al. (2017) elaborates a measurement model for defining and classifying customer value cocreation activities to reveal the underlying dimensions of the construct and to identify real activities accomplished by customers during service provision. The authors propose a model for guiding decision makers in the elaboration of specific strategies aimed at fostering customer involvement in each stage of the joint creation of value. The second paper, "Determining service value" by Foglieni and Holmlid (2017), draws a parallel between value creation and value evaluation as two intertwined elements, positing that determining value dimensions means conducting an evaluation of service elements and processes. The presented framework is an attempt to shift reflection on value creation toward a practice-based activity, such as evaluation.

The 5th Naples Forum on Service, to be held in Sorrento, Italy, June 6–9, 2017, is rapidly approaching, and we hope the service science community will profitably meet and debate once again (updates on www.naplesforumonservice.it).

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