

LTAS 11th Edition

MAASTRICHT | THE NETHERLANDS

Program

Conference Reception & Preconference Workshop

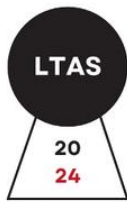
Wednesday December 4, 2024

- 12:00-13:00 Registration at conference location (Tapijn Kazerne 11)
- 13:00-16:00 Preconference workshop DEXLab and Maastricht Center for Robots (at conference location: Tapijn Kazerne 11)
- 16:30-20:00 LTAS Welcome and registration, dinner with social event @ Olround Maastricht (Boschstraat 30, Maastricht)

Conference Day I

Thursday December 5, 2024

- 08:30 - 09:00 Welcome and late registration
- 09:00 - 09:30 Opening LTAS organizers
- 09:30 - 10:00 Keynote Koen Pauwels: *To Insight and Beyond: Crafting your Research Product and Impact*
- 10:00 - 10:30 Coffee break
- 10:30 - 11:00 Keynote Martin Wetzels: *These are the Voyages of the Service Community: The Quest for Impact*
- 11:00 - 11:30 Keynote Peeter Verlegh: *To Pimp a Butterfly: Creating Research Ideas with Impact*
- 11:30 - 13:00 Lunch and networking (sponsored by AMA SERVSIG and presented by Sertan Kabadayi)
- 13:00 - 14:00 Panel discussion
- 14:00 - 16:00 Workshop (in breakout rooms)
- 16:00 - 16:30 Coffee break
- 16:30 - 17:00 Keynote Linda Alkire: *Creating Impact through Transformative Service Research: Insights for Societal Change*
- 17:00 - 22:00 LTAS social dinner



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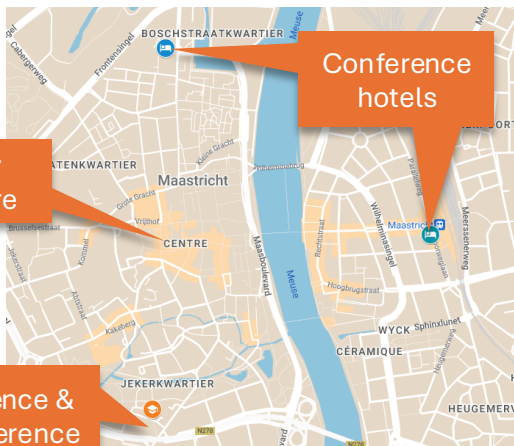
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Conference Day II

Friday December 6, 2024

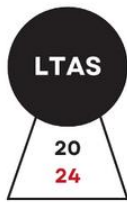
- 08:15 – 08:30 Walk-in and coffee
- 08:30 - 09:30 Workshop (in breakout rooms)
- 09:30 - 10:00 Keynote Dip Biswas: *Harnessing Behavioral Insights to Drive Societal and Managerial Impact: Using Research for Real-world Change*
- 10:00 - 10:30 Coffee break
- 10:30 - 11:00 Keynote Jelena Spanjol: *The Power of Collectives for Creating Impact*
- 11:00 - 11:30 Keynote Stephanie Noble: *From Research to Retail: Creating Impactful Research*
- 11:30 - 12:00 Workshop instruction (plenary)
- 12:00 - 13:00 Lunch and networking
- 13:00 - 16:00 Workshop (in breakout rooms)
- 16:00 - 17:30 Team presentations and Q&A
- 17:30 - 18:00 Closing remarks and announcement of next LTAS edition
- 18:00-19:00 Closing reception



Conference & Preconference location

Tapijn Kazerne 11
6211 ME Maastricht
The Netherlands





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Room overview Tapijn Kazerne 11

All plenary sessions on Thursday and Friday take place in room F0.019

Breakout room overview

Thursday December 5	
Group	Room
1	I0.005A
2	I0.005B
3	I0.011
4	I0.013A/B
5	I1.008A
6	I1.008B
7	I1.013A
8	I1.013B

Friday December 6	
Group	Room
1	I0.005A
2	I1.011
3	F0.027
4	I0.013A/B
5	F1.006
6	F1.008
7	F1.021
8	F2.029

On Friday, December 6, you can store your luggage in room F1.029