INSTITUTE FOR OPERATIONS RESEARCH AND THE MANAGEMENT SCIENCES

November 2011 Volume 4, Issue 2

Section Leadership

Grace Lin (Chair)
VP, Advanced Research Center
Institute for Information Industry
Taipei, Taiwan
gracelin.ny@gmail.com
gracelin@iii.org.tw

Roland Rust (Vice-Chair)
Robert H. Smith School of Business
University of Maryland
College Park, MD
rrust@rhsmith.umd.edu

Gregory Heim (Secr./Treas.)
Mays Business School
Texas A&M University
College Station, TX
gheim@mays.tamu.edu

http://service-sci.section.informs.org/

In This Issue

In this newsletter, Chairperson Grace Lin previews the upcoming activities that will take place at the Fall INFORMS Meeting in Charlotte, NC.

Vice Chairperson Roland Rust provides information regarding several developments pertaining to the Service Science Section, and updates us on the 2011 INFORMS Annual Conference in Charlotte, North Carolina, USA.

We also recap several major developments that have taken place over recent months regarding the *Service Science* journal, the upcoming Annual Business Meeting, and future conferences and meetings.

Finally, we provide information concerning related events that are of interest to the Service Science community.

Contents

In This Issue	1
Upcoming Events	1
Chairperson's Message	2
Vice-Chairperson's Message	3
Section Developments	4
Reports on Past Meetings	5
Member Achievements	5
Upcoming Meetings	6
Service Science Cluster Schedule: INFORMS 2011	8
Attachments (CFPs)	10

Upcoming Events in 2011 and 2012

The Service Science section and research community is actively planning events and activities for 2011 and 2012, including:

INFORMS Annual Meeting (Charlotte, North Carolina, USA) November 13-10, 2011.

21st Annual Frontiers in Service Conference (College Park, Maryland) June 14-17, 2012.

INFORMS International Meeting (Beijing, China) June 24-27, 2012

INFORMS Annual Meeting 2012 (Phoenix, Arizona, USA) October 14-17, 2012.

Pages 4 through 7 of this newsletter include information about many related Service Science and service-oriented conferences this fall through the autumn of 2012.

We hope that many of you will be able to attend these conferences to learn more about the Service Science issues and challenges.

INFORMS Service Science Section

Researching the Science of Co-Creation

Chairperson's Message - Dr. Grace Lin

Dear Service Science Section Members:

I would like to take this opportunity to thank you for giving me the privilege to serve as the INFORMS Service Science Section Chairperson for 2011. With business value continuously migrating away from products and toward solutions and services, there are tremendous opportunities for Service Science to help transform our industry landscape, stimulate the global economy, create new value, and enable smart living for people. I sincerely hope all of us can continue to work together as a community to capture opportunities for new innovations, and advance R&D in this fast growing domain.

As a Section, we have made some major progresses this year. Thank you for all of your support, particularly in the following areas:

1. Our Service Science Journal will become an official INFORMS Journal in January, 2012. I would like to thank Professor Robin Qiu for his persistence and leadership in making this happen.

2. We received some very high quality entrants for this year's Student Paper Competition, and our hard-working panel of judges had tough decisions to make selecting the winners. I would like to offer my heartfelt thanks to Dr. Yolanda Rankin who chairs the Competition, and the distinguished judges. I also want to thank IBM Research for sponsoring the competition. Congratulations to our winners: Murat Kurt, 1st Place, from the Univ. of Pittsburgh, Wei Sun, 2nd Place from MIT, Jun Li, 3rd Place from the Univ. of Pennsylvania, and Ioannis Bellow from Georgia Tech for receiving an Honorable Mention.

3. Starting from 2012, our section will co-organize the Frontiers in Service Conference with the AMA (American Marketing Association). Special thanks go to Professor Roland Rust, the founder of this premier conference, for his trust in passing this important mission to the Service Science Section.

4. I also would like to thank Professor Roland Rust and Prof. Ming-Hui Huang for organizing the upcoming Service Science Cluster at the 2011 INFORMS Annual Conference in Charlotte.

5. We have a distinguished panel of candidates for the Service Science officers' election. I would like to acknowledge their great enthusiasm in accepting our invitation to join the election. The newly-elected officers will be announced at our Service Science Business Meeting on Sunday, Nov. 13 in Charlotte.

Finally, I would like to thank all our Service Science Section officers for their dedication in serving our community. In particular, I would like to thank our secretary and treasurer, Professor Greg Heim for his dedicated service since the inception of the Service Science Section in 2006. And I am very pleased that Professor Ronald Rust will be serving as the chairperson for 2012. Please give Ronald your warmest welcome and continue your great support for the initiatives he is planning for 2012.

Our Service Science Business Meeting will be held on Sunday, November 13 from 6:15 PM to 7:15 PM at the Convention Center in Charlotte. Please come join the meeting to discuss our Service Science

agenda, meet newly-elected officers, and student paper competition winners, and to mingle and network. We look forward to seeing as many of you there as possible!

Grace Lin, Ph.D.
2011 INFORMS Service Science Section Chairperson
INFORMS Fellow

Vice President and Director General
Advanced Research Center
Institute for Information Science

News from the Vice-Chairperson - Dr. Roland Rust

The Service Science section continues to make great progress. Congratulations to **Robin Qiu** for getting INFORMS sponsorship of the journal *Service Science*. This will greatly enhance the status of the journal.

The annual INFORMS conference in Charlotte (November 13-16) will again have strong participation from the Service Science section. Cluster chair **Ming-Hui Huang** reports that we will once again have a full slate of Service Science sessions, representing a diverse cross-section of research approaches and topics.

Also on the conference front, the Frontiers in Service Conference, now in its 21st year, will now be officially sponsored in perpetuity by our section, in collaboration with the Services Special Interest Group of the American Marketing Association and the University of Maryland's Center for Excellence in Service. The 2012 conference will be co-chaired by me and held June 14-17 in the Washington, D.C. area. The Call for Papers is now out and may be accessed at http://www.rhsmith.umd.edu/frontiersconference/

In addition I want to bring your attention to a *Journal of Service Research* special issue that **Ming-Hui Huang** and I are co-editing on IT-Related Service. Information on this special issue is available at http://service-science.info/archives/1277

-- **Roland Rust**

Service Science Section Key Developments

Service Science Section Annual Business Meeting

Please remember to attend the annual business meeting for the Service Science Section at this year's INFORMS Annual Meeting in Charlotte, North Carolina.

Service Science Journal

Service Science (http://www.informs.org/Pubs/Service-Science) will become an official INFORMS journal in 2012. After several years' relentless and enthusiastic effort from the editorial office of Service Science, the INFORMS board approved Service Science editorial office's proposal for seeking a full-fledged INFORMS sponsorship for Service Science. INFORMS will begin publishing the journal Service Science. Service Science is a fully refereed, online journal focusing on state-of-the-art research and development in service science education and practice. Service Science is currently a publication of the INFORMS Service Science Section.

The Board recognizes that the journal has the potential to make an excellent contribution to INFORMS Publications. The Board has committed that INFORMS will publish the Service Science journal for 2012, 2013 and 2014. By focusing on the quality of articles published and the ability of the journal to sustain itself financially, the journal will be reviewed in 2014. Accordingly, a decision will be made about whether INFORMS will continue publishing the journal.

Service Science journal wouldn't succeed without the support, contribution, and hard work from the community. Please contribute your scholarly research work to Service Science.

21st Annual Frontiers in Service Conference

The 21st Annual Frontiers in Service Conference, will be June 14-17, 2012 in the Washington D.C. area, hosted by the Robert H. Smith School of Business at the University of Maryland, College Park. The Frontiers in Service Conference will be sponsored by the INFORMS Service Science Section, the American Marketing Association, and the University of Maryland's Center for Excellence in Service. The Frontiers in Service Conference is the world's leading annual conference on service research and management.

2012 INFORMS International Meeting, Beijing, China

We would like to cordially invite you to join the Service Science Section at the 2012 INFORMS International Meeting in Beijing, the capital of China with over 5,000 years of history and many historic sites to visit. Beijing is unarguably one of the most visited locations in the world. Every year millions of people visit Beijing to see the capital of China, a fast changing metropolitan city of old and new. Beijing is a sleepless city, so you can easily find something for you at any time for whatever you like. The

meeting will be held June 24-27 at the National Convention Center. The conference is under the leadership of Jian Chen, Tsinghua University, as General Chair.

We would like to invite you to submit an abstract or serve as a Session Chair for the Service Science Cluster at this meeting. The theme for INFORMS International Beijing 2012 is "OR/MS for a Sustainable World." Across the globe, industries are creating sustainable approaches to meet contemporary needs for natural resources, products and services. The Service Science community is at the heart of this development, generating new ideas and technologies to enable this change.

To submit a cluster session or paper abstract, please mail your first and last name, email address, and the title or preliminary title of your abstract or session to the Service Science Cluster Review Coordinator – Gregory Heim (gheim@mays.tamu.edu) before December 15, 2011. You will receive a confirmation for you to submit the abstract or fill in the session information online. As a Session Chair, you will need to invite 3 to 4 abstract submissions. As an author, you will need to submit a short abstract (50 words) to the conference website by February 13, 2012. More information regarding the meeting and submission guidelines is available at: http://meetings2.informs.org/beijing2012/callforpapers.html.

Thank you for your support for the Service Science Section. We look forward to seeing you in Beijing!

Report on Past Meetings

Naples Forum on Service

Ralph Badinelli served on the Scientific Committee of the Naples Forum on Service, which was held in Capri on June 14 - 17, 2011. This second bi-annual Forum was a huge success, gathering service-science scholars from around the world and from many disciplines.

Understanding Complex Service Systems Through Different Lenses

Ralph Badinelli was a plenary speaker at a Cambridge Academic Conference, "Understanding Complex Service Systems Through Different Lenses", which was held on September 22-23, 2011 at the University of Cambridge. This conference was organized by Irene Ng and hosted by the Cambridge Service Alliance.

Section Member Recognition and Achievements

Professor Fugee Tsung, Head of IELM at the Hong Kong University of Science and Technology, has been elected an Academician of the International Academy for Quality (IAQ). The academy is the most prestigious international organization in the field of quality. Members are peer-nominated individuals identified as global thought leaders in quality-related issues.

Upcoming Meetings Sponsored by INFORMS or Service Science Section

2011 INFORMS Annual Meeting, Charlotte, North Carolina

The Service Science Section will again sponsor sessions at the INFORMS Annual Meeting in Charlotte, North Carolina from November 13-16, 2011. Please see the attached flyer toward the end of this newsletter for information regarding the Service Science Section's cluster of sessions.

21st Annual Frontiers in Service Conference

The 21st Annual Frontiers in Service Conference, will be June 14-17, 2012 in the Washington D.C. area, hosted by the Robert H. Smith School of Business at the University of Maryland, College Park. The Frontiers in Service Conference, sponsored by INFORMS, the American Marketing Association and the University of Maryland's Center for Excellence in Service, is the world's leading annual conference on service research and management. It attracts prominent thought leaders and industry experts from around the world to share cutting-edge knowledge and best practices on how to improve service quality, enhance service productivity, and foster service innovation. We invite you to submit an abstract and be a part of the more than 120 sessions. Please click here for the submission link http://www.rhsmith.umd.edu/frontiersconference/. The call for papers submission deadline is Midnight (EST), Sunday, November 20, 2011.

SRII 2012 Global Conference

The annual SRII Global Conference will be held July 24-27, 2012 at the Fairmont Hotel, San Jose, CA. The Service Research and Innovation Institute (www.thesrii.org) is a professional organization led by major ICT companies in close partnership with research organizations, academia and government from around the world. The SRII mission is to drive innovation for "IT - Enabled Services" at the global level. The Conference is a unique forum for researchers to share their work on all of the key areas of IT - Enabled Services connecting the Science & Engineering of Services to major verticals such as health care, finance, telecom, retail, education, government, and energy, to name a few. Submissions can be made through EasyChair at: http://www.easychair.org/conferences/?conf=srii2012

2012 INFORMS Annual Meeting

The Service Science Section will sponsor a cluster of sessions at the INFORMS Annual Meeting in Phoenix, Arizona from October 14-17, 2012. Look out for future information on this conference in early 2012.

Upcoming Meetings of Interest to Section Members

Workshop on Teaching Services in Boston, MA
November 20, 2011
Workshop on Teaching Services (with Mark Davis, Janelle Heineke and Ravi Behara), Annual Meeting of the Decision Sciences Institute, Marriott Copley Place, Boston, MA (9:30 AM – 11:00 AM).

Hawaii International Conference on System Sciences (HICSS)
January 4-7, 2012
Conference web site: http://www.hicss.hawaii.edu
Minitrack: Service Sciences, Management and Engineering (SSME)
http://www.hicss.hawaii.edu/hicss_45/45dt.htm#DT9

ServDes.2012 Conference
February 8-10, 2012
Service Design Conference: Co-Creating Services, Laurea University of Applied Sciences, Espoo, Finland.

La Londe Service Management
May 29 – June 1, 2012
Conference in La Londe les Maures on the French Riviera. Deadline for paper submissions is January 20, 2012. Conference website: www.lalondeconference.org

21st Annual Frontiers in Service Conference, College Park, MD
June 14-17, 2012
Call for papers submission deadline is November 20, 2011. Conference website:
http://www.rhsmith.umd.edu/frontiersconference/

2012 INFORMS International Meeting in Beijing, China
June 24-27
The Service Science Section will sponsor a cluster of sessions at the INFORMS International Meeting in Beijing. More information regarding the meeting and submission guidelines is available at:
http://meetings2.informs.org/beijing2012/callforpapers.html.

Art & Science of Service/POMS College of Services in Maastricht, The Netherlands
June 27-29, 2012
Joint Conference with the Art & Science of Service and the POMS College of Services at the University of Maastricht, Maastricht, the Netherlands. Deadline for submissions is February 20, 2012 for refereed papers; March 15, 2012 for abstracts and workshops.

SRII 2012
July 24-27, 2012
SRII 2012 (www.thesrii.org) will be held at the Fairmont Hotel, San Jose, CA

Service Science Cluster at INFORMS 2011 Meeting

Cluster Information

Title: Service Science
Chair: Ming-Hui Huang,Professor, National Taiwan University, 1, Sec. 4, Roosevelt Rd., Taipei 10617, Taiwan - ROC, huangmh@ntu.edu.tw

Sunday Nov 13, 08:00 - 09:30 : Health Services
Chair: Adrian Choo,Georgia State University, Robinson College of Business, 35 Broad St. NW, Atlanta GA 30303, United States of America, mgtacc@langate.gsu.edu

Sunday Nov 13, 08:00 - 09:30 : Services Innovation
Chair: Genady Grabarnik,St. John's University, 8000 Utopia Parkway, Quens, United States of America, genadyg@gmail.com
Co-Chair: Larisa Shwartz,IBM TJ Watson Research, Yorktown Heights NY, United States of America, lshwart@us.ibm.com

Sunday Nov 13, 11:00 - 12:30 : Complex Services Modeling
Chair: Ruoyi Zhou,IBM, San Jose CA 95120, United States of America, ruoyi@us.ibm.com

Sunday Nov 13, 13:30 - 15:00 : Cloud Computing Service
Chair: Karuna Joshi,University of Maryland, Baltimore Co, CSEE Dept, 1000 Hilltop Circle, Baltimore MD 21250, United States of America, kjoshi1@umbc.edu

Sunday Nov 13, 13:30 - 15:00 : Service Productivity
Chair: Kaan Kuzu,Assistant Professor of Production & Operations Management, University of Wisconsin-Milwaukee, Madison WI, United States of America, kuzu@uwm.edu

Sunday Nov 13, 16:30 - 18:00 : E-service
Chair: Ming-Hui Huang,Professor, National Taiwan University, 1, Sec. 4, Roosevelt Rd., Taipei 10617, Taiwan - ROC, huangmh@ntu.edu.tw

Sunday Nov 13, 16:30 - 18:00 : Quantitative Methods in Service
Chair: Yingdong Lu,IBM Thomas J. Watson Research Center, 1101 Kitchawan Road, Yorktown Heights NY 10598, United States of America, yingdong@us.ibm.com

Monday Nov 14, 08:00 - 09:30 : Applications of Operations Research in the Social Services
Chair: Gerald Evans,Professor, University of Louisville, Department of Industrial Engineering, Louisville KY, United States of America, gerald.evans@louisville.edu

Monday Nov 14, 08:00 - 09:30 : IT Service Industry
Chair: Sameep Mehta,IBM Research, New Delhi 110070, India, sameepmehta@in.ibm.com

Monday Nov 14, 11:00 - 12:30 : Customer Value
Chair: Roland T. Rust,Distinguished University Professor, Robert H. Smith School of Business, University of Maryland, Department of Marketing, 3451 Van Munching Hall, College Park MD 20742-1815, United States of America, rrust@rhsmith.umd.edu

Monday Nov 14, 11:00 - 12:30 : Product-Service System
Chair: Howard Lightfoot,h.w.lightfoot@cranfield.ac.uk

Monday Nov 14, 13:30 - 15:00 : Managing Service Quality
Chair: Syamantak Saha,Affiliation: NYU Stern School of Business, East 3rd Street, New York NY 10003, United States of America, ssaha@zapaat.com

Monday Nov 14, 13:30 - 15:00 : Service Science and Service Operations Management
Chair: Gang Li,Associate Professor, Xi'an Jiaotong University, The Management School, No.28, Xianning West Road, Xi'an, China, glee@mail.xjtu.edu.cn

Monday Nov 14, 16:30 - 18:00 : IT Service Management
Chair: Kush Varshney,IBM Thomas J Watson Research Center, 1101 Kitchawan Rd, Yorktown Heights NY 10598, United States of America, krvarshn@us.ibm.com

Monday Nov 14, 16:30 - 18:00 : Service Science Student Competition
Chair: Yolanda Rankin,IBM Research - Almaden, 650 Harry Rd., San Jose, United States of America, yarankin@us.ibm.com

Tuesday Nov 15, 08:00 - 09:30 : Energy Service and Sustainability
Chair: Ajay Deshpande,IBM T J Watson Research Center, 19 Skyline Drive, Hawthorne NY 10532, United States of America, ajayd@us.ibm.com

Tuesday Nov 15, 08:00 - 09:30 : Panel Discussion: Enhancing Adolescents' Lives through Decision-Making
Chair: Ali Abbas,Associate Professor, University of Illinois at Urbana-Champaign, 104 South Matthews Avenue, Urbana IL 61801, United States of America, aliabbas@illinois.edu

Tuesday Nov 15, 11:00 - 12:30 : Innovations in Service Delivery
Chair: Nilanjan Chattopadhyay,Associate Professor, Institute of Management Technology, Raj Nagar, Ghaziabad UP 201010, India, nchattopadhyay@gmail.com

Tuesday Nov 15, 11:00 - 12:30 : Service Innovation
Chair: Haluk Demirkan,Arizona State University, Information Systems Department, Tempe 85287, United States of America, Haluk.demirkan@asu.edu

Tuesday Nov 15, 13:30 - 15:00 : Combining Analytic Methods to Develop New (and Better) Solutions
Chair: John Dulin,Concurrent Technologies Corp., 771 Fairdale Ct, Castle Rock CO 80104, United States of America, dulinj@ctc.com

Tuesday Nov 15, 16:30 - 18:00 : Modeling Human Behavior in Service Processes
Chair: Christoph Heitz,Zurich University of Applied Sciences, Rosenstrasse 3, Winterthur, Switzerland, heit@zhaw.ch

Wednesday Nov 16, 08:00 - 09:30 : IT Service Outsourcing
Chair: William Rand,wrand@umd.edu

Wednesday Nov 16, 11:00 - 12:30 : Models of Service Co-creation Processes
Chair: Ralph Badinelli,Professor, Virginia Tech, Dept. of Business Information Technology, Virginia Tech 0235, Blacksburg VA 24061, United States of America, ralphb@vt.edu
Robert Burgess,Georgia Tech, College of Managemenet, Atlanta GA 30308, United States of America, Robert.burgess@mgt.gatech.edu

Wednesday Nov 16, 12:45 - 14:15 : Management of Technological Innovation in the Service Sector
Chair: Tugrul Daim,Portland State University, PO Box 751, Portland OR, United States of America, tugrul@etm.pdx.edu

Wednesday Nov 16, 14:45 - 16:15 : Service Science and Network Science
Chair: Cheng Hsu,Professor, Rensselaer Polytechnic Institute, 5123 CII, RPI, 110 8th Street, Troy NY 12180-3590, United States of America, hsuc@rpi.edu

Wednesday Nov 16, 16:30 - 18:00 : Knowledgement Management in Service
Chair: Robert Burgess,Georgia Tech, College of Managemenet, Atlanta GA 30308, United States of America, Robert.burgess@mgt.gatech.edu

Service Science Journal

http://www.sersci.com/ServiceScience
(Co-sponsored by the Service Science Section, INFORMS)
Editor in Chief: Richard Larson

***Service Science**,* a fully refereed online journal focusing on fast-track publication, provides the primary and effective forum for both academic scholars and industry practitioners to propose and foster quick discussion on state-of-the-art research and development in the service science and related research, education and practice areas. Ultimately, the presented empirical results, newly discovered science and technology can be effectively disseminated in academia and explained to policy makers, practicing professionals and managers.

The journal has published 4 issues in 2009 and 3 issues in 2010. Two more issues are in press. Service Science as a journal is doing very well. The journal has over 300 registered authors from around the world.

INFORMS Sponsorship Initiative

The editorial board of ***Service Science*** has submitted a preliminary proposal on its INFORMS full sponsorship to Patricia S. Shaffer, Director of Publications, INFORMS. A full-fledged INFORMS Service Science journal will help to grow our Section substantially, which will benefit INFORMS as a whole. The INFORMS Publications office and board will evaluate our proposal. This editorial board is working very hard, aimed at convincing the board of INFORMS. We will keep the Service Science community informed of the progress.

Fully sponsored by INFORMS or not, this editorial board will continue to do the best to serve the academics and practitioners worldwide who work in this field.

Readership

Service Science is a forum to help academics and practitioners (e.g., professors, researchers, professionals, business analysts, managers, policy makers, etc.), who work in the field of service research, education, and practice, fast and effectively exchange their learning and disseminate their new findings.

Contents

Service Science publishes innovative and original papers, survey papers, technical correspondence, case studies, conference reports, management reports, and book reviews. Special Issues devoted to important topics in *Service Science* research, education, and practice will occasionally be published.

Service Science published a special issue, edited by Sergio Barlie, Jim Spohrer, and Francesco Polese. This special issue was derived from the 2009 Naples Forum on Service, held on 16-19 June, 2009, in the Island of Capri, Italy. The forum addressed intriguing issues such as complexity, system thinking, human behavior, service systems and vitality.

Editor in Chief: Richard Larson (Massachusetts Institute of Technology, USA)

Managing Editor: Robin Qiu (Pennsylvania State University, USA)

EDITORIAL BOARD

Ralph Badinelli (Virginia Polytechnic Institute and State University, USA)
David Ballantyne (University of Otago, New Zealand)
Steve Baron (University of Liverpool, UK)
Daniel Berg (Rensselaer Polytechnic Institute, USA)
Mary Jo Bitner (Arizona State University, USA)
Richard Chase (University of Southern California, USA)
Henry Chesbrough (University of California - Berkeley, USA)
Morris Cohen (University of Pennsylvania, USA)
Brenda Dietrich (IBM, USA)
Jin Dong (IBM, China)
Emmanuel Fragnière (Haute école de gestion de Genève, Switzerland)
Terry Friesz (Pennsylvania State University, USA)
Christian Gronroos (Hanken School of Economics, Finland)
Christoph Heitz (Zurich University of Applied Sciences, Switzerland)
Cheng Hsu (Rensselaer Polytechnic Institute, USA)
Akira Kamoshida (Tokyo Institute of Technology, Japan)
Uday Karmarkar (University of California – Los Angeles, USA)
Kwang-Jae Kim (Pohang University of Science and Technology, Korea)
Richard Larson (Massachusetts Institute of Technology, USA)
Grace Lin (IBM, USA)
Robert Lusch (University of Arizona, USA)
Kelly Lyons (University of Toronto, Canada)
Hervé Mathe (ESSEC Business School, Paris- Singapore, France)
Robert Paton (University of Glasgow, UK)
Roland Rust (University of Maryland, USA)
Gavriel Salvendy (Purdue University, USA; Tsinghua University, China)
Jim Spohrer (IBM, USA)
Stefan Thomke (Harvard University, USA)
James Tien (University of Miami, USA)
Fugee Tsung (Hong Kong University of Science and Technology, Hong Kong)
Stephen Vargo (University of Hawaii, USA)
Jochen Wirtz (National University of Singapore, Singapore)
Wei Zhang (National Natural Science of Foundation & Tianjin University, China)

Journal of Service Research

Special Issue on IT-Related Service: A Multidisciplinary Perspective

Journal of Service Research calls for submissions for a special interdisciplinary issue on IT-related service. Much of the radical transformation of the world economy from an industrial to a post-industrial service society comes from the contribution of information technology (IT) to service sectors and from IT as service. This special issue is multidisciplinary in nature as many disciplines play a role in the service economy. We invite scholars from marketing, information systems, operations management, human resources, finance/accounting, economics, and organizational research to submit papers on IT-related service. We are particularly interested in papers that consider the productivity and quality of IT-related service and focus on the relationship with customers (including B2C, B2B and C2C), in contrast to technology-centered approaches to service management and business interaction. Papers that include empirical, analytical, and conceptual approaches that develop or extend theory are welcome. Topics of interest include, but are not limited to:

- IT's role in providing cost-effective service
- IT mediated or supported self-service
- IT-related service productivity, quality, and customer satisfaction
- IT servitization
- IT-related service innovations and business transformation
- IT-related service management and marketing
- IT-related service value networks
- IT service, customer service, and service satisfaction
- IT-related service and consumer behavior
- IT-related service and employee attitudes and behavior
- IT-related service economics and pricing
- IT-related service engineering, systems, and computing

We expect this special issue to lead to significant cross-fertilization across fields and, therefore, to particularly high impact for the papers. The issue is sponsored by the National Science Council of Taiwan and the Center for Excellence in Service at the University of Maryland.

The best paper will receive a first-place award of $2,000, and up to three additional papers will receive honorable-mention awards of $1,000 each. In addition, each award will include an invitation for the paper to be presented at the Frontiers in Service Conference in 2013 (with complementary registration) that will coincide with the publication of the special issue.

Please submit manuscripts to http://mc.manuscriptcentral.com/journsr and designate “Special Issue on IT-Related Service.”

Submission Deadline: February 1, 2012; Expected Publication Date: August 2013

Editor
Katherine N. Lemon, Boston College

Guest Co-editors
Ming-Hui Huang, National Taiwan University
Roland T. Rust, University of Maryland

International Journal of E-Services and Mobile Applications (IJESMA)

Special Issue: Agile Business and Open Innovation Challenges for Information Systems Design

Guest Editors: Aurelio Ravarini (aravarini@liuc.it) and Gianluigi Viscusi (viscusi@disco.unimib.it)

The growing relevance of networks in the information society is progressively matching the business impact of open business models, giving life at an emergent organizational form often referred to as agile business. Within an agile business, new ways of providing services to businesses, such as crowdsourcing and people services, are enabled by technologies available at a low cost and low impact on the existing IT infrastructures. These phenomena addressed with different terms (collective intelligence, social computing, servitization, etc.) contribute and are enacted by the information growth related to the diffusion of Internet, social networks, new media, and Free/Libre Open Source Software. These factors challenge the information systems research because of the multiple dimensions involved at conceptual and disciplinary level (spanning among others from sociology, economics and organizational science, to computer science and engineering).

Objective of the Special Issue:

This special issue encompasses all aspects of business agility and open innovation and promotes the exchange of ideas from academics and researchers on the impact of open and service oriented business models on organizations and information systems management and design. Original research papers, as well as expository and survey papers, are sought. Papers submitted to this special issue should relate in some way to the work of Ralf Koetter. Sample topics include, but are not limited to, the following.

Recommended Topics:

Topics to be discussed in this special issue include (but are not limited to) the following:

- Business requirements modeling
- Collective intelligence
- Free/Libre Open Source Software
- IT service management and governance
- Open innovation in private and public sector
- Open knowledge and organizational boundaries
- Quality, trust and security of services
- Service compliance with laws and regulations
- Service design methodologies and patterns
- Service innovation and strategy
- Service science applications and information systems design
- Value models in service science

Submission Procedure:

Researchers and practitioners are invited to submit papers for this special theme issue on Agile Business and Open Innovation Challenges for Information Systems Design on or before December 15, 2011.

All submissions must be original and may not be under review by another publication. INTERESTED AUTHORS SHOULD CONSULT THE JOURNAL'S GUIDELINES FOR MANUSCRIPT SUBMISSIONS: http://www.igi-global.com/Files/AuthorEditor/guidelinessubmission.pdf. All submitted papers will be reviewed on a double-blind, peer review basis. Papers must follow APA style for reference citations.

All submissions and inquiries should be directed to the attention of:
Aurelio Ravarini and Gianluigi Viscusi
Guest Editors
E-mail: aravarini@liuc.it; viscusi@disco.unimib.it

http://www.igi-global.com/bookstore/titledetails.aspx?titleid=1114&detailstype=callforpapersspecial

The 2012 Annual Meeting of the

Art & Science of Service
and
POMS College of Service Operations

June 27-29, 2012
Maastricht University

Innovations in Service Supply Chain Design

Meeting Announcement:

The Art & Science of Service Meeting is a truly transdisciplinary meeting involving academics and practitioners from disciplines and organizations that focus on the service delivery process and the service systems that support it. Some of the academic disciplines that participate in this meeting include operations, marketing, information technology, design, and human resource management, among others.

Innovative technologies and approaches for configuring and connecting resources have created new opportunities for increasing value through service supply chain design. Information sharing technologies are bringing customers, service providers, and service suppliers closer together in ways that have only become possible in the past few years. Geographic limitations on supply chains are having less of an impact as an increasing number of services, including customer service, software design, and even medical treatment, can be sourced globally. Approaches such as open innovation allow the service supply chain design process to be accessible to non-traditional contributors and self-service technologies are allowing customers to participate to a greater extent in the service delivery process. While these innovations are intended to enhance the customer experience and increase productivity and profitability, a better understanding of the net value to the various stakeholders is still needed. With the theme for the 2012 conference, service researchers and practitioners are invited to share innovations in service supply chain design and their implications for service value-creation.

For the 2012 conference, we seek submissions that include, but are not limited to, the following topics as they relate to innovations in service supply chain design:

Technology in the Service Supply Chain

- Innovative technologies to enhance the customer experience and improve efficiency
- Information systems to enable information sharing and coordination across the service supply chain
- Leveraging social media

Globalization of Service Supply Chains

- Creating and optimizing global distributed networks
- Global services outsourcing and offshoring
- Risk identification and mitigation in global service supply chains

Sustainability Issues in Designing Service Supply Chains

- Measuring and improving environmental impacts
- Corporate social responsibility programs

Managing Stakeholder Relationships

- Contracting relationships and governance of the service supply chain
- Developing the capabilities of service supply chain partners
- Challenges in building and maintaining relationships in technology-mediated or non-traditional service supply chains

Applications of Innovations in Service Supply Chain Design to:

- Healthcare
- Education
- Not-for-profit

Information for Contributors:

Individuals from academia, business and government are invited to submit refereed research papers, non-refereed research abstracts, and proposals for workshops, panels, and symposia. All submissions should have a clear service innovation focus and are encouraged to be transdisciplinary in nature; that is, they should involve more than a single traditional discipline.

Special Issue of the Journal of Service Science:

Authors of selected full paper submissions that have been accepted for presentation at the conference will be invited to submit their papers for review for a special issue of the Journal of

Service Science that will be dedicated to the conference theme of Innovation in Service Supply Chain Design. Mark Davis (Bentley University), Jos Lemmink (Maastricht University), and Joy Field (Boston College) are co-editors of the special issue.

Submission Deadlines:

The submission deadline for refereed research papers is **February 15, 2012**. The submission deadline for non-refereed research abstracts and proposals is **March 15, 2012.**

For more information on the conference, contact:

General Co-Chairs:

Jos Lemmink
Maastricht University

Email: j.lemmink@maastrichtuniversity.nl
TEL:

Gaby Odekerken
Maastricht University

Email: g.odekerken@maastrichtuniversity.nl
TEL:

Joy Field
Boston College
Chestnut Hill, MA 02467 USA
Email: fieldjo@bc.edu
TEL: 1-617-552-0442

ANNUAL SRII GLOBAL CONFERENCE

July 24 – July 27, 2012

Fairmont Hotel, San Jose, California, USA

Call for Papers

The Service Research and Innovation Institute (**www.thesrii.org**) is a professional organization led by major ICT companies in close partnership with research organizations, academia and government from around the world. The SRII mission is to drive innovation for "IT-Enabled Services" at the global level. The Annual SRII Global Conference is a unique forum for researchers to share their work on all of the key areas of IT-Enabled Services connecting the Science & Engineering of Services to major verticals such as health care, finance, telecom, retail, education, government, and energy, to name a few.

Topics

We welcome unpublished papers which are not under review by any other conference or journal. Authors are invited to submit contributions presenting research results, state-of-the-art concepts, practical standards, running experiments, implementations, applications, and industrial case studies. All conference tracks are open to both scientific and industry contributions. Topic areas include, but are not limited to:

- IT-enabled services in ***service sectors*** such as
  - Health Care Services
  - e-Government/Public Sectors
  - Education Services
  - Telco/Mobile Services
  - Engineering/ Manufacturing Services
  - Environmental Services
  - Agriculture Services
- Services in ***emerging economies***
- ***Services Lifecycle*** (Planning, Implementation, Delivery, Operation, Management, etc.)
- ***Service Innovation*** including technology, business, and customer perspectives
- ***Service Engineering*** including methods, tools, and standards
- ***Service Quality*** including concepts and models for user centric design and quality metrics of services
- ***Cross Enterprise Collaboration (CEC):*** Process, Tools, Standards
- ***Cloud Computing*** and new service models
- ***Intelligent Services, Knowledge Management, Data Mining***
- ***Internet for Services*** - Applications and Management
- ***Security and Privacy Issues*** in Services

In addition, proposals for ***panels, workshops*** and ***tracks*** on related topics are invited. Further information and detailed guidelines on the submission process can be found at: **http://thesrii.org**

Important Dates

Extended abstract submission - **October 30, 2011**
Notification (Abstract) - **November 30, 2011**
Full paper submission - **January 30, 2012**
Notification (Full Paper) – **March 30, 2012**
Revision submission (if necessary) **– May 15, 2012**
Final notification – **June 15, 2012**
Camera ready paper - **June 30, 2012**

Submission Guidelines

The conference will follow a two-stage review process. Authors are requested to submit extended abstracts of no more than 500 words in the first stage. The authors of accepted abstracts will be invited to submit full papers. All accepted full papers will be published in a SRII/IEEE conference proceedings. SRII will also pursue the publication of selected papers in a leading research journal. Submissions will be made through EasyChair at http://www.easychair.org/conferences/?conf=srii2012

Organization

General Chairs

Kris Singh, SRII President, IBM Research
Jamie Erbes, SRII Vice President, HP Labs

Program Chairs

Ralph Badinelli, Virginia Tech , US
Freimut Bodendorf, Univ of Erlangen-Nuremberg, DE
Ammar Reyes, Cisco Service Engineering
Sharad Singhal, HP Labs
Manish Gupta, IBM Labs-India

In Cooperation with

Sponsored By