

Call for Proposals for Short Books/Booklets

Collection Title:

SERVICE SYSTEMS AND INNOVATIONS IN BUSINESS AND SOCIETY

Editors:

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Authors: Professionals and academics

Purpose: Discuss the practical advances that best exemplify service innovations across multiple business and societal systems (e.g., retail, finance, health, security, governance, etc.) and from multiple disciplinary perspectives (e.g., marketing, design, management, operations, engineering, computing, etc.). This collection provides concise and practical descriptions of modern service innovations for business executives, forward-thinking academics, government policy-makers, and social entrepreneurs. The collection includes short books that explain practical advances that best exemplify service innovations across multiple business and societal systems (e.g., retail & hospitality, finance & banking, information & communication technologies, health & education, utilities and urban services) and from multiple disciplinary perspectives (e.g., marketing, operations, management, engineering, computing, design, and more). Service innovations impact quality, productivity, compliance, and sustainability of service systems using new technologies, business models, organizational networks, governance mechanisms, and end-user capabilities,

Length: 75-100 pages; **Language:** Multi language, multicountry

The primary market is the professionals market: working professionals, executive development, MBA and master programs.

Service, which can be defined as the application of competence and knowledge to create benefit (or value) for another, derives from the interactions of entities known as service systems. This Collection will capture the latest thinking, experiences and results in the increasingly important area of service science, management and engineering which integrates a variety of disciplines - including areas in engineering, social sciences and management - to focus education, research and practice on an expanding service economy. Service science encompasses the application of scientific, engineering and management disciplines to tasks that one organization performs beneficially for others, generally as part of the service sector of the economy, and the integration of information systems and technology, computer science, operations research, industrial engineering, business

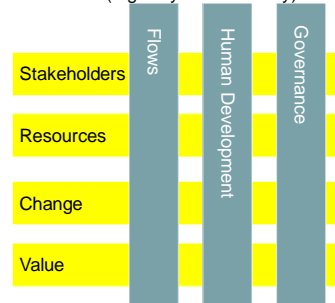
Systems-Disciplines Matrix: Visualizing the Scope of Service Science

Disciplines

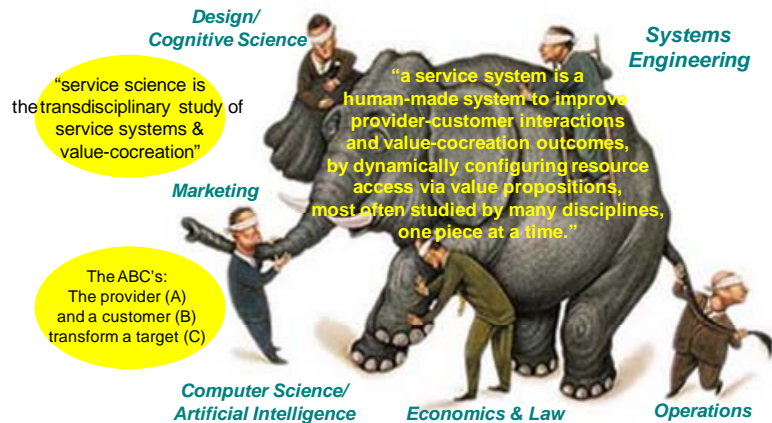
- Stakeholder-focus (e.g. Customer = marketing)
- Resource-focus (e.g. Technology = engineering)
- Change-focus (e.g. Future = design)
- Value-focus (e.g. Innovation = entrepreneurship)

Systems

- Flows (.e.g. Transportation)
- Human Development (e.g. Health)
- Governance (e.g. City-level-security)



What is service science? A service system? The ABC's?



strategy, management sciences, and social and legal sciences, in order to encourage innovation in how organizations create value for customers and shareholders that could not be achieved through such disciplines working in isolation.

Possible topics for this series, but are not limited to the following: *Service marketing, management and engineering*

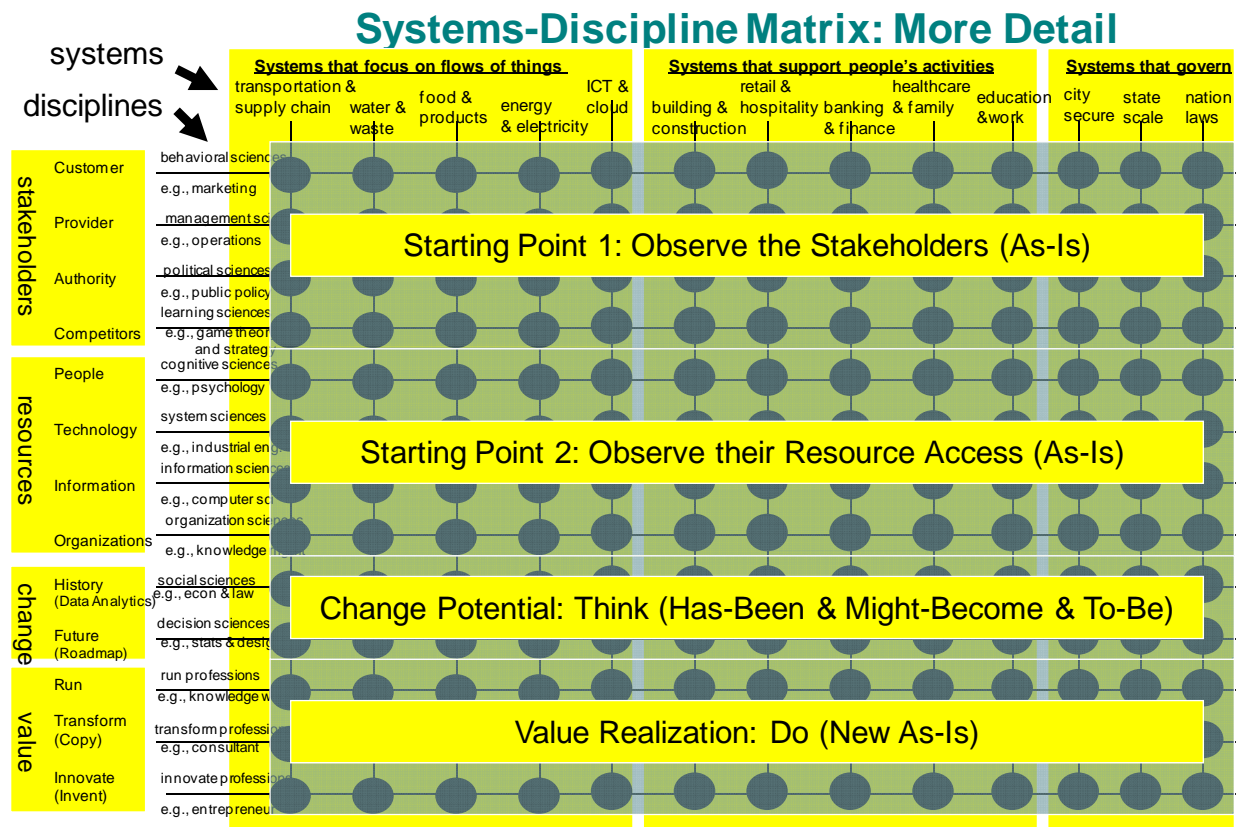
- *Service-Centric Business Models*
 - Service based transformations and orientations
 - Service-centric business models in healthcare, financial services, air travel, hospitality, government
 - Servitization, Service-Dominant Logic, Service Orientation
 - Business services strategy, analysis, design, development and deployment
 - B2B and B2C processes for service system negotiation, operations, and management
 - Service revenue models and utility computing (e.g., transaction fees vs. service fees)
 - Trust and loyalty, and cultural, language, social and legal obstacles in service-centric business models
- *Service Engineering Practices and Case Studies*
 - Case studies of service-computing implementation and management
 - Service-oriented information systems, technology and management
 - Managerial strategies for effective services
 - Technical, operational and environmental issues in service innovation and management
 - Service-oriented ecosystem: people, information, business processes, architecture and infrastructure
 - Information supply chain for service life cycle: service requirements/analysis, design/develop, deploy/execute, operations and evolution
- *Frameworks:*
 - Services in ecosystem settings
 - Balance between people, technology, organizations and shared information
 - Service systems outcomes in terms of value co-creation and value-sharing
 - Services marketing and tests of theory in empirical studies of service systems
 - Service innovation and issues in service system design
 - Service-oriented organizations, business processes, architecture (SOA), infrastructure, industry standards and solution stacks
 - Service level agreement (SLA) negotiation, automation and orchestration
- *The Service Life-Cycle Model*
 - Systems engineering for planning, design, evaluation, construction of man-machine systems
 - Service discovery, modeling, co-development, delivery, deployment/implementation, marketing and maintenance
 - Integration of service blueprints with system architecture
 - Decision models and decision support systems for service systems management and operations
 - Adaptive resource and capacity management of services and service systems
 - Financial evaluation of investments in service systems and performance metrics

Biographies

Dr. James C. Spohrer: Director of IBM University Programs (IBM UP) since 2009, Jim founded IBM's first Service Research group in 2003 at the Almaden Research Center with a focus on STEM (Science Technology Engineering and Math) for Service Sector innovations. He led this group to attain ten times return on investment with four IBM outstanding and eleven

accomplishment awards over seven years. Working with service research pioneers from many academic disciplines, Jim advocates for Service Science, Management, Engineering, and Design (SSMED) as an integrative extended-STEM framework for global competency development, economic growth, and advancement of science. In 2000, Jim became the founding CTO of IBM's first Venture Capital Relations group in Silicon Valley. In the mid 1990's, he lead Apple Computer's Learning Technologies group, where he was awarded DEST (Distinguished Engineer Scientist and Technologist) Jim received a Ph.D. in Computer Science/Artificial Intelligence from Yale University and a B.S. in Physics from MIT.

Haluk Demirkan is Clinical Full Professor of Information Systems and a Research Faculty of the Center for Services Leadership at Arizona State University. His main research interests and expertise are in service science/innovations, business intelligence/analytics, information supply chain management, and sustainable service-oriented IS/IT and cloud computing. He has authored or co-authored almost hundred publications, and he has recently co-edited two research books titled "The Science of Service Systems" and "Implementation of Service Systems." Some of his recent joint industry-academic research projects include industry experts from American Express, Intel, IBM, Teradata and MicroStrategy. In 2011, he is ranked 50th in Top-100 Rankings of World-wide Researchers according to the Association for Information Systems sanctioned rankings. He has more than fifteen years of consulting (strategic, tactical and operational decision making processes) and executive education experiences on how to maximize the return on the companies' resources by effectively implementing process re-engineering, cost management and value co-production. He has a Ph.D. in information systems and operations management from the University of Florida.



For example, in smarter planet, we can have booklets for smart people, business and technology, smart resources (energy, food, infrastructure, retail, etc.), smart vertical industries (retail, banking, healthcare, telecom, transportation, etc.), smart disciplines and many others.