

# **Call for Papers**

## **The International Joint Conference on Service Sciences (IJCSS) 2012**

**Theme: Service Innovation in Emerging Economy:  
Cross-disciplinary and Cross-cultural Perspective**

Hosted by Fudan University of China

Co-sponsored by IBM, Serviceology Advisory and Steering Committee, and Service Science Society

May 24-26, 2012, Shanghai, China

Conference Website: <http://ijcss2012.fdsf.fudan.edu.cn/>; <http://www.IJCSS2012.sh.cn>

### **Conference Objective**

Knowledge based service innovation and growing demand in emerging markets are important propeller of global economy. The service sector has had an annual growth rate of 30% in primary developing economies such as Brazil, China, India, and Russia in recent years. The remarkable growth of the service economy is driven not only by traditional service firms but also by manufacturing sectors. These developments highlight the needs of quality and innovative services for companies to succeed and prosper in the market. Increasing importance of being service-oriented has also proposed a wide range of research agenda in different disciplines. In light of this emerging trend, the 6th ICSS and the 5th ICSSI will be hand in hand again to create a joint conference in Shanghai, China on May 24-26, 2012. The joint program is developed and hosted by the School of Management, Fudan University, with the sponsorship of IBM, Serviceology of China and Service Science Society. This event aims to bring together many scholars, researchers and managers of various areas and industries for intellectual exchanges, research cooperation and professional development. This joint conference features eight different submission tracks inviting presentations of theoretical research findings and case reports. Moreover, this program also offers excellent networking opportunities to participants, with a wonderful taste of local culture.

### **Highlights**

We have outstanding scholars and researchers in the field of service sciences to join the conference as keynote speakers and discussion panelists. In addition, the Best Paper Award, the Best Track Paper Awards, and Best Student Paper Award will be conferred at the conference. In order to qualify for the award, the paper must be presented at the conference.

### **Keynote Speakers and Panelist**

#### **Dr. Robert J. T. Morris**

Vice President, Service Research  
IBM Research

#### **Dr. A. Parasuraman**

James W. McLamore Chair in Marketing  
School of Business Administration  
University of Miami

#### **Dr. Christian Gronroos**

Professor of Service and Relationship Director of CERS  
Service Research Center  
Hanken School of Economics Finland

#### **Dr. Bo Edvardsson**

Professor and Director  
The CTF Service Research Center  
Karlstad University Sweden

**Senior Executive from Huawei**  
TBD

**Senior Executive from Tencent**  
TBD

## **Senior Executive from Alibaba**

TBD

## **Senior government officials**

TBD

### **Paper Submission**

High quality research papers and case studies are invited to be submitted through the conference's website:

<http://www.IJCSS2012.fdsf.fudan.edu.cn;>

<http://www.IJCSS2012.sh.cn>. The submitter may find information regarding the submission guidelines, procedures and required templates on the website. All submissions ought to be original work. Authors of the accepted research papers or case study reports should return a camera-ready final version prior to a designated deadline. In the meanwhile, at least one author must register and attend the event to present their paper or report.

### **Tracks and Topics of Interests**

Areas of interest include, but are not limited to, the following:

#### **1. Service Science**

- Definition and taxonomies of service, service system, service science, or Serviceology
- Relations among service economy, service innovation, service management, information science and other theories
- Service and service system modeling and analysis
- Complex system and complex network modeling and simulation
- Human behavior in service systems
- The dynamics of service system evolution

#### **2. Service Management**

- Customer relationship management
- Service supply chain management
- Human resource management in services
- Service project management
- Service development process management
- Service quality management
- Tools and techniques for IT service management

#### **3. Service Innovation**

- Service design methodology

- Service innovation theory
- Business model innovation
- Business process modeling and design
- Innovation and service industry evolution
- Globalization of service innovation

#### **4. Service Marketing**

- Service marketing management
- Service quality and customer satisfaction
- Service-dominant logic of marketing
- Consumer/customer service experience
- Service communication
- Service pricing
- Service branding

#### **5. E-Services and Service Computing**

- Cloud computing
- Collaborative service management in B2B and B2C e-commerce
- Decision support systems for service management and operations
- Data mining for service intelligence
- Service knowledge management

#### **6. Service Design and Engineering**

- Service development
- Service quality assurance
- Service design methodology
- Service optimization
- Service demand forecasting, pricing, and planning
- User Contribution Systems
- Service requirement collection, specification, analysis

#### **7. Applications and Industry Practice**

- Public Services: Healthcare, education, government, transportation, telecommunication
- Private Services: Small business, distribution, retailing, service for social and cultural events
- Service in manufacturing companies

#### **8. Education and Curricula Development**

- Service science education and curricula design
- Talent requirement in modern service industry
- Methodology and practice of service science curricula design
- Practice of teaching service science courses
- Teaching method and case study for service science courses

### **Publication Opportunities**

The joint conference will publish a conference proceeding. The papers published in the Proceeding will be included in the CPS Computer Society online data store, archived to IEEE Xplore and CSDL digital libraries, and submitted for possible indexing through the INSPEC, EI, and Thomson ISI, indexing services. The proceedings in previous years have been included in EI Compendex, and CPS will make reasonable efforts to ensure similar indexation.

### **Important Dates**

Paper Submission Deadline: Feb. 10, 2012

Notification of Acceptance: March 10, 2012

Camera-ready Copy Due: March 20, 2012

Early Registration Deadline: April 16, 2012

### **Information Contact**

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