

## IESS 2018

### EXPLORING SERVICE SYSTEMS IN THE DIGITAL ERA

#### 9th International Conference on Exploring Service Science

The 9th International Conference on Exploring Service Science, IESS 1.8, will be organized by the Karlsruhe Service Research Institute (KSRI) of the Karlsruhe Institute of Technology (KIT), on September 19-21, 2018 in Karlsruhe, Germany. The conference will bring together academics and service industry practitioners and their worldwide partners in a collegial and stimulating environment. According to its tradition, IESS 1.8 will cover major areas of R&D and education related to service science and service innovation, including new research trends such as big data services, service analytics and smart service systems. Papers are welcome on all Service Science topics with a special focus on the tracks below. Contributions should be grounded in one or several contexts, multi-disciplinary approaches are particularly encouraged.

#### PROGRAM CHAIRS

Lia Patrício, University of Porto, Portugal

Gerhard Satzger, Karlsruhe Institute of Technology, Germany

Mohamed Zaki, University of Cambridge, United Kingdom

#### TRACKS AND TRACK CHAIRS

- **SERVICE DESIGN AND INNOVATION** (Lia Patrício | Niels Feldmann): Service design, value co-creation, product service systems, value networks and service ecosystems
- **SERVICE BUSINESS MODELS** (Tilo Böhmann | Ronny Schüritz): Digital business models, data-driven business models, business model innovation and transformation
- **BIG DATA IN SERVICES** (Mohamed Zaki | Niklas Kühl): Application of machine learning and AI to address service challenges, social media analytics for service business, data-driven methods to manage and measure customer experience, big data technology to improve well-being through transformative service
- **SMART SERVICE PROCESSES** (Leonard Wallezky | Maria Maleshkova): Technologies for smart services, design and development of smart service platforms, application and use case success stories
- **DESIGN SCIENCE RESEARCH IN SERVICES** (Tuure Tuunanen | Stefan Morana): Design science, service system artifacts, design research & evaluation
- **SERVICE TOPICS OPEN EXPLORATION** (Monica Drăgoicea | Henriqueta Nóvoa | Melanie Reuter-Oppermann): General service science topics, domain-specific service topics, sustainability in services, governance of service systems, multi-disciplinary and multi-organizational services

#### PUBLICATIONS

Submissions will be evaluated through a double-blind review process. Contributions submitted in English are limited to 12 pages (maximum) according to the paper formatting rules.

All accepted and presented papers will be published in the Springer Series "Lecture Notes in Business Information Processing", abstracted/indexed in CPCI (ISI) Proceedings, SCOPUS, DBLP, EI, Google Scholar and Springerlink. We will encourage authors of exceptional papers to submit their work to "Journal of Service Management" and to "Service Science". At least one author for each accepted paper must attend the conference and present the work. The online submission system will be available on the conference website [1].

## DOCTORAL CONSORTIUM

The IESS Doctoral Consortium (DC) provides an opportunity for doctoral students to explore and develop their research interests under the guidance of a panel of distinguished researchers. We invite students who feel they would benefit from this kind of feedback on their dissertation work to apply for this unique opportunity to share their work with students in a similar situation as well as with senior researchers in the field. The strongest candidates will be those who have a clear topic and research approach, and have made some progress, but who are not so far along that they can no longer make changes. Submissions will be evaluated through a double-blind review process. Contributions submitted in English are limited to 6 pages (maximum) according to the paper formatting rules. Accepted DC papers will be published with DOI via KIT scientific publishing.

## DC CHAIRS

Daniel Beverungen, University of Paderborn, Germany  
Bo Edvardsson, Karlstad University, Sweden  
Werner H. Kunz, University of Massachusetts, Boston, U.S.A.  
Paul Maglio, University of California, Merced, U.S.A.  
Lia Patrício, University of Porto, Portugal  
Gerhard Satzger, Karlsruhe Institute of Technology, Germany  
Mohamed Zaki, University of Cambridge, United Kingdom  
*Additional faculty will join the DC sessions*

## IMPORTANT DATES

<b>FULL PAPER SUBMISSION</b>	<b>March 11, 2018</b>
<b>DC PAPER SUBMISSION</b>	<b>April 30, 2018</b>
<b>NOTIFICATION OF ACCEPTANCE</b>	<b>May 30, 2018</b>
<b>FINAL PAPER SUBMISSION</b>	<b>June 30, 2018</b>
<b>DC</b>	<b>September 19, 2018</b>
<b>CONFERENCE</b>	<b>September 20 – 21, 2018</b>

We look forward to your submissions as well as welcoming you in Karlsruhe.  
If there are any questions left, don't hesitate to contact us any time **[2]**!

[1] <http://iess2018.ksri.kit.edu>  
[2] [iess2018@ksri.kit.edu](mailto:iess2018@ksri.kit.edu)

