Track 20: Service Innovation, Engineering, and Management

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Description

An increasing number of activities of public and private organizations are engineered and managed as services, often creating innovations for economic growth and social welfare. This development is mirrored in the domain of information systems (IS), and becomes evident in the use of services as the organizing logic for providing IS, in the use of services as an architectural paradigm (SOA), and in the design of Cloud/Internet-based services for information, processes, applications, and IT-infrastructures. Moreover, the increasing amalgamation of information and communication technology (ICT) enabled corporate and consumer services offer substantial opportunities for service innovation. Examples for augmenting the physical world with services include Near Frequency Communication (NFC) enabled frequent flyer cards at Air New Zealand that facilitate check-in and identity verification, mobile ticketing for public transportation services, apps for music festival participants to interact, or tablet-based services for ordering food and drinks at a casino or restaurant. Often, the focal points are the infusion of ICT into services and transferring service-dominant logic thinking into ICT development and use.

The IS discipline needs to advance research on phenomena related to IS as a service and IS-based services. Researchers and practitioners alike suffer from a lack of theoretically grounded knowledge for engineering and managing services, and for leveraging IS for service innovation. At the same time, the advent and success of the service paradigm challenges previously established concepts in the IS discipline, such as the separation between corporate IS and consumer IS, or internal IS and external services. Service-focused research in IS thus needs to create and refine concepts, models, methods, and systems to reflect these developments.
Topics of Interest

Possible topics include, but are not limited to:

- IT service management and service capability management
- IS for service business model and service ecosystem innovation
- Service lifecycle management and service portfolio management
- Service design and development
- Service modeling and service ontologies
- Service architecture and modularity
- Service quality management and service excellence
- Service analytics, measurement and improvement
- Big data-driven services
- User-generated services, consumer information, and social media services
- Cloud and mobile services
- Self-service technologies
- Contributions to interdisciplinary service science research
- Product-service systems, service systems
- Value co-creation, resource integration for services
- E-Service theory

We invite submissions on all the mentioned topics, which can be of a relevant innovative theory development nature, any kind of empirical or design science research, or insightful case studies with theory, research and practice implications.

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