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in Business Information Processing 377

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Henriqueta Nóvoa · Monica Drăgoicea ·
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Exploring
Service Science

10th International Conference, IESS 2020
Porto, Portugal, February 5–7, 2020
Proceedings

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Preface

Service Science has been the object of a remarkable development since initial calls for action at its own creation, more than ten years ago. Since then, the Service Science field has started to take shape by building a significant body of research, gathering researchers with different backgrounds in the pursuit of a better definition of its main constructs, as well as understanding the research boundaries of this new discipline.

The International Conference on Exploring Service Science (IESS), celebrating its 10th edition, has been clearly one of the primordial efforts to foster this new research community, gathering academics from all over the world in a stimulating environment.

In this volume of "Exploring Service Science," we have collected the peer-reviewed papers of IESS 2.0, organized and held at the Faculty of Engineering of the University of Porto (FEUP), during February 5–7, 2020. The book includes papers that extend the view on different concepts related to the development of the Service Science domain of study, applying them to frameworks, advanced technologies, and tools for the design of new, digitally-enabled service systems.

Twenty-eight full papers were selected in a blind review process, from authors of fourteen different nationalities. All submissions were reviewed by at least two members of the International Program Committee, composed of Service Science experts from over 20 countries.

This book is structured in six parts, based on the six main conference themes, covering a broad range of relevant challenges for Service Science: Customer Experience, Data Analytics in Service, Emerging Service Technologies, Service Design and Innovation, Service Ecosystems and Service Management.

The Customer Experience theme encompasses articles that review the literature on the topic and highlight the customer role and perceptions regarding their interactions with service providers. The Data Analytics in Service theme presents a set of articles focused on predicting service-related outcomes, load and service level planning, and a recommendation engine for service personalization. The Emerging Service Technologies theme brings together articles focused on a diverse and rich set of innovative technologies applied in a service setting. These technologies include blockchain, artificial intelligence, service robots, and innovative technology-enabled services, such as smart services and fintechs. The Service Design and Innovation theme explores how to overcome the resistance to innovation adoption, presenting a new service design method and studing the connection between service design and design thinking, and the application of service design to business process reengineering and the printing industry. The Service Management theme adopts an organizational perspective, with an emphasis on the characteristics of management and service organizations, and modeling service processes. Finally, the Service Ecosystem theme discusses societal and macro-level challenges, such as public safety, societal progression, country-wide benchmarking, and service ecosystem simulation. It also includes an article that

reviews the ten years of the IESS conference and sets a research agenda for the Service Science field.

This publication is the result of teamwork where many people have contributed. The review process actively involved all International Program Committee members to ensure theoretical and methodological rigor. We owe to the entire Program Committee a deep thank you for being exigent and scrupulous with demanding deadlines. The entire review process, as well as the compilation of the proceedings, was supported through the Easychair platform, and it is never too much to say how indebted we are to the IS/IT developers of Easychair, who have facilitated the life of countless researchers in the world.

We would also like to extend our thanks to the IESS Steering Committee for their support and the opportunity to host this conference once more in Porto. A good conference must have inspiring keynote speakers: we are grateful to Jim Spohrer and Tuure Tuunanen, for immediately accepting our invitation and for contributing undoubtedly to the success of this event. Finally, the conference could not have been held without the continuous commitment and enthusiasm of the local organizing team at FEUP – Jorge Teixeira, Marta Ferreira, and Vera Miguéis. Thank you all!

We hope you have enjoyed the conference and we wish you a pleasant and fruitful reading of the IESS 2.0 proceedings.

November 2019   Henriqueta Nóvoa
                                                        Monica Drăgoicea
                                                          Niklas Kühl

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