Lecture Notes
in Business Information Processing 82

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Exploring
Services Science

Second International Conference, IESS 2011
Geneva, Switzerland, February 16-18, 2011
Revised Selected Papers

Springer

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Preface

Services represent the fastest growing sector of the economy in industrialized nations. Services science, introduced by IBM in 2002, arises from the rapid development of services across the industrial world and the need to analyze and study the organization, deployment, maintenance and operation of services, where particular attention is given to the IT-based and IT-supported types. Services science represents a transdisciplinary approach to the systematic innovation in services systems, integrating management, social, legal and engineering facets of services. It aims to address the theoretical and practical aspects of the challenging services industry and its economy.

The second edition of the International Conference on Exploring Services Science – IESS1.1 – was held at the University of Geneva, Switzerland, during February 16–18, 2011. Built on the previous edition and the growing momentum in this emerging and exciting discipline, IESS further strengthened its position as an academic conference focusing on the exploratory aspects surrounding services science. Acknowledging the relative recency of this area and its essential transdisciplinary setting, the goal of IESS 2011 was to offer academics, researchers and practitioners of all disciplines this exploratory outlet to communicate and share their results. To achieve the best possible mix of disciplines and approaches, the call for papers kept its structure based on research topics and contexts of contribution. The research topics were structured around the service development lifecycle including: service innovation, service exploration, service design, service engineering, and service sustainability. The contexts of service contribution reflected the transdisciplinary atmosphere of services science and the particular role of information technology (IT) within them and included: application sectors (e.g., public administration, legal, food, entertainment, finance, healthcare, etc.), IT (e.g., mobile, SOA, social networking, etc.), foundations (e.g., evolution, methods, economics, ontologies, etc.), and governance and management (e.g., HR, marketing, strategy, innovation, etc.).

The 19 papers included in this volume were carefully selected by the international Program Committee out of 47 submissions. Seventeen full papers and two short papers were presented during the conference. Given the novelty of the domain of services science we would like to acknowledge and thank all the authors for their contributions and their trust and the Program Committee members for their valuable and professional work in reviewing the submissions and crafting the program of this second IESS conference.

The conference featured the keynote presentation of Ahmed Seffah from Concordia University, Canada, on "The Human/HCI Side of Services Science, Engineering and Management: On the Challenges Towards a User Quality Model of Services." After the conference, a half-day Societal Forum was held and addressed issues in the areas of field intelligence for services innovation.

We would like to thank all the participants, the invited speaker and the organizers for their valuable contributions. In particular the Conference Chairs: Eric Dubois (Centre Henri Tudor, Luxembourg), Dimitri Konstantas and Michel Léonard (University of Geneva, Switzerland); the Organizing Committee: Giovanna Di Marzo Serugendo, Jean-Henry Morin, Wanda Opprecht, Jolita Ralyté, and Mehdi Snene (University of Geneva), and all the volunteers: Marie France Culebras, Aziz Khadraoui, Laurent Moccozet, Jean Marc Seigneur, Xavier Titi, Alfredo Villalba Castro, Katarzyna Wac, Carlos Ballester Lafuente, Akla-Esso Tchao (University of Geneva).

We wish you a pleasant reading and a fruitful use of these research results in your research and applications.

April 2011   Mehdi Snene
                                                             Jolita Ralyté
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