
Serviceology for Services

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Editors

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Selected papers of the 1st International
Conference of Serviceology

Editors

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Preface

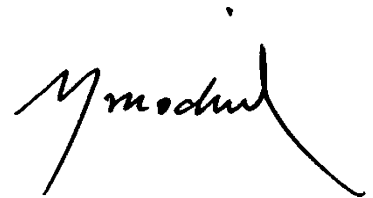
Services are not merely key economic activities, but also major factors that improve our quality of life, make local communities prosperous, and then provide a foundation for solving emerging issues. In an increasingly globalized market, it is necessary to increase the economic value of products and services, as well as to enrich their value (life value) for every individual citizen using those services. In addition, in order to bring solutions to emerging social issues, such as an aging society and social security, and to global challenges, such as energy and environmental issues, it is necessary to design a system that facilitates co-creative consensus-building efforts among the stakeholders in the services sector.

Traditionally, service-related research has developed in individual fields such as management, marketing, information engineering, and design engineering. However, to provide better services to our society, it is critical that social sciences, human sciences, and engineering sciences work together as well as establish a strong partnership between industry and academia. There, we need to create an academic understanding of the activities that relate to social and economic services, which means it is necessary to establish an understanding of the comprehensive services that include not only the narrowly defined services industry, but also the development of services by manufacturers. Moreover, it is necessary to develop a framework to co-create high customer satisfaction in alliance with customers.

The Society for Serviceology (SfS) was launched in Japan in October 2012 and is expected to be developed globally. SfS aims to contribute to efforts concerning various industrial issues by organizing the vast knowledge of services and to establish “academics for society” relating to services.

The First International Conference on Serviceology (ICServ2013) was held October 16–18, 2013, in Tokyo. It covered (1) fundamental research in serviceology, such as mechanism design for services, service innovation and design, service management and marketing, service theory, service economy and productivity, and product service system (PSS), (2) technological research into services such as data assimilation and human modeling, enhancing service analysis, and testing with VR/AR/MR. Some concrete applications and business implications related to tourism and hospitality, healthcare services, public and urban services, regional development, and policymaking were also discussed.

The conference was sponsored by the National Institute of Advanced Industrial Science and Technology. We would like to thank the members of the organizing committee, the program committee, and all conference participants for their contribution to the success of the conference.



Masaaki Mochimaru
General Chair, ICServ2013

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