Serviceology for Smart Service System

Yuriko Sawatani • James Spohrer
Stephen Kwan • Takeshi Takenaka
Editors

Serviceology for Smart Service System

Selected papers of the 3rd International Conference of Serviceology

Springer

Editors
Yuriko Sawatani
Graduate School of Bionics, Computer and
  Media Sciences
Tokyo University of Technology
Tokyo, Japan

James Spohrer
IBM University Programs World-Wide
IBM Almaden Research Center
San Jose, USA

Stephen Kwan
College of Business
San Jose State University
San Jose, USA

Takeshi Takenaka
National Institute of Advanced Industrial
  Science and Technology
Tokyo, Japan

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, advanced technologies, including big data, IoT, AI, and others, bring us possibilities to design smart service systems by solving emerging social issues, such as an aging society and social security, and global challenges, such as energy and environmental issues.

Traditionally, service-related research has developed in individual fields typified by 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 that 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 has been 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 Third International Conference on Serviceology (ICServ2015) was held July 7–9, 2015, in San Jose, CA, USA. The theme of this conference was "Engineering and Management of Smart Service Systems — Cultural Factors in Customer Engagement". It covered service innovation and design, smart service systems, service marketing, human factors and service engineering, and theoretical perspectives on service and social problems in services. The conference was sponsored by Fujitsu, IBM, and The International Society of Service Innovation Professionals (ISSIP). 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.

Tokyo, Japan   Yuriko Sawatani
                                                                 Takeshi Takenaka
San Jose, CA, USA   James Spohrer
                                                                  Stephen Kwan

Contents