

## Post-industrial Design, Service Science and Sustainability Development Goals

According to Bell (1974), the Post-Industrial Society is dominated by the service sectors, professional and technical occupations. It is marked by the centrality of human relationships and ‘intellectual technology’, based on information and information and computing technology (ICT), which ‘rises alongside of machine technology’. The Fourth Industrial Revolution is building on top of digital technologies being characterised as ‘a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres’ (Schwab, 2016). The first attempt to explain complexity of post-industrial economy came from Buchanan (2001) that introduced the ‘four orders of design’ model where design is about ‘the human power of conceiving, planning, and making products that serve human beings in the accomplishment of their individual and collective purposes’. While the “product” is the formal outcome of the design process, it typically connotes a physical object; it is understood as the outcome of an industrial design process. Buchanan argues that this limited meaning is being increasingly challenged as four orders of design have emerged. The first and second orders emerged in the first half of the twentieth century: while graphic design deals with the nature, shape, and meaning of symbols and consists of four distinct but related activities: typography, illustration, photography, and print, industrial design is concerned with tangible, physical artifacts therefore with things. Third and fourth orders focus on designing experiences rather than physical objects. While starting out as a response to the need to design, IT systems for and with the users, over time, it increasingly paid specific attention to the user experience. Finally, environmental design is concerned with ‘the idea or thought that organizes a system or environment’ therefore, in the fourth order, the focus is on human systems, the integration of information, physical artifacts, and interactions in environments of living, working, playing, and learning.

Accordingly, we welcome papers aimed at analysing and exploring how digital technologies are shaping the paradigms of production and business models taking into account the needs of consumers as well of the social and environmental ecosystems. Contribution can focus either on technological, social and economic issues always considering them from the different perspectives of Sustainability Development Goals.

### ***Track main topics***

Full research papers, research-in-progress papers and case reports are invited to provide contributions beyond the state of the art on the following topics (not limited to):

- immersive technologies for design and production
- artificial intelligence for smart design
- technology ventures and innovative production
- artificial intelligence and co-creation
- big data and production processes
- technology enhanced learning
- fintech and insurtech
- policy making and foresight
- sustainable goals in the digital era

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- leadership and ICT revolution
- economic intelligence and digitalization
- resilience and reshaped business models

Best papers will be proposed for a fast-track publication on a special issue of Sustainability (MDPI), Journal of Theoretical and Applied Electronic Commerce Research (MDPI) or Journal Management & Marketing (De Gruyter).

**Track Co-Chairs**

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## Bios of track Co-Chairs

**Fabrizio D'Ascenzo** is Full Professor of Production Cycle Technology and Business Information Systems at the Faculty of Economics of the Sapienza University of Rome. He is Dean of the Faculty of Economics, Director of the "ImpreSapiens" Research and Services Centre at the Sapienza University and Delegate of the Rector of the Sapienza University for relations with companies. He is President of the Master's degree Course in Economics and Communication for Management and Innovation of the Faculty of Economics and Director of the Sapienza Master's Course in "Europrogettazione e Professioni Europee". He is the Italian head of the Master's degree course in "Economy of Enterprises and International Integration" (EE2i)", conducted in collaboration with the University of Economics (UNECON) in St. Petersburg, Russia. He is responsible for the Sapienza agreements with the University of California - Berkeley and the MGIMO University of Moscow. He is author and co-author of over two hundred books and articles published in Italy and abroad.

**Francesco Bellini** is Professor of Digital Transformation and Data Management at the Faculty of Economics of the Sapienza University of Rome. He trained as economist (Degree in Economics, MSc in Economics and Management of Technological Change, PhD in Innovation Management) and gained more than 25 years of experience in consultancy as well as research and innovation projects at national and EU level, working at the crossroad between innovation, entrepreneurship and finance. He was consultant for a number of public and private organizations on the themes of digital transformation, innovation management, compliance and sustainability and visiting professor in international universities. He worked in more than 30 EC R&I projects coordinating 4 of international research consortia. He published more than 100 articles and books.

**Alina Mihaela Dima** is a full Professor at the Bucharest University of Economic Studies, Faculty of Business Administration in foreign languages and Vice-Rector with Research, Development, and Innovation since March 2020. In the period 2011-2020, she was the Director of the Department for Business Administration in foreign languages (UNESCO Chair) at the Bucharest University of Economic Studies. Her main research fields of interest are: International Business, Competition Policy, European Integration, Higher Education. She is one of the founding members and the President of the Association 'Society for Business Excellence', Chief-Editor of the international journal 'Management & Marketing. Challenges for the Knowledge Society' indexed in more than 20 international databases (Emerging Sources Citation Index (WoS-ESCI), Scopus, Cabell's, Index Copernicus, CEEOL, EBSCO, RePEc, DOAJ, Ulrich and ProQuest) and published by De Gruyter German Publishing House (Sciendo) and President of the 'International Conference on Business Excellence' (indexed in Thomson Reuters ISI Web of Science (WOS) Conference Proceedings Citation Index). She is also the Conference Manager of the 'International Conference on Economics and Social Sciences' (ICESSE), organized by the Bucharest University of Economic Studies. She has presented various papers at international academic and she has published more than 100 articles, books, and papers in prestigious national and international

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journals. She is the editor of various books published at national and international prestigious publishing houses (Springer, IGI, etc) and coordinator of some research projects.

**Iana Dulaskaia** is a Senior Researcher at EUROKLEIS. She holds a degree in Service Science cum laude. She completed her PhD in Management, Banking and Commodity Science at Sapienza University of Rome. She has extensive experience in socio-economic impact evaluation and maximization as well as business modeling and technology transfer. She actively participated in developing European research projects such as HERMES H2020 FET-PROACTIVE, GA n. 824164; Hyper360 H2020-ICT-2016, GA.n 761934; I3 H2020-ICT-2015, GA n. 688541.

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