IESS 1.7

International Conference on Exploring Service Science

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SERVICE ECOSYSTEMS IN THE DIGITAL MESH

Rome, 24 - 26 May 2017

Sapienza - Università di Roma - Dipartimento di Management
Via del Castro Laurenziano, 9 - 00161 Roma
Palazzina Presidenza - Sala delle Lauree - 2nd Floor

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SERVICE ECOSYSTEMS IN THE DIGITAL MESH
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Wednesday, May 24

13:00 - 14:00 **Registration**
14:00 - 14:30 **Open session**

14:30 - 15:30 **SESSION 1 - Chair: Peter Hottum**

Rafi Zagorie, Shai Rozenes and Yuval Cohen
Customer Satisfaction from Inner-city Services: a case study

Marco Savastano, Francesco Bellini, Fabrizio D'Ascenzo and Eusebio Scornavacca
FabLabs as Platforms for Digital Fabrication Services: a Literature Analysis

Stefan Seebacher and Ronny Schüritz
Blockchain Technology as an Enabler of Service Systems: A Structured Literature Review

15:30 - 16:00 *Coffee break*

16:00 - 17:00 **SESSION 2 - Chair: Eusebio Scornavacca**

Fujan Nuryan Dehkordi, Rüdiger Breitschwerdt and Michael Fellmann
IT-Support in Workplace Health Promotion: Mobile Apps on the Rise

João C. G. Reis, Marlene P. C. Amorim and Nuno F. R. Melão
New ways to deal with Omni-channel services: Opening the door to synergies, or problems in the horizon?

Maddalena Sorrentino, Nabil Georges Badr and Marco De Marco
Healthcare and the Co-creation of Value: Qualifying the service roles of informal caregivers

17:00 - 18:00 **SESSION 3 - Chair: Henriqueta Nóvoa**

Paulo Morais, Vera Migueis and Ana Camanho
Exploring the Relationship Between Corruption and Health Care Services, Education Services and Standard of Living

Giovanna Morelli and Francesca Spagnoli
Creative Industries and Big Data: a Business Model for Service Innovation

Bertrand Verlaine
A Conceptual Modelling of the Key Components and Relations of Service Systems

18:30 *Welcome Cocktail* **Libreria Kappa Bistrot** - *Viale Ippocrate, 113*

Thursday, May 25

09:00 - 10:00   SESSION 4 - Chair: Gerhard Satzger

Jürg Meierhofer and Kevin Meier
From Data Science to Value Creation

Fabian Hunke, Ronny Schüritz and Niklas Kühl
Towards a unified approach to identify business model patterns: A case of e-mobility services

Björn Schmitz, Gerhard Satzger and Ralf Gitzel
More observations, more variables or more quality? - Data acquisition strategies to enhance uncertainty analytics for industrial service contracting

10:00 - 11:00   SESSION 5 - Chair: João Falcão e Cunha

Melanie Reuter-Oppermann, Daniel Rockemann and Jost Steinhäuser
A GIS-based Decision Support System for Locating Primary Care Facilities

Patrick Kummler
Towards Requirements Analytics: A Research Agenda to Evaluate and Model the Quality of Unstructured Requirements Specifications

Diogo Silva and Vera Migueis
Combining data analytics with layout improvement heuristics to improve libraries' service quality

11:00 - 11:30   *Coffee break*

11:30 - 12:30   *Paul P. Maglio*
             KEY NOTE - *On Value Creation in the Age of Autonomous Service Systems*

Service systems are arrangements of people, information, technologies, and organizations that operate together to create value for multiple stakeholders. By this definition, service systems are necessarily human-centered, as the people in the systems make decisions, take action, and assess value. Yet as technologies get smarter, incorporating more human-like capabilities for action and decision-making by accumulating and analyzing ever more data and information, technologies can often make decisions, take action, and assess value in place of people, creating autonomous service systems that can operate largely without human intervention. Train systems may be autonomous, building control systems may be autonomous, financial investment systems may be autonomous, and

automobile transportation systems may be autonomous, among many others. Does such autonomy decrease the need for people or make the systems any less human-centered? In this talk, I will discuss the relation between autonomous service systems and human-centered service systems through examples from multiple industries, arguing that although autonomous technologies may change roles and relationships among system elements, the people will always be key to value creation.

Paul P. Maglio is a Professor of Management and Cognitive Science at the University of California, Merced, and Associate Dean for Academic Personnel in the School of Engineering at the University of California, Merced. He holds a bachelor's degree in computer science and engineering from MIT and an M.S. and a Ph.D. in cognitive science from the University of California at San Diego. One of the founders of the field of service science, Dr Maglio is Editor-in-Chief of Service Science (INFORMS) and lead editor of the Handbook of Service Science (Springer). Dr Maglio has published more than 100 scientific papers in computer science, cognitive science, and service science.

12:30 - 14:00   *Light lunch*

14:00 - 15:00   PANEL - *Services in the digital transformation era*
Moderators: Pietro Della Peruta (CTO IBM), Daniela Scaramuccia (Head of HCLS IBM)

Antonio Greco *(Direttore Unità Complessa di Geriatria presso Ospedale Casa Sollievo della Sofferenza)*

Paolo Guidelli *(Coordinatore Generale Innovazione Tecnologica presso INAIL)*

Enrico Santarelli *(Head of Customer Strategy and Business Development - Poste Italiane)*

15:00 - 16:00   SPECIAL SESSION - Chair: Shai Rozenes
                 Value Co-Creation and Strategic Alliances in the Service Industry

Maurizio Cavallari, Francesco Tornieri and Marco De Marco
Organizational Impact on Software Development of e-Services techniques

Theodor Borangiu, Andrei Silisteanu, Silviu Raileanu and Iulia Voinescu
Service Orientation of Environment Control Processes

Francesca Costanza
Social Media Marketing and Value Co-Creation: a Dynamic Performance Management Perspective

16:00 - 16:30   *Coffee break*

THURSDAY, MAY 25

16:30 - 17:30   SESSION 6 - Chair: Marco De Marco

José Faria and Henriqueta Novoa
Digital Transformation at the University Of Porto

Carmen Paunescu
Does Community Service Make any Difference in University Rankings?

Alina Mihaela Dima, Simona Vasilache and Shahrazad Hadad
Multivariate Analysis of EU Convergence in Higher Education Services

17:30 - 18:30   SESSION 7 - Chair: Maurizio Cavallari

Jesus Alcoba, Susan Mostajo, Rowell Paras and Romano Angelico Ebron
Beyond Quality of Service: Exploring What Tourists Really Value

Gorica Tapandjieva, Giorgio Anastopoulos, Georgios Piskas and Alain Wegmann
A Return on Experience of Describing a Service-oriented Organization in a Service Cartography

Elisabeta Molnar and Remus Moraru
Content Analysis of Customer Reviews to Identify Sources of Value Creation in the Hotel Environment

20:30   *Social Dinner*
              La Limonaia Restaurant - *Via Lazzaro Spallanzani, 1/A*

THURSDAY, MAY 25

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Friday, May 26

09:00 - 10:00   SESSION 8 - Chair: Michel Paul Leonard

Ahmed Seid Yesuf, Lars Wolos and Kai Rannenberg
Fraud Risk Modelling: Requirements Elicitation in the Case of Telecom Services

Maria Menshikova, Illa Sabbatelli, Alberto Romolini and Marco De Marco
The Role of digital tools and platforms for training programs developed by the organizations of the Banking Sector

Giuseppe Perna, Luisa Varriale and Maria Ferrara
Mega sporting events and technology: the role of social networks in co-creating value for the Olympic Games

10:00 - 11:00   SESSION 9 - Chair: Stefano Za

Costin Gabriel Chiru, Mariana Ionela Mocanu, Monica Dragoicea and Anca Daniela Ionita
Digital Services Development Using Statistics Tools to Emphasize Pollution Phenomena

Monica Dragoicea, Saber Salehpour, Henriqueta Novoa and Virginia Ecaterina Oltean
Towards a Proposal for the Sustainability Through Institutions in Public Transport Services in Times of Emergency

Gheorghe Militaru, Dana-Corina Deselnicu and Alexandra Ioanid
Examining the Impact of Social Networking Sites on Performance of Service Firms: Evidence from Romania

11:00 - 11:30   *Coffee break*

11:30 - 12:30   SESSION 10 - Chair: Francesco Bellini

Emmanuel Fragnière, Valentine Gaillet, Benjamin Nanchen and Randolf Ramseyer
Towards an Ontology Based on an Ethological Approach to Regulating the Perception of Time Spent in Cable Cars Queues: an Empirical Study Conducted in the Valais Alps

Stefano Za and Alessio Maria Braccini
Tracing the roots of the organizational benefits of IT services

Sabrina Bonomi, Francesca Ricciardi and Cecilia Rossignoli
Service ecosystems for the common good: a case in the IT consulting industry

12:30 - 13:00   Closing Session

VENUE Sapienza - Università di Roma - Dipartimento di Management
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Viale Ippocrate, 113

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