Conference Committees

General Chair
Michel Léonard University of Geneva - Switzerland

Steering Committee
Mehdi Snene University of Geneva - Switzerland
Gerhard Satzger Karlsruhe Service Research Institute - Germany
Monica Drăgoicea University Politehnica of Bucharest - Romania
Theodor Borangiu University Politehnica of Bucharest - Romania
Michel Léonard University of Geneva - Switzerland
Henriqueta Nóvoa University of Porto - Portugal
João Falcão e Cunha University of Porto - Portugal
Eric Dubois Luxembourg Institute of Science and Technology - LIST
Marco De Marco Uninettuno University - Italy
Fabrizio D’Ascenzo Sapienza, University of Rome - Italy

Conference Chairs
Mauro Gatti Sapienza, University of Rome - Italy
Fabrizio D’Ascenzo Sapienza, University of Rome - Italy

Program Chairs
Monica Drăgoicea University Politehnica of Bucharest - Romania
Stefano Za eCampus University, Novedrate (CO) - Italy

Publication manager
Maurizio Cavallari Cattolica University - Italy

International Program Committee
Sabrina Bonomi eCampus University - Italy
António Brito University of Porto - Portugal
Bettina Campedelli University of Verona - Italy
Jorge Cardoso University of Coimbra - Portugal
Maria Valeria de Castro Universidade Rey Juan Carlos - Spain
Sergio Cavalieri University of Bergamo - Italy
Valentin Cristea University Politehnica of Bucharest - Romania
Monica Drăgoicea University Politehnica of Bucharest - Romania
José Faria University of Porto - Portugal
Teresa Fernandes University of Porto - Portugal
Antoine Harfouche University Paris Ouest Nanterre La Défense - France
Isabel Horta University of Porto - Portugal
Peter Hottum Karlsruhe Institute of Technology - Germany
Manuele Kirsch-Pinheiro Université Paris 1 Panthéon Sorbonne - France
Natalia Kryvinska University of Vienna - Austria
Weiping Li Peking University - China
Paul Lillrank Aalto University - Finland
Paul Maglio UC Merced - USA
Marco de Marco Università Cattolica del Sacro Cuore - Italy
Vera Miguéis University of Porto - Portugal
Jean-Henry Morin University of Geneva - Switzerland
Henriqueta Nóvoa University of Porto - Portugal
Lia Patrício University of Porto - Portugal
Tomáš Pitner Masaryk University - Czech Republic
Geert Poels Ghent University - Belgium
Anca Purcărea University Politehnica of Bucharest - Romania
Jolita Ralyte University of Geneva - Switzerland
Shai Rozenes Afeka Tel Aviv Academic College of Engineering - Israel
Ana Šaša Bastinos University of Ljubljana - Slovenia
Gerhard Satzger Karlsruhe Service Research Institute - Germany
Miguel Mira da Silva Technical University of Lisbon - Portugal
Mehdi Snene University of Geneva - Switzerland
Maddalena Sorrentino Università degli Studi di Milano, Italy
Zhongjie Wang Harbin Institute of Technology - China
Adi Wolfson Sami Shamoon College of Engineering - Israel
Soe-Tsyr Yuan National Chengchi University - Taiwan
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**
16:30 - 17:30  SESSION 6 - Chair: Marco De Marco

José Faria and Henrique 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
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 Pern, 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, Henriqueita 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
Via del Castro Laurenziano, 9

WELCOME COFFEE  Libreria Kappa Bistrot
Viale Ippocrate, 113

SOCIAL DINNER  La Limonaia
Via Lazzaro Spallanzani, 1/A