



FOURTH AUSTRALASIAN SYMPOSIUM ON SERVICE RESEARCH & INNOVATION

INSPIRE Centre (Building 25), University of Canberra

November 24-25, 2014

“Conference Theme – Service Innovation in the Digital Age”

CALL FOR PAPERS

The effective study, design and implementation of service systems has been recognised as a key driver of future prosperity in both the developed and developing world. This recognition has been a driver and platform for research over the past decade that has sought to build a multi-disciplinary foundation for a science of services. The Fourth Australasian Symposium on Service Research and Innovation (ASSRI'14) provides an important forum for advancing this agenda in the Australasian region—analyzing and assessing the progress towards this goal, and providing a forum for discussing emerging directions in service research.

ASSRI'14 will bring together a multi-disciplinary group of researchers and practitioners who are engaged in the field of services, broadly defined. The symposium will feature keynote addresses and invited presentations by prominent thought leaders in the field, and there will be concurrent sessions focused on the latest research supporting the different academic perspectives on services. Researchers and practitioners are invited to join us in Canberra this November, and where appropriate, to submit papers and proposals for workshops, tutorials and panel sessions that reflect the breadth and quality of work being undertaken in the field of services. Contributions related to the conference theme will be particularly welcome.

The Symposium is sponsored by the Service Science Society of Australia. As a national body representing the services research community of Australasia, the Society seeks to promote the understanding and use of service science in government, industry and academia. The Australasian Symposium on Service Research and Innovation series also serves as its annual meeting of the Society.

ORGANISING COMMITTEE

Conference General Chair

- Prof. Byron Keating, University of Canberra - byron.keating@canberra.edu.au

Program Co-Chairs

- Prof. Boualem Benatallah, University of NSW – boualem@cse.unsw.edu.au
- Prof. Dimitrios Georgakopoulos, RMIT - dimitrios.georgakopoulos@rmit.edu.au
- Dr. Amit Chopra, Lancaster University – a.chopra1@lancaster.ac.uk

Publicity Chair

- Dr Raechel Johns, University of Canberra – raechel.johns@canberra.edu.au

TRACK CHAIRS

Service computing: Prof. Fethi Rabhi, University of NSW – f.rabhi@unsw.edu.au

- *Smart services*
- *Cloud computing*
- *Human computation*
- *Web services*
- *Service-oriented software engineering*
- *Service analytics*
- *Service intelligence*
- *Service science*

Service management: Prof. Alison Dean, University of Newcastle – alison.dean@newcastle.edu.au

- *Service operations*
- *E-Services*
- *Service productivity*
- *Service innovation*
- *Service engineering*
- *HRM in Services*
- *Service economics*
- *Service policy*
- *Service exports*
- *Service ecosystems*

Services marketing: Prof. Felix Mavondo, Monash University – felix.mavondo@monash.edu

- *Service consumption*
- *Service markets*
- *Customer relationship management*
- *Sector studies (e.g., health, tourism, etc.)*
- *Service design*
- *Service personnel*
- *Transformative services*
- *Co-created value (Service logics)*

General service track: Prof. Ali Quazi, University of Canberra – ali.quazi@canberra.edu.au

- *Other topics in service research*

Program Committee (incomplete)

- *Abu Saleh, University of Canberra*
- *Aditya Ghose, University of Wollongong*
- *Alberta Zomaya, University of Sydney*
- *Athman Bouguettaya, RMIT*
- *Babis Theodoulidis, University of Manchester*
- *Benjamin Ellway, Mahidol University*
- *Bill Hefley, University of Pittsburgh*
- *Boualem Benatallah, UNSW*
- *Charlie Bess, HP*
- *David Solnet, University of Queensland*
- *Don Allen, CISCO Systems, USA*
- *Dragan Gasevic, Athabasca University*
- *Jay Kandampully, Ohio State University*
- *Marjan Aslanzadeh, University of Canberra*
- *Matti Rossi, Aalto University*
- *Nirmit Desai, IBM Research India*
- *Ralph Badinelli, Virginia Tech*
- *Renu Agarwal, UTS Sydney*
- *Ryszard Kowalczyk, Swinburne University*
- *Schahram Dustdar, TU Wien*
- *Simon Poon, University of Sydney*
- *Surya Nepal, CSIRO*

SUBMISSION TYPES

We seek to engage the Australasian service science academic community by encouraging the following submissions:

- Full Research Papers (max. 10 pages)
- Extended Abstracts (max. 2 pages)
- Practitioner Reports (max. 5 pages)
- Workshop, Tutorial and Panel Proposals

Full Papers & Extended Abstracts

Submissions may take the form of theoretical essays, formal analyses, technical discussions, and/or papers reporting on quantitative or qualitative empirical research. It is expected that full papers in these categories will include empirical data, analyses and documentation of results. Full papers should be similar to journal submissions, but shorter (i.e., 10 A4 pages). Extended abstracts, on the other hand, may report on either completed work or research-in-progress. Abstract submissions should provide a detailed synopsis of the research, and are not expected to exceed 2 pages. Both full papers and extended abstracts must be submitted using the Easy Chair submission system to the Track that best fits the topic area. The Program Chairs may shift a submission from one track to another, as they deem appropriate.

Practitioner Reports

A practitioner report is a short submission (i.e., around 5 pages) that provides an opportunity for industry practitioners and researchers to overview and report on service-related methods and practices in the real world. The practitioner reports provide a view as to what's working (or not!) in leading-edge systems, applications, methodologies, frameworks, patterns, or management techniques. These reports discuss both benefits and drawbacks of approaches and technologies used in practice. Reports may focus on a particular aspect of technology and/or methods, or describe broad project experiences. Some reports focus on people, processes, or challenges in service operations. The ASSRI'14 Program Committee would like to specifically encourage practitioner reports that target critical issues and/or which focus on the conference theme. Practitioner reports may be submitted by email directly to the Conference General Chair, Prof. Byron Keating - byron.keating@canberra.edu.au.

Workshop, Tutorial and Panel Proposals

ASSRI'14 invites proposals for workshops, panels and tutorial sessions. The theme is "Technology-Led Service Innovation." We invite proposals that reflect this theme or any other topics that would be of interest to service scholars and practitioners. For details on submission and review, please email the Conference Chair. Please note that important dates for this submission type are slightly different from those listed below.

Special Issue and Best-Paper Awards

Selected papers will be fast-tracked for publication in a services research journal of good standing (in revised and expanded form). Best paper awards will be presented to the authors of (1) the best full research paper overall, and (2) best student paper overall. Commendations will also be awarded for meritorious papers within each track. Recommendations for best papers and commendations will be made by the Track Chairs in consultation with the Conference Chair and Program Chairs.

SUBMISSION FORMAT

Following are guidelines for formatting your submission. All submissions must be in .DOC format and must comply with the author instructions for LNBIP. Please use the WORD 2003 template – [available for download from here](#). All full papers will be published in the Springer LNBIP Proceedings.

Language

The language of the conference is English. All submissions must therefore be in English.

Originality

Submissions to ASSRI '14 should not have been published previously in a journal or conference proceedings, nor presented at another conference, nor currently under review or consideration for publication or presentation elsewhere.

Anonymizing for Initial Review

As all submissions will be double-blind reviewed, the author's names(s) and affiliation(s) should not be included anywhere in the document for the initial submission. If referring to articles or documents by the same author(s) these should be removed from the text and reference list, and replace with <removed for refereeing>.

As it places a significant administrative burden on the conference organisers to ensure that your paper does not identify you as an author, and as this is central to the integrity of the double-blind review process, then failure to comply with these formatting requirements will result in rejection of your paper.

HOW TO SUBMIT

All submissions must be made via the ASSRI'14 EasyChair site ([available here](#))_except for *Practitioner Reports* and *Workshop, Tutorial, and Panel Proposals*. Author information, abstract, keywords and the main body of the submission will be uploaded separately in the review system. Authors can upload a manuscript which that can be altered, re-uploaded or deleted. Once an author "submits" a manuscript to the system, however, it can no longer be changed, edited, or revised.

Review Process

All paper submissions will be pre-screened for conformity with the submission guidelines and overall appropriateness for the conference. Paper submissions that pass the initial screening will be evaluated in a double-blind peer review process. These include full research papers, research-in-progress papers, teaching cases, and practitioner reports. Each conference track is chaired by IS academics with research expertise in the respective area. The track chairs will supervise the review process, involving selected reviewers from the IS research community. Acceptance and rejection decisions are will be finalized by the Program Committee.

In general, the review criteria will be those typically used by major journals and conferences (e.g. relevance of the topic, quality of the research process, contribution etc). The results of the review process will be communicated to the author(s) by the specified date. The author(s) will be responsible for making the revisions recommended by the reviewers, and for submitting the final version of their paper by the appropriate deadline.

Commitment to Participate in the Conference

At least one author of each accepted paper and all the members of accepted panels must register for the conference.

Contact Us

If you have any questions about the paper submission process, please contact the relevant Program Chair. For general conference related questions, please contact the Conference Chair.

Important Dates

Call for Papers released:	18 August 2014
Submission deadline:	18 October 2014
Author Notification:	1 November 2014
Camera Ready deadline:	15 November 2014
Conference Registration deadline:	15 November 2014