

Call for Papers

1st International Workshop on Service Science – Research, Education and Innovation

(<http://www.servicesciencesociety.org.au/events/ss-rei-2011>)

Supported by the **Service Science Society** (<http://www.servicesciencesociety.org.au/>)

The workshop will take place as part of the:

12th International Conference on Web Information System Engineering (WISE 2011)

(<http://www.wise2011.org/>)

October 13 – 14, 2011, Sydney, Australia

Workshop Description

World economies have effectively moved to a service economy where at least 75% of the GDP of most western countries is in the service sector. The service sector is wide and varied. It includes health services, financial services, tourism, government services, etc. Several definitions to services have been proposed. In a nutshell, services are those activities in which there is an interaction between provider and client that creates and captures value. The majority of this value is intangible rather than residing in any physical product.

Every major shift in the economy has traditionally been accompanied and/or stimulated by new technologies. Although the service economy has been very pronounced for at least a decade, there have been very little focused research efforts to support and enhance the service economy. This realization has inspired a flurry of research activities both in industry and academia to fill the void. As a result, there has been a strong push to build a foundation for a new science, called service science to cater for this new economic paradigm. This science would draw and build upon from disciplines such as computing, business management, systems engineering, and economics, to name a few. While the goals and methods are still amorphous, the needs are clear. The service economy needs to be supported with tools to model, design, implement processes to sustain growth and create serendipitous opportunities for the provisioning of newer and novel services.

We invite papers in any of the following topics which are of interest to the workshop:

- Service Science
- Service Modelling and Implementation
- Service Delivery, Deployment and Maintenance Service
- Value Chains and Innovation Lifecycle

- Service Level Agreements (SLAs) Negotiation, Automation and Orchestration
- Quality of Services (QoS)
- Cost of Services (CoS)
- Business Service Analysis, Strategy, Design, Development and Deployment
- Undergraduate and Postgraduate Education in Service Science
- Service Policy Development
- Applications and Case Studies in Service Science
- Service Innovation - the Multi-dimensional Nature
- Co-creation and Open Innovation
- Infrastructure and Structural Innovations or Public Sector Innovation
- Innovations in Customers and Brand Experience
- Technology as an Enabler of Service Innovation

Submission Details

Submissions to the workshop in one or more of the topic areas outlined above are welcome. Submissions should be no more than 10 pages and should use the Springer LNCS proceedings format (available at:

<http://www.springer.com/computer/lncs?SGWID=0-164-6-793341-0>).

Papers should be submitted via the workshop submission site on Easychair (<https://www.easychair.org/account/signin.cgi?conf=ssrei2011>)

Submission Deadlines

The following are the important dates for the workshop:

Paper Submission: July 29, 2011

Notification of Acceptance: September 2, 2011

Camera-ready papers: the proceedings of the WISE 2011 workshops will be prepared and printed post conference. The timeline for submission of camera ready papers will be outlined at the workshop.

Workshop Format

Workshop submissions: Max 10 page research papers & invited industry presentations

Anticipated number of paper presentations accepted: 8 – 10 (20 min. presentations)

Anticipated number of workshop attendees: 25-35

Keynotes: One in morning

Workshop duration: Full day

Workshop Organisers

Liam O'Brien, CSIRO, Australia

Athman Bouguettaya, RMIT University, Australia

Program Committee

Renu Agarwal, University of Technology Sydney, Australia

Byron Keating, University of Canberra, Australia

Grace Lewis, Software Engineering Institute, USA

Ryszard Kowalczyk, Swinburne University of Technology, Australia

Warren Bradey, Smart Services CRC, Australia

Jay Hannon, IBM, Australia

Joe Davis, University of Sydney, Australia

Jian Yang, Macquarie, Australia

Fethi Rabhi, University of New South Wales, Australia

Salima Benbernou, University of Paris Descartes, France

Mohand-Said Hacid, University of Claude Bernard Lyon 1, France

Aditya Ghose, University of Wollongong, Australia

W.J.A.M. van den Heuvel, Tilburg University, The Netherlands

Dimitrios Georgakopoulos, CSIRO, Australia