



**Monday, January 5, 2015**  
**Grand Hyatt Kauai**

**Room Location: tba**

## **FULL-DAY SYMPOSIUM: Emerging Technical Frontiers for Service Innovation**

### **SYMPOSIUM LEADERS:**

#### **Yassi Moghaddam (Primary Contact)**

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### **WHAT YOU CAN TAKE AWAY:**

Stay abreast of changes in the IT enabled service innovation field so that they may teach effectively and meet your organization's and students' expectations.

### **CONTENTS:**

Information Technology is a fundamental enabler of today's service economy. Growing knowledge of IT design, execution, storage, transmission and reuse along with the evolution of digitization and Internet is creating opportunities for organizations to configure service based business models to increase their competitiveness and revenue. More specifically, proper digitization of processes with IT provides the means to improve effectiveness, efficiency, and innovativeness of organizations through: 1) making it possible to involve customer more effectively in the value co-creation process (e.g. crowdsourcing) (2) improving collaboration (e.g. inter- and intra-organizational workflows and business processes for B2B2C service offerings), 3) facilitating new types of services (e.g. Google, online banking); 4) separating production and consumption of a service, allowing better storability, transportability, and access to knowledge-based services (e.g. tax software, online classes); 5) integrating customers into service creation and delivery (e.g., online educational services, health information systems); and many other ways.

Service science has evolved into a growing academic field of study. By developing novel concepts and a unique lexicon, the advent of Service Science changed the dynamics of prior service-related research, and advanced our understanding of service innovation tremendously. Following the tradition of the HICSS symposia, we provide a forum to discuss the past, present, and future of IT enabled service innovations, and to expand its current academy-centric focus, by explicitly highlighting the relevance of service science to *both* practitioners and academics.

This symposium will bring together academics, practitioners and other thought leaders, in order to explore the latest ICT-driven challenges and opportunities for service innovation in a world that is increasingly instrumented, interconnected, intelligent, and complex.

We seek forward-thinking research and research-in-progress in the area of ICT enabled service. We also need innovative ways to educate students for the 21st century; as students expect relevant and real-world classroom experiences. However, it is challenging for academics to stay abreast of changes in the IT enabled service innovation field so that they may teach effectively and meet organization's and student expectations. We therefore also seek contributions that can address the education related challenges of service innovation.

This research aims to promote applied, field, empirical, theoretical, design science, behavioral research and emerging applications in innovative areas of service innovation, service oriented-x, and service transformation. We seek comprehensive research and research-in-process in topics including but not limited to:

- Service grand challenges (e.g. healthcare, education)
- Digital business innovation with IT services (digitization of service business models)
- Internet-of-things/everything and service futures
- Smart services, cognitive and social systems for service innovation
- Analytics-as-a-service (e.g. cloud enabled big data and analytic solutions)
- Service-transformation, service orientation, service dominant logic
- Applications of augmented-reality technologies (i.e. Google 'Glass') in service

### **Tentative Agenda:**

Tables each with a laptop (ask people in advance to bring and agree to scribe -- "liveblogging" their discussion into a single google doc that can be shared for the reporting (used as their notes while they talk) as well as documentation. "Speed dating" approach. Do repeated presentations as different small group tables. Panelists switch tables; participants stay. Participants will hear the same info as they would from a regular "stage" but are more engaged - the tables also get to know each other (rather than being in passive audience) and can refer back to prior presentations.

For the symposium, each table presenter agrees to bring a 10 minutes power point presentation of ideas, arguments, tools, software, case studies, etc. - anything that contributes to the explanation, development, and articulation of the topic.

Organizers will review submissions for relevance to symposia audience. A monograph containing the collected position papers, presentations, and symposium commentary from the participants will be posted after the conference on the HICSS web site

<http://www.hicss.hawaii.edu/Reports.htm>

- 9:00am-9:30am Welcome & Structure of the Symposium (discussion of method)
- 9:30am-10:10am Round One (Presenter does 10 minutes, then 30 minutes of table discussion)
- 10:10-10:20am Break
- 10:20-11:00 Round Two (Presenter does 10 minutes, then 30 minutes of table discussion)
- 11:00-11:40 Round Three (Presenter does 10 minutes, then 30 minutes of table discussion))
- 11:40-1:00pm Break, Box Lunch & Keynote Presentation/Panel
- 1:00pm-1:40pm Round Four (Presenter does 10 minutes, then 30 minutes of table discussion)
- 1:40pm-2:20pm Round Five (Presenter does 10 minutes, then 30 minutes of table discussion)
- 2:20pm-3:00pm Round Six (Presenter does 10 minutes, then 30 minutes of table discussion)
- 3:00pm-3:15pm Break
- 3:15pm-4:00pm General Discussion (wrap up and action items)

We will have further balanced audience participation over the themes. We realize that each one's interests may expand beyond one theme, which is great and expected, given our group. But with this format, each person will be an active participant in at least one theme. We will help maintaining the program on time and the discussion on focus.

#### **Confirmed Panelists/Presenters are**

- Charlie Bess (HP)
- Ammar Rayes (CISCO)
- Jeff Welser (IBM Almaden Research Center)
- Ralph Badinelli (Virginia Tech University)
- Paul Maglio (UC Merced)
- Irene Ng (University of Warwick)
- Roger Maull (University of Exeter)
- Robert Harmon (Portland State University)
- Stephen Vargo (University of Hawaii)
- Tuure Tuunanen (University of Jyväskylä)
- Virpi Tuunainen (Aalto University)
- James C. Spohrer (IBM) (Symposium Co-chair)
- Yassi Moghaddam (ISSIP) (Symposium Co-chair)
- Terri Griffith (Santa Clara University) (Symposium Co-chair)
- Haluk Demirkan (University of Washington – Tacoma) (Symposium Co-chair)
- In a process of checking panelists and presenters

#### **Important Dates**

- Submission of one-pager extended abstract/position paper due: December 1, 2014
- Make any final improvements and submit one-pager & slide(s): December 20, 2014

#### **BIOS OF LEADERS:**

**Yassi Moghaddam** is the Executive Director of International Society of Service Innovation Professionals (issip.org, a professional association with a mission to promote service innovation for our interconnected world, and advance the professional development of service innovators across the globe), and Managing Director of Stradanet, a Silicon Valley based consulting firm where she supports multi-million dollar innovation and transformation projects within Fortune 500 companies, and service platform and ecosystem strategy development within startup companies. Previously, Yassi was the VP of Strategy and Business Development at Mojo Mobility, a VC-backed company with smart wireless charging solutions, VP of

Marketing at ASIP Inc, a VC-backed Princeton University incubator, and Director of Marketing Alliances at Avici Systems, the provider of industry-first terabit router. Earlier in her career, Yassi held senior product and technical management positions at Lucent and AT&T Bell Laboratories. Yassi holds an MBA from Columbia University, MSEE from Georgia Institute of Technology, and a BSEE from University of Oklahoma.

**Terri Griffith**, (BA, UC Berkeley; MS, PhD, Carnegie Mellon University), is Chair of the Management Department at Santa Clara University. She is an expert on how you make combined technology and organization decisions and then work these changes into your organization. These ideas are outlined in her award-winning book, *The Plugged-In Manager: Get in Tune with Your People, Technology, and Organization to Thrive*. She is also one of the 100 honored members of the 2012 Silicon Valley Women of Influence. She is a regular contributor to her own blog, *Technology and Organizations*, and has written for the *Wall Street Journal*, *The Harvard Business Review Blog*, and *GigaOM's WebWorkerDaily*. The research behind these efforts is published in journals such as: *Organization Science*, *Information Systems Research*, *MIS Quarterly*, *Organizational Behavior and Human Decision Processes*, and the *Academy of Management Review*. Some of this work has been funded by the National Science Foundation.

**Jim Spohrer** is IBM Innovation Champion and Director of IBM University Programs (IBM UP), Jim works to align IBM and universities globally for innovation amplification. Previously, Jim helped to found IBM's first Service Research group, the global Service Science community, and was founding CTO of IBM's Venture Capital Relations Group in Silicon Valley. During the 1990's while at Apple Computer, he was awarded Apple's Distinguished Engineer Scientist and Technology title for his work on next generation learning platforms. Jim has a PhD in Computer Science/ Artificial Intelligence from Yale, and BS in Physics from MIT. His current research priorities include applying service science to study nested, networked holistic service systems, such as cities and universities. He has more than 90 publications and been awarded nine patents.

**Haluk Demirkan** is a Professor of Digital Service Innovation & Business Analytics, and the Founder & Executive Director of Center for Information Based Management at the Milgard School of Business, University of Washington Tacoma. His doctorate is in Information Systems and Operations Management from University of Florida, and his research in analytics & design-led service science and innovation have included recent industry-sponsored research projects with American Express, Intel, IBM, MicroStrategy and Teradata. He has almost 20 years of professional work experiences on process innovations with service-oriented solutions, and data, analytics and business intelligence and analytics for Fortune 100 companies. He has more than 150 publications. In 2014, he is ranked 5<sup>th</sup> in Top-100 Rankings of World-wide Researchers according to the Association for Information Systems sanctioned World-wide Research Rankings. He is a board of director for the International Society of Service Innovation Professionals, and an advisory board member for the INFORMS Service Science Section.

**Christoph F. Breidbach** is a Lecturer (Assistant Professor) of Information Systems at the University of Melbourne, School of Engineering. Before joining the University of Melbourne, Dr. Breidbach was Postdoctoral Scientist at the University of California, Merced, and a Visiting Researcher at the Indian School of Business, as well as IBM's Almaden Research Center. His conceptual and empirical research addresses the fundamental question of how ICTs transform service systems, and has been published in the *Journal of Service Research*, *Service Science*, *Marketing Theory*, and other outlets. He serves as Editor-in-Chief for ISSIP, the International Society for Service Innovation Professionals, and on the Editorial Board of the *Journal of Service Research*.