

Call for Papers ICServ 2015



The 3rd International Conference on Serviceology

Engineering and Management of Smart Service Systems

- Cultural factors in customer engagement

<http://icserv2015.serviceology.org/>

July 7-9, 2015

Marriott Hotel, San Jose, CA, United States

<http://www.marriott.com/hotels/travel/sjcsj-san-jose-marriott/>



The 3rd international conference on Serviceology (ICServ 2015) will be held for July 7 - 9, 2015 in San Jose, CA, USA. It is the first meeting held outside of Japan. The main goal of this conference is to provide opportunities for researchers from academia and industry to share the latest technologies, methodologies, and case studies toward co-creation of services in a sustainable society.

ICServ 2015 will run just before *Frontiers in Service*, the pioneer conference in management of service, which will be held July 9 - 12 at the same venue.

Committee:

General Chair: Jim Spohrer (IBM), General Co-Chair: Tamio Arai (Shibaura Institute of Technology)

Program Chair: Yuriko Sawatani (Waseda Univ.), Stephen Kwan (San Jose State University)

Local Arrangement Chair: Wendy Murphy (IBM), Yutaka Yamauchi (Kyoto Univ.), Yassi Moghaddam (ISSIP)

Important Dates:

January 18: Abstract submission deadline
February 28: Full paper and Short paper submission deadline
April 15: Notification of acceptance
May 15: Camera Ready paper due
May 15: Early Registration deadline
June 30: On-line Registration deadline
July 7-9: Conference (Cf: *Frontiers in Service*: July 9 -12)

Topics include, but are not limited to the following topics:

Theme: "Engineering and Management of Smart Service Systems - Cultural factors in customer engagement"

Cognitive advisors, assistants	Service Economics & Globalization
Context-based services	Service Human Resources
Enhancing service analysis and testing with VR/AR/MR	Service Innovation & Design
Human factors in service engineering	Service Management & Operations
Mechanism design for services	Service Marketing
Product Service System (PSS)	Service robotics
Regional development & policymaking	Theoretical Perspectives on Service
Smart service systems	Tourism & hospitality

About Society for Serviceology



Services are key activities with the globalization of economy and also underlie quality of life of local people. Society for Serviceology explores scientific systematization of services and promotes technological developments for solutions of industrial issues. The society was established on Oct. 1, 2012 in Japan.

<http://www.Serviceology.org/>