### Agenda 6 – 9 July
**6 July – arrival day**

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>17:00 – 18:00</td>
<td>Registration</td>
<td>Ballroom Foyer I, II</td>
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**7 July**

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<thead>
<tr>
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<tr>
<td>08:00 – 08:55</td>
<td>Breakfast &amp; Registration (Salon I, II, III &amp; Ballroom Foyer)</td>
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<tr>
<td>09:00 – 10:10</td>
<td>Keynote Speaker</td>
<td>Steve Vargo</td>
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<tr>
<td>10:10 – 10:30</td>
<td>Break (Willow Glen Room &amp; Foyer)</td>
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**Service Innovation and Design T2-1**
- Yuriko Sawatani

**Smart Service Systems T2-1**
- Tomi C. Mikkonen
- Yoshinori Fujikawa

**Service Marketing and Management T3-1**
- Customer Experience in traditional and modern retail formats: Case study of Vietnam Muniq Tran, Yoshinori Hara

**7:30 – 9:00**
- **Design of Service Ecosystem Based on Interactive Design Support in the case of Job-Nurturing Support Services**
  - Yukiyo Akisada, Takeshi Suzuki, Yukiyo Akiyama, Mototsugu Tanemura
- **Method for Supporting Customer Model Construction Using a Topic Model for Public Service Design**
  - Takahiro Kondo, Yutaro Fujii, Motoki Hayashi, Takahiro Oshita
- **Design Support System for Sightseeing Tours Kaizumi Ayeja, Jun Hirato, Kazuyoshi Uozumi, Tatsunori Hara**
- **Service Data Model in Design Support System for Sightseeing Tours**
  - Kaoru Oozumi, Jun Hirato, Kazumi Aoyama
- **An Evolving Service System in Microfinance: A Case Study in BRAC, Bangladesh**
  - Makino Takeo, Toshiki Sawatani, Toshiki Mizushima
- **Creation of a Service Design Framework**
  - Stephen Kwan, Yuketa Yamashita
- **Service System Design to Enhance Value for Stakeholders Dachi Kimura, Fumio Machida, Shunsuke Kohno, Shigeru Hosono**
- **Improving Customer Experience in a Kitchen-Pei Wui Yu, Yuan-Chi Tsang**
- **Creating Future by Design Thinking Yuriko Sawatani, Tamara Carleton, William Cockayne**
- **Towards a Theory of Human-Data Interaction (HDI): The DAVOS model of Data as a Really Very Intelligent Service**
  - Irene Ng, Laura Phyllis, Susan Wakeham
- **Role of Registrar in Value Creation: Using Crowd Sourcing Technology on Open Innovation Platform**
  - Kohei Nakaya, Yoshinori Fujikawa
- **Service Innovation in Professional Medical Education in Sub-Saharan Africa Dilemma**
  - Temesgen, Yabiku Advetee, Yassine Moghaddam, Al Seyoun, Andraz Rucnik
- **All Services: All the Time Doug McDougall**
- **Designing New Business Development Program Based on Systems Engineering Methodology with Participatory System Analysis in Small and Mid-Sized Enterprise**
  - Yoshio Takahashi, Kazuhiro Kitaoka, Toshiyuki Akimoto
- **For your ties only**: Team dynamics and creativity in service co-creation
  - Fraulanda Elena Fracoz, Jos Lemmink, Milan Segers, Piet van den Bousse

**3:00 – 4:15**
- **Breakout room 1 (Willow Glen I)**
- **Breakout room 2 (Willow Glen II)**
- **Breakout room 3 (Willow Glen III)**

**8 July**

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<td>Verna Alleo</td>
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**Breakfast & Registration (Salon I, II, III & Ballroom Foyer)**

**A new service class scheme for service innovation in Japanese automation industry**
- Hiroyuki Imanari, Narihiro Aburatsugi, Motomi Kohata, Takenori Kawai, Tomoko Makino, Takeshi Suzuki, Yukio Akiyama, Motosugr Tanemura

**The efficient provision of culture-sensitive services – a modularization approach**
- Andreas Janzon, Christoph Peters, Jan Marco Leimeister

**Nurse Bed Care Activity Analysis for Intelligent Training Service**
- Junko Nakagawa, Koshiro Tanai, Junko Yasuda, Wern Wen, Atsushi Yamaichi, Hajime Asama

**Extraction and Evaluation Services for Bed-Care Nursing with Sliding Sheet using Segmentation Analysis Wen Wen, Kaoru Dais, Koshiro YAMAI, Junki NAKAGAWA, Junko YASUDA, Atsushi YAMAUCHI, Hajime ASAMA**

**A Method for Supporting Customer Model Construction Using a Topic Model for Public Service Design**
- Takahiro Kondo, Yutaro Fujii, Motoki Hayashi, Takahiro Oshita

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**For your ties only**: Team dynamics and creativity in service co-creation
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### Time | Event
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10:00 – 10:30 | Break (Willows Glen Room & Foyer)

### Service Innovation and Design W1-2 | Theoretical Perspectives on Service W2-1 | Service manufacturing system W3-1
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10:30-10:50 | Challenges to Deploy Service Design in Organizations: Analysis through “Scaling Up” Workshops Fumio AKASAKA, Takeshi OHNO, Miwa YAGUCHI | An Consideration of the Pricing System of the Esthetic Services; An Example of the Decision Making of Consumers under Ambiguous Information HIROYO WADA, Yoshiya KANAMORI | Dispersed Energy Storage and its Effect on Market Efficiency in Electricity Trading, with Distributed Power Resources: An Experimental Economics Study SangJe Lee, Ryuichi Uda, Kenju Arai, Nariaki Nishino

10:50-11:10 | “Kizkey” is the key for a better care service Ryoko Fukuda, Atsushi Shirou, Masahiro Kudo, Yutaro Oto, Jun Murai | Development of a Conceptual Framework for the Value Co-creation of Service Teruyasu Murakami | The value of the word of mouth for tasting rice Keiko-AOKI, Kenju-Arai, Keiichiro Iiiye, Takeshi Shimmura, Nariaki Nishino


11:50-12:10 | A Service Innovation for reducing Food Adulteration problem in Bangladesh IFAT TAKALM NADIR, Toshiya Kohda | An Interactive Model for the Synthesis of Service Functions through Use Processes Tatsumori Hara, Tamio Arai | Efficient Arrangement Method of Taxi Operation Time Takechi Tanizaki

12:10-12:30 | Realization of Mobility as a Service in View of Ambient Intelligence Hideyuki Nakashima, Keiji Hirata, Junich Ochiai | Service as Artifact: Reconsideration of Value Co-creation Kanji Ueda, Takeshi Takekana, Nariaki Nishino | Enhancing Kitchen Layout and Training to Improve Management and Employee Satisfaction at a Multiproduct Japanese Cuisine Restaurant Takeshi Shimura, Toshikazu Otsuzo, Tomoyo Asakawa, Toshiya Kaitaka, Nobutada Fuji, Tomomi Nomura

12:30 – 13:15 | Lunch (Ballroom Salon III)

13:20 – 14:30 | Keynote speaker | Human Factors in Service Engineering W2-2 | Regional development and Sustainability W3-2
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Tatsumori Hara | Takeshi Takekana | Takeshi Ohnuma

14:40-14:50 | Methodological reference model for PSI development Tim C. McAloon | Evaluating Improvement and direct reduction by showing information to a surveillance worker Mitsuhiro Uozumi, Koichiro Yamada, Shuto Murai, Hayme Asama, Kaoru Takahashi | Impacts of Seasonal Factors on Travel Behavior – Basic analysis of GPS trajectory data for Eight months — Masahiro ARAKI, Ryo KANAMORI, Lea GONG, Takeshi MORIKAWA

14:50-15:10 | Service manufacturing system approach for shoe industry Toshiya Kohara | Role of Servicing Activity Visualization in Quality Control Cradle Takeshi Okuma, Tomohiro Fukuhara, Ryosuke Ichiki, Ching-Tzun Chang, Luis Carlos Martrique Rua, Takeshi Shimmura, Takeshi Kurata | Collaborative Innovation Centers (CICs): Toward Smart Service System Design Christine Ouyang, Jim Spohrer, Stephen Perelgut, Marcellus Mindel, Juan Caraballo, Dale Davis Jones, Hirohisa El-Shishiny, Seyhadi Subbanah

15:10-15:30 | Design of Localized Science Education Program for Cultivating Inter-generational Community Kinuko Iwao, Koiki Kusano, Est Inoue, Naoshiko Kohata | Emotion Hierarchy Diagram for Designing Service Processes Shimazaki Nanami, Yasuharu Nishi, Michiho Tsuchi | How to generate sustainable services? Adi Wolfson, Dorth Favor

15:30 – 16:00 | Fujitsu special session | Product Service Systems W1-2 | Chef’s Choice
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Yoshiya Takanaka | Takeshi Ohnuma

16:00 – 17:00 | Chef’s Choice | Human Factors in Service Engineering W2-2 | Regional development and Sustainability W3-2
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Takashi Ohnuma | Takeshi Shimmura, Takeshi Kurata, Toshiya Shinmura, Nariaki Nishino, Toshiya Kaitaka, Kenju Akai, Kohei Shinjo

17:00 – 17:30 | Conference closing Awards | Chef’s Choice | Chef’s Choice