

Agenda 6 – 9 July

6 July – arrival day

TIME	EVENT	LOCATION
17:00 – 18:00	Registration	Ballroom Foyer I, II

7-Jul

TIME	EVENT (Salon I, II, III)	Break out room 1 (Willow Glen I)	Break out room2 (Willow Glen II)	Break out room3 (Willow Glen III)
08:00 – 08:55	Breakfast & registration (Salon I, II, III & Ballroom Foyer)			
09:00 – 10:10	Keynote Speaker			
	Steve Vargo			
10:10 – 10:30	Break (Willow Glen Room & Foyer)			
		Service Innovation and Design T1-1 Yuriko Sawatani	Smart Service Systems T2-1 Tim C. McAlone	Service Marketing and Management T3-1 Yoshinori Fujikawa
10:30-10:50	* Session T1-2, T2-2, T3-2 are Work-in-progress session. Presentation awards are selected from the presenters.	A new service class scheme for service innovation in Japanese automation industry Yoshitaka Yuki, Seiichi Kawata, Hiroyuki Imanari, Norio Aburatani, Motomi Kohata, Takeru Kawai, Tomio Makino, Takeo Suzuki, Yukiyo Akisada, Motoya Tametani	The efficient provision of culture-sensitive services – a modularization approach Andreas Janson, Christoph Peters, Jan Marco Leimeister	Customer Experience in traditional and modern retail formats: Case study of Vietnam Nhung Tran, Yoshinori Hara
10:50-11:10		Design of Service Ecosystem Based on Interactive Design Support in the case of Job-hunting Support Services Yuki Wakisaka, Yuya Yamamoto, Jun Ota, Tatsunori Hara	Nurse Bed Care Activity Analysis for Intelligent Training Service Xiaorui Qiao, Junki Nakagawa, Koshiro Yanai, Junko Yasuda, Wen Wen, Atsushi Yamashita, Hajime Asama	Skill Extraction and Evaluation Services for Bed-Care Nursing with Sliding Sheet using Regression Analysis Wen Wen, Xiaorui Qiao, Koshiro YANA, Junki NAKAGAWA, Junko YASUDA, Atsushi YAMASHITA, Hajime ASAMA
11:10-11:30		A Method for Supporting Customer Model Construction Using a Topic Model for Public Service Design Satoshi Mizoguchi, Takatoshi Ishi, Yutaro Nemoto, Maiko Kaneda, Atsuko Bando, Toshiyuki Nakamura, Yoshiki Shimomura	Toward Sports training service with the interactive learning platform Hiroyuki Okamoto, Alessandro Moro, Atsushi Yamashita, Hajime Asama	Are Superior Services Always Good for Satisfaction Formation? Consideration of Indebtedness to a Contact Person Takahiro Chiba
11:30-11:50		Design Support System for Sightseeing Tours Kazuhiro Aoyama, Jun Hirota, Kazuya Oizumi, Toshiaki MIZUSHIMA, Tatsunori Hara	Qualitative Simulation for Early-Stage Service Design Yoshiaki Morishita, Fumika Murakami, Koji Kimita, Shigeru Hosono, Sayaka Izukura, Hiroshi Sakaki, Eriko Numata, Yoshiki Shimomura	An analysis of key factors of the “Omotenashi-consumption” in restaurants Hiroyuki MIYAI, Chizuru NISHIO
11:50-12:10		Service Data Model in Design Support System for Sightseeing Tours Toshiaki MIZUSHIMA, Kazuya Oizumi, Jun Hirota, Kazuhiro Aoyama	VR Serve: A Software Toolset for Service Engineering using Virtual Reality Philipp Westner, Sibylle Hermann	Developing an ad-hoc Questionnaire Model for extracting Consumer behaviour in Service Encounter Hisashi Masuda, Yoshinori Hara
12:10-12:30		A Creed for Service Designers Stephen Kwan, Yutaka Yamauchi	An Evolving Service System in Microfinance: A Case Study in BRAC, Bangladesh Md. Abul Kalam Siddique, Youji Kohda, Monirul Hoque	Structural Equation Modeling of Purchase Funnel Naotada Yamamoto
12:30 – 13:15	Lunch (Salon I, II, III)			
13:20 – 14:30	Keynote speaker			
	Paul Maglio			
		Service Innovation and Design T1-2* Stephen Kwan	Smart Service Systems T2-2* Jim Spohrer	Service Marketing and Management T3-2* Tamio Arai
14:40-15:00	* Session T1-2, T2-2, T3-2 are Work-in-progress session. Presentation awards are selected from the presenters.	Service System Design to Enhance Values for Stakeholders Daichi Kimura, Fumio Machida, Shunsuke Kohno, Shigeru Hosono	Idea of innovative health care services for the next generation (The happiness of people due to an increase in healthy life expectancy) Ryo Akasaka	Survey of Service Business Topic in ICT Industry group Akira Kondo, Yukari Nagai
15:00-15:20		Improving customer experience in co-kitchen Pei-Yi Lu, Yuan-Chi Tseng	Probabilistic Latent Spatiotemporal Semantic Structure Models Based on Travel History Data for Regional Revitalization Noriaki Hirokawa, Keisuke Murayama, Yoichi Motomura	Service Knowledge Transfer in Asia: Role of Centers of Excellence, Host-country Environment, and Subsidiary Competence Hironobu Kitagawa, Yoshinori Fujikawa
15:30-15:50		Creating future by design thinking Yuriko Sawatani, Tamara Carleton, William Cockayne	Customer behavior analysis using Probabilistic Latent Structure modeling with Point Card Data Keisuke Murayama, Noriaki Hirokawa, Yoichi Motomura	The Moment When Every Stakeholder Becomes Happier: Analyses for a Regional B2B Financial Service Makoto Mizuno, Keiko Toya, Kana Ozawa, Yutaro Nemoto, Kohei Arai
15:50 – 16:10	Break (Willow Glen Room & Foyer)			
16:10-16:30	* Session T1-2, T2-2, T3-2 are Work-in-progress session. Presentation awards are selected from the presenters.	Towards a Theory of Human-Data Interaction (HDI): The DARVIS model of Data as a Really Very Intelligent Service Irene Ng, Laura Phillips, Susan Wakenshaw	Managing Media Flow: Optimizing Mobile Connectivity Ananth Srinivasan, Darl Kolb, Sarah Henderson	Exploring the Strategic value of design when operating a brand - a perspective from design and brand consultancies Neng-Chin Shen, Shuo-Fang Liu
16:30-16:50		Role of Regulator in Value Co-creation: Using Crowd Sourcing Technology on Open Innovation Platform Kohei Nishiyama, Yoshinori Fujikawa	A Method for Visualizing Product-Service System Design Process Hiroki Tanaka, Yuichi Noto, Yutaro Nemoto, Yoshiki Shimomura	Consumer engagement Modeling for Owned Media Hiroko Suzuki, Tetsuro Takahashi, Takahisa Kawamoto, Kosuke Shirai
16:50-17:10		Service Innovation in Professional Medical Education in Sub-Saharan Africa Zelalem Temesgen, Yacob Astatke, Yassi Moghaddam, Al Seyoum, Andrzej Rucinski	The Effects of Co-opetition Dynamics on Firm Performance through Service Innovation Fu-Shan Tseng, Ja-Shen Chen	Value Modeling of Customer Feelings in High-involvement Merchandise Asami Orita, Emiko Fujii
17:10-17:30		All Services All the Time Doug McDavid	Cooperate Or Not for Online Services? A Game Theory Perspective Wei-Lun Chang, Cheng-Bin Li	Method of Building Conceptual Preference Model based on Personal Purchase Records for Retail Service Improvement Marina Fujita, Toshiko Aizono, Koji Ara
17:30 – 17:50			Designing New Business Development Program Based on Systems Engineering Methodology with Participatory System Analysis in Small and Mid-Size Enterprise Yoshikazu Tomita	“For your ties only”: Team dynamics and creativity in service co-creation Ruxandra Elena Francu, Jos Lemmink, Mien Segers, Piet van den Bossche
17:50 - 18:30	Free time			
18:30 - 20:30	Banquet (Salon I, II, III)			

8-Jul

TIME	EVENT (Ballroom Salon III)	Break out room 1 (Willow Glen I)	Break out room2 (Willow Glen II)	Break out room3 (Willow Glen III)
08:00 – 08:55	Breakfast (Salon I, II, III)			
09:00 – 10:10	Keynote Speaker			
	Verna Allee			

10:10 – 10:30		Break (Willow Glen Room & Foyer)		
		Service Innovation and Design W1-1	Theoretical Perspectives on Service W2-1	Service manufacturing system W3-1
		Irene Ng	Yutaka Yamauchi	Toshiya Kaihara
10:30-10:50		Challenges to Deploy Service Design in Organizations: Analysis through "Scaling Up" Workshops Fumiya AKASAKA, Takehiko OHNO, Mika YASUOKA	An Consideration of the Pricing System of the Esthetic Services; An Example of the Decision Making of Consumers under Ambiguous Information RYOKO WADA	Dispersed Energy Storage and Its Effect on Market Efficiency in Electricity Trading with Distributed Power Resources: An Experimental Economics Study Sangjic Lee, Ryuichi Uda, Kenju Akai, Nariaki Nishino
10:50-11:10		"Kizkey" is the key for a better care service Ryoko Fukuda, Atsushi Shinjo, Masahiro Kudo, Yutaro Ono, 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 Akai, Kiyokazu Ujiie, Takeshi Shinmura, Nariaki Nishino
11:10-11:30		Generalized Service Process Expressed by Context-Free Grammar Fumihiro Maruyama	The effects of wait time, length of stay and hospital rehabilitation on the structure of patient satisfaction Masumi Okuda, Akira Yasuda, Shusaku Tsumoto	Service Satisfaction and the Consciousness-Attitude Gap for Foreign Tourists Visiting Japan Kenju Akai, Kohei Yamashita, Nariaki Nishino
11:30-11:50		Physiological Detection of Satisfaction for Services by Body Motion Wave revealing Unconscious Responses reflecting Activities of Autonomic Nervous Systems Hiroaki OKAWAI, Tadashi Yajima, Mitsuru Takashima	Statistical Estimation of Software Quality in Hospital Information System Shusaku Tsumoto, Shoji Hirano, Toshihiko Kawamura	A combinatorial auction based approach to staff shift scheduling in restaurant business Nobutada Fujii, Junpei Oda, Toshiya Kaihara, Takeshi Shimmura
11:50-12:10		A Service Innovation for reducing Food Adulteration problem in Bangladesh IFFAT TASNIM HAQUE, Youji Kohda	An Interactive Model for the Synthesis of Service Functions through Use Processes Tatsunori Hara, Tamio Arai	Efficient Arrangement Method of Taxi Operation Time Takashi Tanizaki
12:10-12:30		Realization of Mobility as a Service in View of Ambient Intelligence Hideyuki Nakashima, Keiji Hirata, Junichi Ochiai	Service as Artifact: Reconsideration of Value Co-creation Kanji Ueda, Takeshi Takenaka, Nariaki Nishino	Enhancing Kitchen Layout and Training to Improve Management and Employee Satisfaction at a Multiproduct Japanese Cuisine Restaurant Takeshi Shimmura, Toshihumi Takahashi, Syuichi Oura, Tomoyuki Asakawa, Toshiya Kaihara, Nobutada Fujii, Tomomi Nonaka
12:30 – 13:15		Lunch (Ballroom Salon III)		
13:20 – 14:30		Keynote speaker Vikas Krishna		
		Product Service Systems W1-2	Human Factors in Service Engineering W2-2	Regional development and Sustainability W3-2
		Tatsunori Hara	Takeshi Takenaka	Takashi Ohkuma
14:40-14:50		Methodological reference model for PSS development Tim C. McAlloone	Productivity improvement and stress reduction by showing information to a surveillance worker Mitsunari Uozumi, Kouichi Yamada, Shuto Murai, Hajime Asama, Kaoru Takakusaki	Impacts of Seasonal Factors on Travel Behavior – Basic analysis of GPS trajectory data for Eight months -- Masahiro ARAKI, Ryo KANAMORI, Lei GONG, Takayuki MORIKAWA
14:50-15:10		Service manufacturing system approach for shoe industry Toshiya Kaihara	Role of Servicing Activity Visualization in Quality Control Circle Takashi Okuma, Tomohiro Fukuhara, Ryosuke Ichikari, Ching-Tzun Chang, Luis Carlos Manrique Ruiz, 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, Hisham El-Shishiny, Seshadri Subbanna
15:10-15:30		Design of Localized Science Education Program for Cultivating Inter-generational Community Kinuko Iizawa, Koki Kusano, Eri Inoue, Naohiko Kohtake	Emotion Hierarchy Diagram for Designing Service Processes Shimazaki Nanami, Yasuharu Nishi, Michiko Tsubaki	How to generate sustainable services? Adi Wolfson, Dorith Tavor
15:30 – 16:00		Break (Willow Glen Room & Foyer)		
16:00 – 17:00		Fujitsu special session Yoshi Takashige and Stephen Kwan (and more)		
17:00 – 17:30		Conference closing Awards		

9-Jul

Time	Event
8:15	Assemble to board bus
8:30	Travel to Almaden
9:45	Almaden briefing
11:45	Lunch at Almaden
12:45	Assemble to board bus
13:00	Travel to Stanford
13:30	Break at Stanford
14:30	Travel to IDEO
15:00	IDEO briefing
16:15	Assemble to board bus
16:30	Travel to Marriott