Call for Participants

The 4th International Conference on Serviceology (ICServ2016)

Sept 6(Tue)-8(Thu), 2016
Shibaura Institute of Technology, Tokyo, Japan

The 4th international conference on Serviceology (ICServ2016) will be held for Sept 6(Tue)-8(Thu), 2016 in Tokyo. The main goal of this conference is to provide opportunities for the researchers from academia and industry to share the latest technologies, methodologies, and case studies toward co-creation of services in a sustainable society.

Topics

1. Service innovation
2. Service design
3. Service marketing
4. Service management and operations
5. Theoretical perspectives on Service
6. Value co-creation & context
7. Service eco-system
8. Human-centered service system
9. Service engineering & technologies
10. Servitization and produtization
11. Service economics & policy
12. Service practices (healthcare, tourism, education, communication, retail, food service, contents service, etc.)

In sum more than 70 paper presentations and the following keynote speeches will be given during the conference.

Sep. 6 (Tue) 10:20-11:10	Industrial Product-Service Systems Engineering
	Professor Dr. Dimitris Karagiannis, University of Vienna and Dr. Martin Petry, CIO, Hilti
Sep. 7 (Wed) 11:30-12:20	A Formalized Framework of Consumer's Mental Pictures – with implications for brands, companies, countries, and destinations
	Associate Professor Alexander Josiassen, Copenhagen Business School
Sep. 8 (Thu) 13:40-14:30	Artificial Intelligence for Serviceology
	Junichi Tsujii, Director, Artificial Intelligence Research Centre of AIST, Japan Professor, School of Computer Science, University of Manchester, UK
Hitachi Special Session Sep. 8 (Thu) 14:30-15:30	Simulating service value
	Chiaki Hirai, Hitachi, Ltd. Global Center for Social Innovation – Tokyo
Fujitsu Special Session	Dr. Takashige

Furthermore, ICServ 2016 offers attractive programs;
- Poster session of NIHON SERVICE AWARD and service programs founded by METI
- Banquet at Ganko, Ginza

Registration

The registration for ICServ 2016 is now open.
You can access the link to the registration system on our conference homepage (http://icserv2016.serviceology.org/registration.html).
We also offer a special price for one day participants.

Society for Serviceology

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