Service Systems Forum 2016
Smart Service Systems & Business Models in the Digital Era: Practice & Research

University of Warwick in Venice, Italy
(Palazzo Pesaro-Papafava)
12 – 13th June 2016

Call for Abstracts

WMG
THE UNIVERSITY OF WARWICK

Service Systems Forum 2016

The Service Systems Forum returns for its second year (SSFV 2016), to be held on 12 -13th June 2016 at the University of Warwick's location in Venice, Italy. (http://www2.warwick.ac.uk/international/world/venice/).

The aim of this year's conference is to provide opportunities for service researchers from academia and practitioners from industry to share the latest research and practice on topics related to smart service systems and business models in the digital economy. There will also be a half-day session with key practitioners to discuss integration of knowledge to inform practice.

Call for Abstracts

We welcome abstracts **(maximum 500 words)** from academics and practitioners who would like to present at this Forum. For academics, we welcome papers on **interdisciplinary service research related to the Internet-of-Things (IOT), personal data and the digital economy across a wide variety of disciplines**. These may include the following management disciplines: marketing, HR, operations and supply chain management, strategy, behavioural sciences, economics, information system, and computing. We would particularly like to encourage scholars from the wider community including anthropologists, sociologists and design disciplines interested in such notions as consumption, space and identity. We do not necessarily require empirical work and welcome abstracts that explore conceptual ideas that inform the integration of personal data for smart service systems (be bold!).

Abstracts should be under the theme of *Smart Service Systems and Business Models*, including but not limited to:

1. **Novel IOT-enabled business models, economic models and market creation in the digital economy**
2. **Reconfigurable socio-cyber-physical service platforms**
3. **Data, sensors and sensing as service**
4. **Conceptual underpinnings of the IOT and data as a service**
5. **Novel forms of consumer engagement and customer relationship management**
6. **Dynamic service platforms: service engineering, modularity, generativity and incomplete products**
7. **IOT as human-centric service systems**
8. **Integration of consumption space data to inform organisational strategy**
9. **Liquification and density of information resources**
10. **Human computer interaction and human data interaction**
11. **Personal data and consumer decision-making**
12. **Design and innovation of consumption space driven offerings for enhanced customer experience**
13. **Business model innovation**
14. **Entrepreneurship; the interplay between innovation and business model development**

Submit your abstract at:http://bit.ly/ssfv2016

Important Dates

1 February	Abstract submission deadline
29 February	Notification of acceptance
31 March	Accommodation booking deadline (if booking via SSFV2016 organisers)
25 April	Forum registration deadline
12 -13 June	Service Systems Forum 2016

SSFV 2016 Practitioner Forum

We invite industry practitioners to participate at SSFV 2016 through the Practitioner Forum, which will consider all aspects of the Digital Economy, for example, Big Data; Distributed Ledgers, Wearables and the IOT. We are interested in technology development and exploitation eg. IoT sensors gathering data and feeding it to the cloud allowing mobile access to information that can inform and control every aspect of daily life; making transport, buildings, homes, machines and whole cities, 'smart'.

Much of the current discussion is based upon incremental innovation, however Digital Technologies have the potential to be highly disruptive across sectors. New innovations in electronics mean that devices will not require batteries, but rather, harvest power from motion or even the radio waves in the air. As our buildings, vehicles and cities become smarter and we have mobile access to data, new markets will emerge for products and services, disrupting established ways of life and impacting all of us.

In addition to the opportunities, there are many challenges to be faced. Security and privacy, data control and storage, copyrights, transmission, payment and currency; all will be challenged by the Digital Revolution. This Practitioner Forum seeks contributions from practitioners who are engaged in managing the transition to Digital and the potential disruption of new technologies. Our aim is to explore the practical challenges with the intention of identifying a set of common themes that will help practitioners develop deeper insights and to share those experiences under the Chatham House rule.

Practitioners are invited to submit either a short 1-page abstract or a short set of Powerpoint slides (with suitable industry models and challenges). We recommend practitioners contact either Roger Maull (r.maull@surrey.ac.uk) or Irene Ng (irene.ng@warwick.ac.uk) before submitting an abstract or slides. There is no deadline for submission; however we are limited on space to 15 participants.

We will combine academic and practitioner presentations around a set of themes, with considerable time for discussion in each session. Academic and Practitioner discussions will be moderated by the Forum Chairs to optimise insights, understanding and collaborative ways forward.

Why you should attend SSFV 2016 if you are from:

- **Industry** - To engage with thought leaders from the service community and hear new research voices. SSFV2016 allows you to explore the practical challenges of managing the transition to digital, gain deeper insights from other contexts and share your experiences under the Chatham House rule.
- **Academia** - To be part of a discussion on what your knowledge and research can contribute to the understanding of service, innovation and new business/economic models in the digital era and to set up a research agenda for further enquiry.
- **Government** - To participate in this thought leadership forum to advance the understanding of the digital economy and take part in the discussion, sharing your ideas and comments based on research and practice.

SSFV 2016 Tentative Programme

12 June 2016

09:00 – 09:30 am	Arrival
09:30 – 10:00 am	Introductions from conference chairs
10:00 – 11:00 am	Panel discussion theme 1: TBC
11:00 – 11:15 am	Tea and Coffee break
11:15 – 12:15 am	Concurrent sessions (3 speakers each session, 2 sessions in total)
12:15 – 12:30 pm	Discussion on the themes discussed in the concurrent sessions
12:30 – 13:30 pm	Lunch
13:30 – 17:30pm	*Focusing on Practice* : **SSFV2016 Practitioner Forum**
13:30 – 14:30 pm	Panel discussion theme 2: TBC
14:30 – 15:30 pm	Concurrent sessions: 3 speakers, 2 sessions in total (practitioners)
15:45 – 16:00 pm	Tea and Coffee break
15:45 – 16:45 pm	Concurrent sessions: 3 speakers, 2 sessions in total (academic)
16:45 – 17:15 pm	Discussion on the themes discussed in the practitioners sessions
19:30	Forum Dinner

13 June 2016

09:00 – 09:30 am	Arrival
09:30 – 10.30 am	Panel discussion theme 3: TBC
10:30 – 10:45 am	Tea and Coffee break
10: 45 – 11.45 am	Concurrent sessions (3 speakers each session, 2 sessions in total)
11:45 – 12:00 pm	Discussion on the themes discussed in the concurrent sessions
12:00	Closing Address

SSFV 2016 Committee

General Chair: Irene Ng (WMG)
Co-chairs: Roger Maull (Surrey University), Glenn Parry (UWE)
Program Chair: Max Green (WMG)

SSFV2016 webpages: http://bit.ly/ssfv2016

Facebook: https://www.facebook.com/groups/SSFVenice/
Twitter hashtag: #SSFV2016