



**5th Naples Forum on Service
Service-Dominant Logic, Network & Systems Theory and Service
Science: Integrating Three Perspectives for a New Service Agenda**

6-9 June, 2017
Sorrento, Naples, Italy

Call For Abstracts

Track: Digitization and Datafication of Services

TRACK ORGANIZERS

Irene Ng¹
Mike Dixon²

Abstract submission deadline: Jan 20, 2017

Introduction

In this era of Big Data, we are witnessing the transformation of digital data into value-based service innovations. In this track we take a data-driven perspective of Service Science, Service-Dominant Logic, and Network Theory in order to better explore the implications, challenges, and direction of further digitization among services.

¹ Professor of Marketing and Service Systems, WMG, University of Warwick, UK

² Assistant Professor of Operations Management, Ivey Business School, Western University, Canada

We have identified 4 broad research themes that fit within this track:

1. The collection of data
2. The analytics of data
3. The use of data
4. The ownership and stewardship of personal data

1. Collection of data

The Internet of Things (IoT) including smart technology and connectivity of devices brings with it a complex process of data collection. The use of inter-connected sensors and relays on seemingly everyday processes exemplifies one of the main premises of Service-Dominant Logic; that goods are distribution mechanisms for service provision. Researchers exploring the mechanisms of how the collection of data leads to value creation are invited to submit to this track.

2. Analytics of data

After collection of data comes data computation. Data analytics is largely coupled into descriptive and prescriptive forms of analysis. Descriptive analytics can be used to form rich evaluations of past service value while prescriptive analytics is used to predict and improve future states of value while prescribing specific courses of action. Both forms of analytics include methodologies that lie on a scale of complexity varying from very simplistic to algorithmically complex including methods such as machine learning, sentiment analysis, and computational aggregation. Those researchers investigating the types and methods of analytics used to create service value are invited to submit to this track.

3. Use of data

How data is being used to form, improve, customize, personalize, redesign, automate, and otherwise innovate on service offerings is a relatively unexplored area for research. Researchers interested in exploring the challenges around the design and adaption of data-driven service offerings are invited to submit to this track.

4. Ownership and stewardship of personal data

Finally, this track will explore the challenges faced within the context of “personal data”; that is data of individual’s behaviors and traits that is collected, analyzed, and used in creating value. Within all the contexts of the three prior themes, an individual’s sense of vulnerability, privacy,

stewardship, and ownership of personal data become an important topic to consider.

We would like to invite abstracts and papers about:

- Personal data service innovations
- Personal data markets
- Personal data economics
- Vulnerability, trust, control, and privacy of personal data innovations

These topics can be explored in a myriad of ways, but we invite those interested to consider utilizing the HAT (<http://hubofallthings.com>) as a method of exploring issues around personal data.

The HAT and the HALL

The Digitization and Datafication of Services track at the **5th Naples Forum on Service** is sponsored by the HAT Living Labs (HALL, <http://hubofallthings.com/hall>), an experimental environment or 'sandbox' within the Hub-of-All-Things (HAT) live ecosystem environment. HALL's vision is to lead and guide research efforts in how personal data liberation within the HAT infrastructure can lead to empowerment of individuals and to the development of new innovation, and how these might impact economic and policy changes. HALL is open to requests from researchers to conduct research on the live platform (details at: <http://hubofallthings.com/4408-2/>.)

Developed through a UK government-funded research project conducted across six UK universities, the Hub-of-all-Things (HAT) is a technological platform that allows individuals to collect, consolidate, organize and trade personal data that they generate in every aspect of their lives through Internet-enabled devices and services. By enabling individuals to do so, the HAT infrastructure promises to change the Internet and research. Researchers from the HAT community are encouraged to submit to this track.

Submissions

Abstracts submissions must be made through the 'The Hub of All Things (HAT) - Digitization and Datafication of Services' on the Naples Forum on Service Platform at:

<http://www.naplesforumonservice.it/public/index.php?node=132&nm=Istruzioni>

For further details on the 5th Naples Forum on Service and the full Call for Papers, visit: <http://www.naplesforumonservice.it/>.