

## Service Innovation, Engineering and Management

### Short Description of the Proposed Track

Digitization is a strong driver for service-centric value creation and the proliferation of service-centric IT infrastructure. Thus, it is not surprising that an increasing number of activities of public and private organizations are engineered and managed as services, often creating innovations for economic growth and social welfare. This development is mirrored in the domain of information systems, which becomes evident in the use of services as the organizing logic for providing information systems (IS), in the use of services as an architectural paradigm (service-oriented-architecture, SOA), and in the development of Cloud/Internet-based services for data, information, processes, applications and infrastructures. Moreover, the increasing amalgamation of Information Communication Technology (ICT)-enabled services offer substantial opportunities for service innovation.

Service systems are socio-technical systems focused on value co-creation. Thus, the information systems discipline is in a strong position to contribute service research across disciplines. Since the first inception of transdisciplinary service science about 15 years ago, the IS community has provided theory-rooted knowledge for engineering and managing services as well as leveraging IS for service innovation. This track at the same time, the advent and success of the service paradigm challenges previously established concepts in the IS discipline, such as the separation between B2B and B2C relationships, corporate IS and consumer IS, or internal IS and external services. The proliferation of a service society is an increasingly global phenomenon and marketplace that calls for relevant and rigorous research that reaches across traditional geographical and disciplinary boundaries. Service-focused research in IS thus needs to create and refine concepts, models, methods, and systems to reflect these developments.

This track seeks to attract research from a diversity of research paradigms. Potential topics include, but are not limited to, the following:

- Service science and systems theories
- Digital services and transformation
- Service orientation, transformation and innovation
- Service business model innovation, Service platforms, markets and ecosystems
- IT service management and governance

- Service(-oriented) architecture, infrastructure and modularization
- Novel technology enabled services, e.g., blockchain-based services, service interaction based on augmented/virtual reality and/or voice interfaces/assistants
- Online service delivery and experience
- Cyber physical systems and IS-enabled product-service systems
- Self-service technologies
- Service analytics, measurement and improvement
- Service systems engineering and Digital service design theory and methods
- Open Service Systems (e.g. user-generated services, sharing economy services)
- IS and value co-creation/resource integration theories, models and methods
- Human and ethical issues, privacy and security of e-services
- Smart services

## Track Co-Chairs

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	Short Biography	Tilo Böhmann is Head of Department of the Department of Informatics of the University of Hamburg and leads the IT management and consulting research group at the department. His research interests focus on IT management as well as service systems engineering. His research has been published in internationally recognized IS conferences and journals. He has served as research paper co-chair for ECIS 2016, numerous times as track chair, associate editor and special issue editor for reputed conferences and journals. Together with Tuure Tuunanen, Tilo served as inaugural track co-chair for the service track at ECIS 2012. Tilo holds a habilitation degree from Technische Universität München, a PhD from Hohenheim

		University, and a MSc in IS from the London School of Economics and Political Science.
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	Short Biography	Roman Beck is Professor in IT management and leadership at IT University of Copenhagen since 2014. His research focuses on the role of IT service sourcing, services management, and services engineering with a special focus on IS outsourcing, social media, and virtualization. He is interested in institutional logics of organizations, organizational mindfulness, and awareness. Roman is heading the Danish working group on Blockchain and Distributed Ledger Technology standardization, TC 307, at ISO. Before joining ITU, Roman has been Assistant Professor and the E-Finance and Service Science Chair at Goethe University in Frankfurt between 2008 and 2013. Roman serves also as Senior Editor for the DATA BASE journal and as Associate Editor for BISE and has published over 30 journal and 80 peer-reviewed conference articles in outlets such as MISQ, JIT, EJIS, CAIS, I&M, BISE, ICIS, among others
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	Short Biography	Haluk Demirkan is a Professor of Service Innovation & Business Analytics, and a Director of Center for Business Analytics and Master of Science in Business Analytics at the Milgard School of Business, University of Washington Tacoma. His doctorate is in Information Systems and Operations Management from University

		<p>of Florida, and his research in analytics, digital &amp; service innovation and service-oriented technology &amp; management have included recent industry-sponsored research projects with American Express, Intel, IBM, MicroStrategy and Teradata. He has almost 20 years of professional work experiences on process innovations with service-oriented solutions, and data, analytics and business intelligence and analytics for Fortune 100 companies. He has more than 150 at publications, JMIS, JAIS, JSR, IJEC, EJOR, and others. In 2014, he was ranked 5th in Top-100 World-wide Researchers (the Association for Inf. Sys. sanctioned Rankings). In 2015, I received IBM Faculty Award from IBM Cognitive Systems Institute on “Deep Analytics &amp; Learning: Leveraging Watson’s Deep Thinking &amp; Smart Services”.</p>
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