

CALL FOR PAPERS

2010 International Conference on Service Sciences (ICSS 2010)

May 13th – 14th 2010, Hangzhou, China

Conf. web: <http://www.icss2010.org>

Sponsored by

International Business Machines China Company Limited (IBM)

Zhejiang University(ZJU)

Institute of Software Chinese Academy of Sciences(ISCAC)

Overview

Service Sciences, an emerging cross-discipline subject area, addresses the key research and practice issues in developing modern service industries. The first and second International Conferences on Service Sciences were successfully held in Beijing, China in 2008 and 2009. Over 150 experts in service sciences around the world attended each of the Conferences. With the solid successes in the prior years, the 2010 International Conference on Service Sciences (ICSS 2010) continues to focus on the complementary and synergistic aspects of established fields such as Computer Science, Software Engineering, Operation Research, Industrial Engineering, Management Science, Social and Cognitive Sciences, which are expected to contribute to the further development of the service sciences. Furthermore, the Conference also encourages the exploring and studying scientific and practical issues that are fundamental to the service sector including the management theories and engineering methods with a unique service perspective.

Product and technology research has driven much of the growth in the manufacturing sector. Due to its complex nature and its ever-increasing importance in the modern economy, the service sector needs a lot more attention, investments and efforts on innovative theories, methods and solutions to fulfill its great promises. The science of studying services is evolving, and the call-to-action is being heard around the world. Many institutions have integrated or are beginning to integrate their studies with a service perspective. The ICSS 2010 will feature a unique mix of academic, industrial, and cross-discipline topics, and provide a platform for presentation and exchange of research results and practical experiences as well as education and curricula development. The ICSS 2010 Conference also aims at bridging the perspectives of the researchers and the needs of the practitioners. Speakers at the Conference include many of the leading service sciences experts from both the academia and the service industries around the world.

The technical program of the Conference will include invited talks, paper presentations, and panel discussions in research, industry and education tracks. The ICSS 2010 seeks original, unpublished research/case study papers reporting substantive new work in various aspects of Service Sciences. Awards will be given to the best papers in different categories.

Scope of the Conference

Topics of interest include, but are NOT limited to, the following:

1. Service Science

- **Foundations of Service Science**, including but not limited to

- Definition and taxonomies of service, service system, or service science
- Service Theory
- Service Complexity Theory
- Service Innovation Theory
- Service value creation
- Customer Psychology

- **Service System Modeling & Analysis**, including but not limited to

- Service and service system modeling and analysis
- Complex system and complex network modeling and simulation
- Human behavior in service systems
- The dynamics of service system evolution
- Service analytics
- Emerging services

2. Service Management

- **Service Design and Planning**, including but not limited to

- Service design
- Service process engineering
- Demand forecasting
- Service pricing
- Service bundling

- **Service Quality and Operation Management**, including but not limited to

- Service quality management
- Logistics & supply chain management
- Customer relationship management
- Service knowledge management
- Business performance management
- Service metrics and benchmarks
- Electronic commerce/government

- **IT Service Management**, including but not limited to

- Implementation of best practices frameworks and standards such as ITIL
- Tools and techniques for IT service management
- Building awareness and skills around IT service management

- Continuous improvement in IT service management
- IT service operation productivity
- **Service Economy**, including but not limited to
 - Trends and development roadmap of service economy
 - Optimization of service resources in a global context, such as service supply chain management, workforce management
 - Government role in service industry promotion
 - Study on the shifting from manufacturing into service economy
 - Service economy's impact on education, environment, quality of life, employment, and economic growth

3. Service Engineering

- **Service Development**, including but not limited to
 - Service development methodology
 - Service modeling and implementation
 - Service engineering through web community
 - Service quality assurance and testing & Evaluation
 - Service assets creation, management and reuse
 - Service composition and mash-up
 - Service customization and configuration
- **Service Delivery and Operation**, including but not limited to
 - Service level agreement
 - Service quality assurance and monitor in delivery and operation
 - Service lifecycle management (engagement, delivery and operation)
 - Service requirement collection, specification, analysis
 - Service security, privacy and compliance
 - Service oriented information management
 - Service oriented architecture (SOA)
 - Service-driven business process modeling, integration and management
 - Network-delivered service/software as a service (SaaS) (programming model, delivery and operation)
 - Service trust and reputation
- **Service Computing**, including but not limited to
 - Managing service information
 - Cloud computing for service
 - Information assisted service delivery
 - Collaboration in service
 - Complexity computing in service

4. Applications and Industry Practices

- **Practice and case studies in various service industries**, such as banking, telecommunication, manufacturing, healthcare, retail, and public etc.
- **Practice and case studies addressed manufacturing transformation**, such as manufacturing service, after sales service etc.

5. Education and Curricula Development

- **Service Sciences Education and Curricula Design**, including but not limited to

- Talent requirement in modern service industry
- Methodology and practice of Service Sciences curricula design
- Practice of teaching Service Sciences courses
- Teaching method and case study on Service Sciences courses

Submissions

ICSS 2010 solicits unpublished and high quality research papers. Authors are invited to submit manuscripts in English according to the above topics. At least one author of each accepted submission must attend the conference to present the work. Authors should submit their papers, posters and panel proposals via electronic submission system in the following link:

<https://www.easychair.org/login.cgi?conf=icss20100>

The submission formatting includes:

- No more than 6 pages in length including references, illustrations, and appendices.
- Authors' names, contacts and affiliations appear on the paper.
- A short abstract around 150 words and keywords contained on the first page
- 2-column format of single-spaced text in 10 point Times Roman for the body of the text
- No page numbers
- No headers and footers
- Standard US-letter size, not A4
- PDF or MS-Word format

The formatting template of the Camera-Ready Copy will be provided at the conference website after the paper is accepted. It is the responsibility of authors to ensure the originality, authorship, accuracy, complete references, coherent organization and legible appearance of their work.

- All papers selected for this conference are peer-reviewed and will be evaluated based on relevance, significance, originality, clarity, and technical merit. Accepted papers will be included in the conference proceedings of ICSS2010 published by Conference Publishing Services(CPS, <http://www.computer.org/cps>) (the proceedings published by CPS will be included in the IEEE & IEEE Computer Society online stores, archived to IEEE Xplore and CSDL digital libraries, and arranged for indexing through INSPEC, EI , Thomson ISI, and other indexing services).
- Selected best papers will be expanded and revised, as required, for the Journal Special Issues of <**Service Oriented Computing and Applications**>(published by Springer (EI))(TBD) , and <**Journal of Software**>(published by Science Press(EI)).

One Best Paper award and one Best Student Paper award will be granted at ICSS 2010. The

first author of the best student paper must be a full-time student.

If authors have problems in submission through the homepage, please feel free to send it to xiangxl@zju.edu.cn .

Important Dates

Deadline for Full Paper Submission: December 15, 2009

Paper Acceptance Notification: January 30, 2010

Final Paper in PDF format Due: February 19, 2010

Conference Registration and Proceeding Publishing Fee Due: February 26, 2010