



## The 14th International Conference on Exploring Service Science

February 7-9, 2024 in Brno, Czech republic ([iessonline](https://www.iessonline.org))

# CALL FOR PAPERS

The 14th International Conference on Exploring Service Science (IESS 2.4), will be organized by the Masaryk University, on February 7-9, 2024 in Brno, Czech Republic. According to the IESS tradition, IESS 2.4 will cover major areas of research and education related to service science and service innovation, including new emerging research trends. In the IESS conferences, the digital part of services constitutes a main component of Service Science exploration.

Contributions grounded in multi-disciplinary approaches to enable transdisciplinary services are particularly encouraged. In this case, they will explore traditional disciplines, like IT, justice, medicine and health, economy, private and public administration, and engineering, in order to rebuild some of their foundations towards enabling the creation of transdisciplinary services.

The IESS 2.4 conference will bring together academics and service practitioners in a collegial and stimulating environment. The IESS 2.4 edition has a special theme **Service Science to promote intelligence augmentation**. This topic is to enlighten the potential actions to enhance human intelligence that can be achieved through Service Science, which offers a great opportunity:

- to continue to deepen the previous topics of the last IESS 2.2 and IESS 2.3 conference: Service Innovation Roadmaps and Responsible Entities Learning, Service Science to ground Sustainable Development Goals
- and to discover sustainable ways of setting up resilient and sustainable ecosystems by means of trans-disciplinary, trans-institutional, and transnational services system.

While this special theme is relevant to all conference topics, the IESS 2.4 conference invites forward-looking studies that examine how service science can help individuals, organizations, societies, and countries develop intelligence augmentation to reinforce human responsibility, resilience, and sustainability.

### CONFERENCE TOPICS

Papers are solicited on one or several topics of the following list, but not limited to them. Contributions should be grounded in one or several contexts and be open to multi-disciplinary approaches.

- **Open Topics for Exploration in Service Science**
  - Design Science Research in Services
  - Business transformation/expansion through Service Science
  - Sustainability and Resilience in services
  - Governance of service systems
  - Governance by means of services
  - Multi-disciplinary and multi-organizational services
  - Emerging Science Research in Services
- **Service Design and Innovation**
  - Bringing service design and design thinking into innovation processes
  - Integrating service design and technology approaches to service innovation
  - Service design and innovation in technology enabled services
  - Service design and innovation in complex value networks and ecosystems



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- Embedding service design and innovation in the creation of new product systems
- Involving customers and other actors in service design and innovation
- Research in service design and innovation
- **Service Business Models**
  - Innovation of new service business models driven by ICT
  - Data/Service-driven Business Model Innovation
  - Organizational transformation triggered by service innovation
  - Methods and tools for business model innovation
  - Socio-economic changes triggered by services
  - Design of digital services and digital service systems
- **Digitalization of Services**
  - Application of machine learning and AI to address service challenges
  - Social media analytics for service business and service systems
  - Data/Service-driven methods to manage and measure customer experience
  - Big data technology to improve well-being through transformative service
  - Advanced analytics in smart service systems
  - Design and development of Smart Service platforms and processes
  - Services for flexible and scalable data management and integration
  - Real-time data integration and processing as services
  - Responsible Semantic web technologies for Smart Services
  - Marketplaces for offering Smart Services
  - Services for sensor data processing and integration
  - Self-organizing and autonomous systems as services
- **Smart Citizens for Smart Cities: approach, attitude, awareness, sensitiveness, engagement, participation**
  - Smart Cities and Services
  - Smart Technologies for public services
  - Smart Citizens
  - Service Digitalization
  - Smart Society
  - Smart Healthcare
  - Human-Machine interactions
  - People's active participation (engagement, empowerment)
  - Value co-creation in Smart Cities

### IMPORTANT DATES

November 20 <sup>th</sup> , 2023	Deadline to submit papers
January 8 <sup>th</sup> , 2024	Notification of acceptance
January 15 <sup>th</sup> , 2024	Revision deadline for conditionally accepted papers
January 18 <sup>th</sup> , 2024	Final notification for conditionally accepted papers
January 22 <sup>nd</sup> , 2024	Deadline for camera-ready papers

### PUBLICATION

- The length of the papers: max 15 pages (about 5000 - 6000 words).



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- The proceedings will be published under a CC license by EDP Sciences on the [Web of Conferences platform](#).
- The paper must be formatted according to the [EDP guidelines](#) (one-column format) and be submitted on the EasyChair platform by means of [this link](#).
- Every accepted paper will be reviewed (blind review) by at least 2 program committee members, who have no conflict of interest with the authors and the subject of the paper.
- One person can be the co-author of up to 2 accepted papers in the IESS 2.4 conference.
- Each IESS 2.4 accepted paper will receive a special DOI identifier and be submitted for indexing in Clarivate Analytics, Google Scholar, and ProQuest.