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# 14TH INTERNATIONAL CONFERENCE ON EXPLORING SERVICE SCIENCE

## Workshop Program

2024 feb. 7 – Brno (CZ)

Faculty of informatics, Masaryk University

*Service Science  
to promote intelligence augmentation*





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## #WS-Day

|        |          |                           |   |
|--------|----------|---------------------------|---|
| Feb. 7 | h. 8:30  | Registrations             |   |
|        | h. 9:00  | <b>WS Opening Session</b> | <b>2.4 IESS WS Introduction</b><br>D. Ho, M. Leonard, J. Spohrer, L. Wallezky   |
|        | h. 9:30  | Plenary Session           | <b>Transforming Businesses, Industries, and Governments</b><br><i>What is the "Best" Service System Ecology Strategy in the AI Era?</i><br>J. Spohrer (co-Founder of Service Science)   |
|        | h. 10:00 | Coffe Break               |   |
|        | h. 10:30 | <b>2.4 IESS Workshop</b>  | <b>Invited Speakers &amp; Q&amp;A</b><br>R. Bízková (ISFOR, Institute for Society 4.0) - <i>Mission oriented: Innovation in the public sector and regional development</i><br>T. Pitner (Academic Director, Masaryk University, CERIT) - <i>How to Support Transdisciplinary Service-oriented Startups</i><br>Aleš Malý (Kyndryl) - <i>Mainframes (exact title will be specified soon)</i>  |
|        | h. 12:00 | Lunch break               |   |
|        | h. 13:00 | <b>2.4 IESS Workshop</b>  | <b>Invited Speakers &amp; Q&amp;A</b><br>P. Minařík (VP of Technology at Progress) - <i>The Power of Data in Modern Product &amp; Service Management</i><br>O. Materna (Founder & CEO of Legito) - <i>Delivering great services with limited time and resources</i><br>J. Bocian (CEO of 22@Sense Partners) - <i>How to fund research and development in a start-up? What are the risks involved?</i>   |
|        | h. 14:30 | Coffe Break               |   |
|        | h. 15:00 | <b>2.4 IESS Workshop</b>  | <b>Invited Speakers &amp; Q&amp;A</b><br>C. Casanueva (ESCP Madrid) and Arístides Senra Díaz (UPM Madrid) - <i>Financial Enlightenment of the Entrepreneurship Dark Side from the Experience in Spain</i><br>Radek Giebel (Kyndryl) - <i>Modern trends in Enterprise IT</i><br>N. Coutts (Innovation Advisory Board member at UNLEASH) - <i>Some examples of how service design is being used by startups and SMEs to apply service science</i> |
|        | h. 17:00 | Social Event              |   |



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