

Service Science Society of Australia

Second Australasian Symposium on Service Research and Innovation

**to be held at the Darlington Centre, the University of Sydney, on
November 19 - 20, 2012**

KEYNOTE SPEAKERS (THIS LIST TO BE EXTENDED)

James Yeh (IBM Research)

With the increasingly dominant role that the service sector plays in both developed and emerging economies, the conceptualisation, design, delivery, and evaluation of service systems have attracted significant research attention and policy focus. There is also a growing recognition of the critical role of service innovation in improving productivity levels and quality of life. The transition from the manufacturing and goods-based orientation to more of a service-dominant logic has gathered momentum in recent years.

Information and communication technologies (ICT) play a central role in the design and delivery of service systems. Internet and World Wide Web-related developments such as web 2.0, semantic web, cloud infrastructure, and service-oriented computing and web services, social computing, and (internet-based) human computation are just a few of the technological advances that are helping to redefine the landscape of service systems.

The Service Science Society of Australia is the apex national body representing the services research community of Australia. It seeks to promote the understanding and use of service science in government, industry and academia. The Australasian Symposium on Service Research and Innovation series serves as its annual meeting.

The second Australasian Symposium on Service Research and Innovation will bring together a cross-disciplinary group of researchers and practitioners who are engaged in research and development in the area of services, broadly defined. It will feature keynote addresses and invited lectures by prominent researchers in the field. There will also be contributed paper sessions as well as a forum for PhD students to present their service-related thesis research. An industry forum featuring a few of the key players in industry and government will also be a part of the symposium.

Topics of Interest

Service science
Smart services
Service computing and web services
Human computation

Crowdsourcing
Cloud computing
Service systems design
Service systems engineering
Service technologies
Applications and case studies
Value co-creation in service systems
Service economy
Service marketing and CRM

Abstract Submission

Researchers and research students who work on service-related topics are invited to submit a two-page abstract of their paper to both program chairs (see contact details in next section). The deadline for submission will be 19 October 2012. Notification regarding presentation at the symposium or the PhD forum will be sent out by 2 November 2012.

Organising Committee

Conference Chair: Joseph G. Davis, University of Sydney

Program Chairs: Aditya Ghose, University of Wollongong
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Fethi Rabhi, University of New South Wales
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Program Committee

Renu Agarwal, University of Technology Sydney
Boualem Benatallah, UNSW
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Byron Keating, University of Canberra
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Simon Milton, University of Melbourne
Liam O'Brien
Helen Paik, UNSW
Simon Poon, University of Sydney
Ananth Srinivasan, University of Auckland
Shazia Sadiq, University of Queensland
Vladimir Tosic, NICTA
Jay Hannon, IBM
Surya Nepal (CSIRO)
Pradeep Khanna (Global Mindset)