

# Case Studies in Service Innovation Workshop (CSSI'12)

26<sup>th</sup> June 2012

In conjunction with 24th International Conference on Advanced Information Systems Engineering (CAiSE'12), Gdańsk, Poland <http://www.caise2012.univ.gda.pl/>

## The workshop is organised by

Centre for Service Research, University of Manchester, UK  
Informatics Research Centre, Henley Business School, UK  
UK Chapter, Service Research and Innovation Institute ([www.thesrii.org](http://www.thesrii.org))

The aim of the workshop is to bring together contributions from researchers and practitioners to better understand service innovation through real life case studies. The workshop seeks to address the underlying theories, models, and tools that contribute to innovation, how it works in practice and how its impact is evaluated. The workshop will add to the wider understanding of how service innovation occurs and will seek to stimulate learning from one context to another.

In this workshop we are calling for real-life case studies of Service Innovation. Experience has shown that innovation may be driven by new architectures or information services but real business benefit is often not fully achieved without accompanying process innovation, organisational change or wider innovation management. The workshop will address the complexity of service innovation and hence contribute to a key objective of the CAiSE 2012 conference, that is, to illustrate the need for new transdisciplinary ways of thinking.

Case studies in Service Innovation can include but are not limited to the following areas:

- Innovation at the convergence of manufacturing and services
- Consumer led innovation or consumers as part of the innovation process
- Innovative services associated with sustainability and resource efficiency
- Service innovation in the public sector or voluntary sector
- Service innovation in education and government
- Technology led service innovation
- Service innovation that improves productivity and business performance
- Service innovation that improves the quality of life
- Example of small business service innovation

## KEY DATES

Submission of the case for review	March 11, 2012
Notification of acceptance	April 6, 2012
Final submission	April 30, 2012
Workshop	June 26, 2012

## SUBMISSION GUIDELINES

Papers should be submitted in PDF format via EasyChair <https://www.easychair.org/conferences/?conf=cssi12>. Submissions must conform to Springer's LNCS

format (see <http://www.springer.com/computer/lncs?SGWID=0-164-6-791344-0>) and should not exceed **six (6) pages**, including all text, figures and references.

Submissions should provide a description of the context in which the innovation occurred, the opportunity that led to the innovation and an overview of the innovation itself. It should also address how success was measured, what success has been achieved to date and links to further information and related references. The suggested contents of each submission are as follows:

- Background/Context
- The Opportunity
- Description of the Innovation
- How is success measured?
- What success has been achieved to date
- Links to further information

The workshop will be organised around five major themes each reflecting recognised sources of service innovation (see [www.ssmenetuk.org](http://www.ssmenetuk.org)). The five themes are:

*Theme 1: Business Model Innovation:* Service innovation through new ways of creating, delivering or capturing value (economic, social, environmental or other types of value).

*Theme 2: The Organisation in its Environment:* Service innovation through an organisation engaging beyond its own boundaries, for example through public private partnerships; sourcing knowledge externally; innovation networks; open or distributed innovation.

*Theme 3: Innovation Management within an Organisation:* Service innovation through an organisation actively encouraging innovation within its own boundaries, for example through project teams, internal governance of innovation, methods or tools that stimulate innovation.

*Theme 4: Process Innovation:* Service innovation through changes in service design and delivery processes, for example through consumer-led innovation or consumers as part of the innovation process, service operations management, educational processes.

*Theme 5: Technology Innovation:* Service innovation through the use of technology, for example through ICT-enabled innovation, ICTs that are themselves innovative and support the delivery of new services, new ICT services, new ways of delivering services associated with ICT products, technology other than ICT.

Accepted cases will be included in the proceedings published by the workshop organisers and will be available at the SSMEnetUK website. The best and extended workshop papers will be published in a special issue of the [International Journal of Information System Modeling and Design](#); In addition, selected and extended papers will also be published in *Service Science: Research and Innovations in the Service Economy* <http://www.springer.com/series/8080> book series.

## **WORKSHOP ORGANISERS**

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