

▼ Introduction to Service Science Management and Engineering Minitrack

Michael J. Shaw
University of Illinois
at Urbana-Champaign, USA
mjshaw@uiuc.edu

Paul P. Maglio
IBM Almaden
Research Center, USA
pmaglio@almaden.ibm.com

Fu-ren Lin
National Tsing Hua University,
Taiwan, ROC
frlin@mx.nthu.edu.tw

The trend of increasing contributions to economic outputs from services-related activities in major countries pushes service innovation to be a major part of most business models. Even in traditionally manufacturing-driven industries, such as IT and computer industries, the importance of service has surpassed most other corporate competencies. From the outset, efforts in creating, composing, and delivering services call for systematic studies of managerial, technical, and social issues. Pioneers in service research have moved service research up to the inflection point, and now there is a great need of a wider range of service research. The prevalence of Internet and Web-based services demands – as well as brings about – more opportunities for service innovation. For example, an array of university initiatives have been formed in response to the IT industry's rally cry that more research is needed in this area – which some have called Service Science, Management, and Engineering (SSME). Combining managerial and technical perspectives, SSME aims to create service professionals with technological, business, and social-organizational abilities, and also to combine these areas to understand and cultivate service innovation on a large scale.

This minitrack serves as a forum for researchers and practitioners to share progress in addressing these and related questions. This very first minitrack focusing on SSME attracted 25 paper submissions. Through double blind reviewing process, we accepted 14 papers to present in five sections. The first section mainly focuses on the system views of service science and modeling emphasized by three papers, respectively. Dr. Spohrer and his co-authors view service system as the basic abstraction of service science. Prof. Glushko and his coauthor treat service system design as the

integration between front and back stages of service functions. Prof. Becker and his coauthor bring their perspectives on reference models and modeling languages for product-service systems.

The second section emphasizes on service engineering and service-oriented architecture with three papers. Prof. Chou and his co-authors demonstrate a daily-life activity recommendation service with contextual information to highlight the usefulness of service innovation through ICT. Prof. K.J. Lin designs an accountability framework for service engineering. Prof. Thomas and his coauthors present e-commerce case study to elaborate process models for SOA.

Three interesting cases are used for elaborating the opportunities and issues for service innovation in section three. These cases are on Second Life by Kim et al., on healthcare industry by Prof. H.G. Chen and his coauthor, and on Financial services by Prof. Riordan and his coauthors.

Section four brings research issues and findings on service management with three papers. Prof. Nelson and his coauthors use a lifecycle approach to managing business rules. Prof. H.M. Chen adopts business-IT alignment model to view service engineering. Prof. J. Dorn and his coauthor emphasize on service-oriented resource management. Section five wraps up this minitrack by addressing research issues in design of service systems under variability while facing various customer demands in two papers. Prof. P.K. Kannan and his coauthor bring research issues in designing service systems under variability, and Dr. C. Pinhanetz treats service systems as customer-intensive systems to address the implication for SSME.