In the midst of service applications in engineering and the increasing importance of the service sector in the global economy, services are being scientifically researched and much attention is being focused on service science as a means of improving productivity. Since services are amorphous (they have no shape) and have the special characteristic of simultaneously causing both production and consumption, it has been difficult to research services in a scientific way. However, due to the spread of the Internet and technical innovations in sensor networks, recently huge amounts of data related to all kinds of service activities and processes are being collected, and a new frontier of service research is starting to appear. Given this background, data mining, which can uncover useful knowledge from such mass amounts of data, is expected to play an important role in the development of service science. The focus of this workshop is on empirical findings, methodological papers, and theoretical and conceptual insights related to data mining in the field of various service application areas.

The workshop is aimed at bringing together researchers from the areas of the service sector and data mining. We expect to encourage an exchange of ideas and perceptions through the workshop, which is focused on service and data mining. Especially, this year, we focus on the topics related to Big Data in the workshop. This workshop will discuss specific uses of data mining techniques for Big Data to create new service.

We have 10 papers out of 25 submissions including 5 transferred papers from the main conference. Actually all of the accepted papers for this workshop are interdisciplinary studies. Their authors have a diverse array of backgrounds, including marketing, medical service, computer science, management information systems, and more. It is our ardent hope that these research papers and interactions with the audience will serve as a catalyst for future innovation. At last we would like to thank all the authors, PC members and reviewers of this workshop. We look forward to meet you in Shenzhen, China.

13 November 2014
Katsutoshi Yada, *Kansai University*
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**Co-Chairs of DMS2014**
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