



## Schedule Parallel Track Session IESS 1.8

20/09/2018 // Day 1

### 10:30 - 12:00 Parallel Track Session I

#### ROOM 1: SERVICE DESIGN AND INNOVATION

Session Chairs:

LIA PATRÍCIO & NIELS FELDMANN

10:30	Torben Stoffer Thomas Widjaja Nicolas Zacharias	The Effect of Service Modularity on Flexibility in The Digital Age – An Investigation in the B2B Context
11:00	Aleksander Lubarski	Modular Sales – Using Concepts of Modularity to Improve the Quotation Process for B2B Service Providers
11:30	João Reis Marlene Amorim Nuno Melão	Omni-Channel Service Architectures in a Technology-Based Business Network: An Empirical Insight
12:00	Katharina Blöcher Rainer Alt	An Approach for Customer-Centered Smart Service Innovation Based on Customer Data Management

#### ROOM 2: BIG DATA IN SERVICES

Session Chairs:

MOHAMED ZAKI & NIKLAS KUEHL

10:30	Florian Knöll Katerina Shapoval	Forecast Correction Using Organizational Debiasing in Corporate Cash Flow Revisioning
11:00	Clemens Wolff Michael Voessing	A Framework for the Simulation-Based Estimation of Downtime Costs
11:30	Daniel Olivotti Jens Passlick Alexander Axjonow Dennis Eilers Michael H. Breitner	Combining Machine Learning and Domain Experience: A Hybrid-Learning Monitor Approach for Industrial Machines
12:00	Tobias Enders	Exploring the Value of Data – A Research Agenda

## 13:30 - 14:30 Parallel Track Session II

### ROOM 1: SERVICE DESIGN AND INNOVATION

Session Chairs:

**LIA PATRÍCIO & NIELS FELDMANN**

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13:30	Michael Vössing Jörg Siegel Niels Feldmann Thorsten Wuest Carina Benz	Employee-Centric Service Innovation: A Viable Proxy for Customer-Intimacy for Product-Focused Enterprises Service Engineering Development Methods in German Enterprises
14:00	Intekhab (Ian) Alam	Customers Input via Social Media for New Service Development
14:30	Caroline Götz Sophie Hohler Carina Benz	Towards Managing Smart Service Innovation: A Literature Review

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### ROOM 2: SMART SERVICE PROCESSES

Session Chairs:

**LEONARD WALLETZKÝ & MARIA MALESHKOVA**

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13:30	Kevin Laubis Florian Knöll Verena Zeidler Viliam Simko	Crowdsensing-Based Road Condition Monitoring Service: An Assessment of its Managerial Implications to Road Authorities
14:00	Michael Vössing Clemens Wolff Volkmar Reinerth	Digitalization of Field Service Planning: The Role of Organizational Knowledge and Decision Support Systems
14:30	Francesco Polese Luca Carrubbo Francesco Caputo Antonietta Megaro	Co-Creation in Action: An Acid Test of Smart Service Systems Viability

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## 15:15 - 15:45 Parallel Track Session III

### ROOM 1: SERVICE DESIGN AND INNOVATION

Session Chairs:

LIA PATRÍCIO & NIELS FELDMANN

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15:15	Simon Hagen Sven Jannaber Oliver Thomas	Closing the Gap Between Research and Practice – A study on the usage of Service Engineering development methods in German enterprises
15:45	Carina Benz Stefan Seebacher	Open Innovation in Ecosystems – A Service Science perspective on Open Innovation

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### ROOM 2: SMART SERVICE PROCESSES

Session Chairs:

LEONARD WALLETZKÝ & MARIA MALESHKOVA

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15:15	Sebastian R. Bader Clemens Wolff Michael Vössing Jan-Peter Schmidt	Towards Enabling Cyber-Physical Systems in Brownfield Environments Leveraging Environmental Information to Derive Virtual Representations of unconnected Assets
15:45	Achim Kampker Marco Husmann Philipp Jussen Laura Schwerdt	Market Launch Process of Data-Driven Services for Manufacturers: A Qualitative Guideline

## 21/09/2018 // Day 2

### 09:45 - 10:45 Parallel Track Session IV

#### ROOM 1: SERVICE BUSINESS MODELS

Session Chairs:

**TILO BOEHMANN & RONNY SCHUERITZ**

09:45	Sebastian Floerecke	Success Factors of SaaS Providers' Business Models – An Exploratory Multiple-Case Study
10:15	Jürg Meierhofer Anne Herrmann	End-To-End Methodological Approach for the Data driven Design of Customer-Centered Digital Services
10:45	Fabian Hunke Christian Engel	Utilizing Data and analytics to advance Service: Towards enabling Organizations to successfully Ride the Next Wave of Servitization

#### ROOM 2: SERVICE TOPICS OPEN EXPLORATION

Session Chairs:

**MONICA DRĂGOICEA, HENRIQUETA NÓVOA & MELANIE REUTER-OPPERMANN**

09:45	Marlene Amorim Fatemeh Bashashi Saghezchi Maria João Rosa Pedro Pombo	Investigating the Alignment between Web and Social Media Efforts and Effectiveness: The Case of Sciencecentres
10:15	Gabriela Beirão Humberto Costa	Exploring Customers' Internal Response to the Service Experience: An Empirical Study in Healthcare
10:45	Nabil Georges Badr Maddalena Sorrentino Marco De Marco	Health Information Technology and Caregiver Interaction: Building Healthy Ecosystems

## 11:30 - 12:30 Parallel Track Session V

### ROOM 1: DESIGN SCIENCE RESEARCH IN SERVICES

Session Chairs:

**TUURE TUUNANEN & STEFAN MORANA**

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11:30	Jorge Grenha Teixeira Lia Patrício Tuure Tuunanen	Bringing Design Science Research to Service Design
12:00	Osmo Mattila Tuure Tuunanen Jani Holopainen Petri Parvinen	Scaling Consultative selling with Virtual Reality: Design and Evaluation of digitally enhanced Services
12:30	Geert Poels Ben Roelens Henk de Man Theodoor van Donge	Designing Value Co-Creation with the Value Management Platform

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### ROOM 2: SERVICE TOPICS OPEN EXPLORATION

Session Chairs:

**MONICA DRĂGOICEA, HENRIQUETA NÓVOA & MELANIE REUTER-OPPERMANN**

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11:30	Reinhard Weissinger Stephen K. Kwan	Service Science Research and Service Standards Development
12:00	Monica Drăgoicea Nabil Georges Badr João Falcão e Cunha Virginia Ecaterina Oltean	From Data to Service Intelligence: Exploring Public Safety as a Service
12:30	Florin Anton Theodor Borangiu Silviu Raileanu Iulia Iacob Silvia Anton	Managing Patient Observation Sheets in Hospitals using Cloud Services

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