



## Schedule Parallel Track Session IESS 1.8

### 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