



## Schedule Parallel Track Session IESS 1.8

21/09/2018 // Day 2

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

#### ROOM 1: DESIGN SCIENCE RESEARCH IN SERVICES

Session Chairs:

TUURE TUUNANEN & STEFAN MORANA

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

#### ROOM 2: SERVICE TOPICS OPEN EXPLORATION

Session Chairs:

MONICA DRĂGOICEA, HENRIQUETA NÓVOA & MELANIE REUTER-OPPERMANN

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