

5th International Conference on Serviceology  
Vienna, July 12 – 14, 2017



**PRELIMINARY CONFERENCE PROGRAM**

*Overview*



## Wednesday, July 12, 2017

08:00 -09:00	Registration		
09:00-09:30	Conference Opening		
09:30-10:30	<b>Keynote</b> <b>Co-Creating a Disruptive Future</b> Dr. Yoshikuni Takashige, Fujitsu		
10:30 -11:00	Coffee break		
11:00- 12:30	<b>Session 1</b> Service Design	<b>Session 2</b> Service Management and Operations	<b>Special Session</b> Holistic Approach of Service Modelling
12:30-14:00	Lunch break		
14:00-15:30	<b>Podium Discussion</b> <b>The Meaning of Service in the Age of Digital Transformation</b> Prof. Tamio Arai, University of Tokyo, Japan Prof. Yoshinori Hara, Kyoto University, Japan Aljosa Pasic, ATOS, Spain Dr. Martin Petry, Hilti AG, Liechtenstein Prof. Dimitris Karagiannis, University of Vienna, Austria (moderator)		
15:30-16:00	Coffee break		
16:00-17:30	<b>Session 3</b> Service Design	<b>Session 4</b> Service Management and Operations	<b>Special Session</b> Holistic Approach of Service Modelling

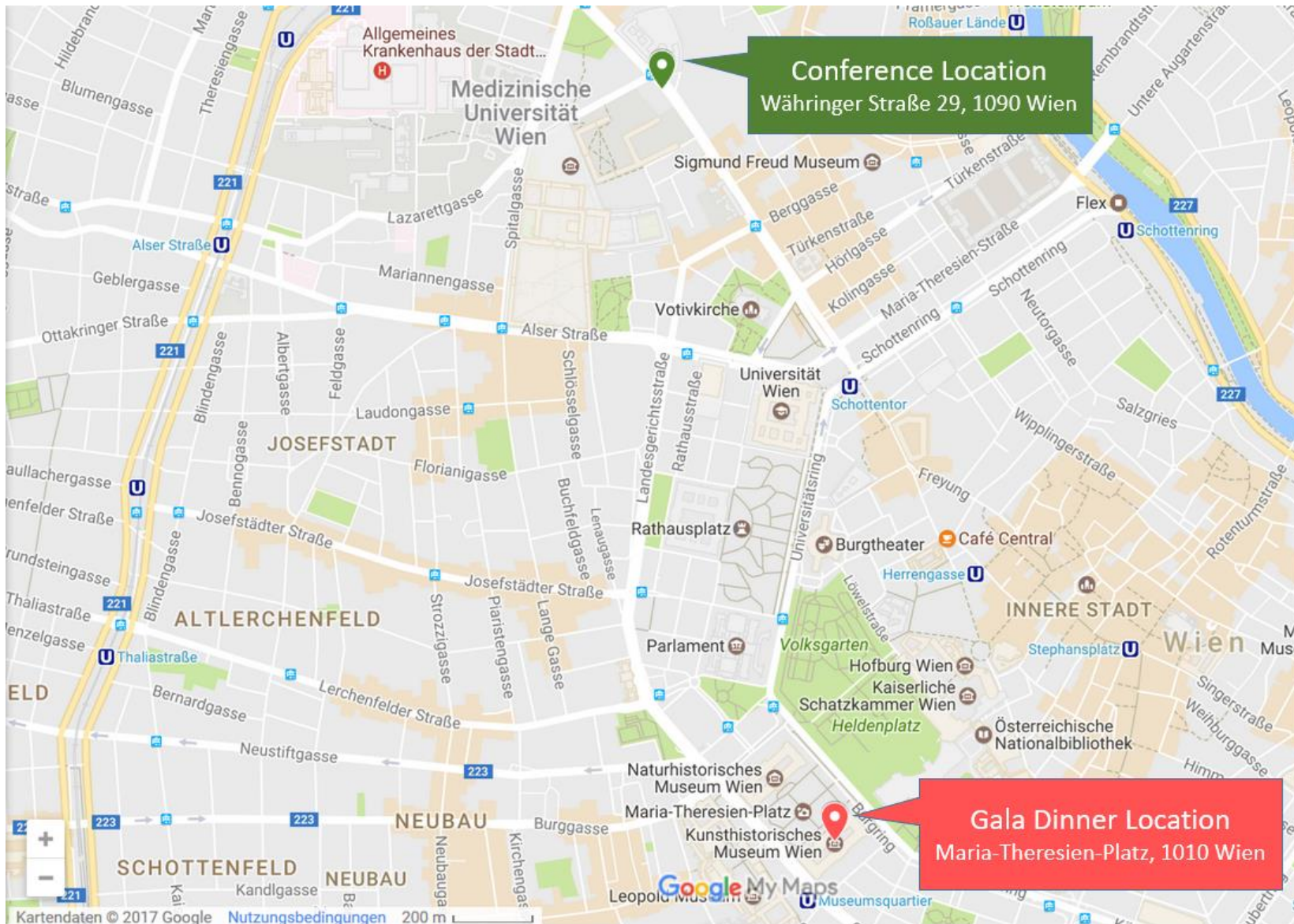
## Thursday, July 13, 2017

08:00	Registration		
08:30-09:30	<b>Keynote</b> <b><i>Building Trust with Partners for Value Co-Creation in Service System</i></b> Mio Shimizu, NEC Corporation		
09:30 -10:00	Coffee break		
10:00- 11:30	<b>Session 5</b> Human-Centered Service	<b>Session 6</b> Theoretical Perspective on Service	<b>Special Session</b> Meaningful Technology for Seniors
11:30-13:00	<b>Session 7</b> IoT-Based Service	<b>Session 8</b> Theoretical Perspective on Service	<b>Special Session</b> Meaningful Technology for Seniors
13:00-14:30	Lunch break		
14:30-17:30	<b>Poster Session</b> Exhibition of 30 Posters		
17:45	Departure for Gala Dinner		
18:00	Guided Tours through the Museum of Art History		
19:00	Gala Dinner in the Cupola of the Museum of Art History		

## Friday, July 14, 2017

08:00	Registration		
08:30-09:30	<b>Keynote</b> <b><i>Service as Intersubjective Struggle: A Study of Sushi</i></b> Prof. Yutaka Yamauchi, Kyoto University		
09:30 -10:00	Coffee break		
10:00- 11:30	<b>Session 9</b> Service Practices	<b>Special Session</b> Design and Support Technology for Value Co-Creation	<b>Special Session 3</b> Services and Green Economy
11:30-13:00	<b>Session 10</b> Service Practices	<b>Special Session</b> Design and Support Technology for Value Co-Creation	<b>Workshop</b> The Open Models Laboratory: Education Perspectives
13:00-14:30	Lunch break		
14:30-15:30	<b>Session 11</b> Service Engineering and Technologies	<b>Session 12</b> Service Innovation	<b>Session 13</b> Value Co-Creation and Context
15:30-16:00	Coffee break		
16:00-17:00	<b>Closing Ceremony</b>		
10:00 –13:00	<b>Tutorial</b> Semantic-based Modeling for Services using the SeMFIS Platform Prof. Hans-Georg Fill, University of Bamberg, Germany		

## Event Locations



Sponsors

