

# Call for Papers

## The 1st International Conference on Serviceology (ICServ 2013)

October 16-18, 2013

National Institute of Advanced Industrial Science and Technology (AIST), Tokyo

Waterfront, Japan

<http://www.serviceology.org/>



The 1st international conference on Serviceology (ICServ2013) will be held for October 16-18, 2013 in Tokyo. The main goal of this conference is to provide opportunities for the researchers from academia and industry to share the latest technologies, methodologies, and case studies toward co-creation of services in a sustainable society.

### About The Society for Serviceology

Services are key activities with the globalization of economy and also underlie quality of life of local people. The Society for Serviceology explores scientific systematization of services and promotes technological developments for solutions of industrial issues. The society was established on Oct. 1, 2012 in Japan.

**President:** Dr. T. Arai **Vice-President:** Dr.M. Ito, Mr. N. Akikusa

### Committee

General Chair: M. Mochimaru (AIST, Japan)  
General Co-Chair: T. Murakami (RIEIS, Japan)  
Program Chair: K. Ueda (AIST, Univ. of Tokyo)  
Program Co-Chair: T. Takenaka (AIST, Japan)  
Publication Chair: K. Kimita (Tokyo Univ. of Science)  
Financial Chair: I. Noda (AIST, Japan)  
Local Chair: T. Nishimura (AIST, Japan)

### Important Days

May 31: Full paper and Short paper submission deadline  
July 19: Notification of acceptance  
August 1: Camera Ready paper due  
August 1: Early Registration deadline  
October 7: On-line Registration deadline  
October 16-18: Conference



AIST Tokyo Waterfront

### Topics

- Data assimilation & human modeling
- Enhancing Service Analysis and Testing with VR/AR/MR
- Healthcare services
- Mechanism design for services
- Psychology & Neuro-aided design
- Product Service System (PSS)
- Public & urban services
- Regional development & policymaking
- Service economy and productivity
- Service innovation and design
- Service management & marketing
- Service robotics
- Service theory
- Tourism & hospitality

### International Program Committee

M. Akamatsu (AIST, Japan)  
T. Arai (Shibaura Institute of Tech.)  
H. Asama (Univ. of Tokyo, Japan)  
W. Ganz (Fraunhofer IAO, German)  
P. Geczy (AIST, Japan)  
T. Hara (Univ. of Tokyo, Japan )  
T. Hara (Univ. of Central Florida )  
K. Hidaka (Tokyo Inst. of Technology)  
T. Kurata (AIST, Japan)  
K. Kurumatani (AIST, Japan)  
S. Kwan (San Jose State Univ., USA)  
H. U. Kwon (Nihon Univ. Japan)  
M. Lindahl (Linköping Univ., Sweden)  
J. Liu (Hong Kong Baptist Univ.)  
H. Maruyama (ISM, Japan)  
M. Morikawa (RIETI, Japan)  
H. Nakashima (Future Univ. Hakodate)  
N. Nishino (Univ. of Tokyo, Japan)  
Sobei H. Oda (Kyoto Sangyo Univ., Japan)  
G. Pezzotta (Univ. of Bergamo, Italy)  
N. Rubens (UEC, Japan)  
Y. Sawatani (JST/RISTEX, Japan)  
Y. Shimomura (Tokyo Metrop. Univ.)  
J. C. Spohrer (IBM Almaden Res. Center)  
M. Toivonen (VTT, Finland)  
K. Toya (Doshisha Univ., Japan)  
S. Tsumoto (Shimane Univ., Japan)  
K. Watanabe (AIST, Japan)  
K. Windt (Jacobs Univ. German)  
Y. Yamamoto (AIST, Japan)  
Shu-Heng Chen ( N. Chengchi Univ.)

### Submissions of full papers and short papers

ICServ2013 calls for full papers and short papers presenting interesting and exciting recent results including case studies, work in progress or novel ideas on businesses. Selected full papers will be published by Springer as a book series.

For further information, please e-mail to [icserv-info-ml@aist.go.jp](mailto:icserv-info-ml@aist.go.jp)

