



**The 2012 Annual Meeting of the  
Art & Science of Service  
and  
POMS College of Service Operations**

**June 27-29, 2012  
Maastricht University**

**Innovations in Service Supply Chain Design**

**Meeting Announcement:**

The Art & Science of Service Meeting is a truly transdisciplinary meeting involving academics and practitioners from disciplines and organizations that focus on the service delivery process and the service systems that support it. Some of the academic disciplines that participate in this meeting include operations, marketing, information technology, design, and human resource management, among others.

Innovative technologies and approaches for configuring and connecting resources have created new opportunities for increasing value through service supply chain design. Information sharing technologies are bringing customers, service providers, and service suppliers closer together in ways that have only become possible in the past few years. Geographic limitations on supply chains are having less of an impact as an increasing number of services, including customer service, software design, and even medical treatment, can be sourced globally. Approaches such as open innovation allow the service supply chain design process to be accessible to non-traditional contributors and self-service technologies are allowing customers to participate to a greater extent in the service delivery process. While these innovations are intended to enhance the customer experience and increase productivity and profitability, a better understanding of the net value to the various stakeholders is still needed. With the theme for the 2012 conference, service researchers and practitioners are invited to share innovations in service supply chain design and their implications for service value-creation.

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**For the 2012 conference, we seek submissions that include, but are not limited to, the following topics as they relate to innovations in service supply chain design:**

*Technology in the Service Supply Chain*

- Innovative technologies to enhance the customer experience and improve efficiency
- Information systems to enable information sharing and coordination across the service supply chain
- Leveraging social media

*Globalization of Service Supply Chains*

- Creating and optimizing global distributed networks
- Global services outsourcing and offshoring
- Risk identification and mitigation in global service supply chains

*Sustainability Issues in Designing Service Supply Chains*

- Measuring and improving environmental impacts
- Corporate social responsibility programs

*Managing Stakeholder Relationships*

- Customer-centric service design
- Contracting relationships and governance of the service supply chain
- Developing the capabilities of service supply chain partners
- Challenges in building and maintaining relationships in technology-mediated or non-traditional service supply chains

*Applications of Innovations in Service Supply Chain Design to:*

- Healthcare
- Education
- Banking and insurance
- Transport
- Internet services
- IT services
- Not-for-profit

**Information for Contributors:**

Individuals from academia, business and government are invited to submit refereed research papers, non-refereed research abstracts, and proposals for workshops, panels, and symposia. All submissions should have a clear service innovation focus and are encouraged to be transdisciplinary in nature; that is, they should involve more than a single traditional discipline.

**Special Issue of the Journal of Service Science:**

Authors of selected full paper submissions that have been accepted for presentation at the conference will be invited to submit their papers for review for a special issue of the Journal of Service Science that will be dedicated to the conference theme of Innovation in Service Supply Chain Design. Mark Davis (Bentley University), Jos Lemmink (Maastricht University), and Joy Field (Boston College) are co-editors of the special issue.

**Submission Deadlines:**

The submission deadline for refereed research papers is **February 15, 2012**. The submission deadline for non-refereed research abstracts and proposals is **March 15, 2012**.

For more information on the conference, contact:

**General Co-Chairs:**

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