Intelligent Service Systems and Technologies

Over the past 50 years, global markets have radically transformed from product-based industrial structures to service-based post-industrial ones. Information Technology (IT) has been a main contributor to this change. In particular, advances in network technologies, artificial intelligence, and big data analytics have alleviated the accessibility of service systems while increasing their productivity and efficiency. From self-driving cars and automated navigation technologies to virtual assistants and chatbots, these new technologies have started to reshape service industries and their traditional business models. This new opportunity-rich environment fosters innovation in a digitalized world, enabling data-driven decision making and the design of more intelligent services. This track aims to provide a discussion forum for design, development, and management of intelligent service systems and technologies. We welcome papers that are concerned with the following suggested (but not limited to) topics:

- Services powered by artificial intelligence (e.g., virtual assistants, etc.)
- Service analytics
- Data-driven service modeling, optimization and analysis
- Customer relationship management
- Intelligent service marketing and management
- Service innovation management
- Automated service composition and delivery
- Service level agreements negotiation, automation and orchestration
- Service based business models and processes

The track welcomes both traditional and multi-disciplinary methodologies with an emphasis on position papers - but also welcoming conceptual papers with a strong theoretical flavor.