

ISSIP Course

Jim Spohrer

January 27, 2025

(DRAFT EXAMPLE)

General Information

- Time: One Hour
 - This course should take just one hour or less to complete, including taking the pre-test and post-test
- Section A: Concepts - Ten Learning Items
 - Concepts is based loosely on the book “Service in the AI Era” by Spohrer, Maglio, Vago, and Warg
 - Send a connection request to Jim Spohrer on LinkedIn and ask for a free copy.
 - URL: <https://www.linkedin.com/in/spohrer/>
- Section B: ISSIP - Ten Learning Items
 - ISSIP is based loosely on the ISSIP Handbook which can be found on the lower right-hand side of every page on the ISSIP.org website
 - URL: <https://issip.org/wp-content/uploads/2024/08/ISSIP-Handbook-2024-Edition.pdf>
- Section C: Participation - Ten Learning Items
 - Participation is a set of reminders that can be added to ISSIP participants calendars to help remember participation and engagement opportunities.

Two primary sources for courses content include:

Section A: Concepts



Sections B & C: ISSIP & Participation



ISSIP Handbook (2024 Edition)



Initially created by [Ralph Badinelli](#) and [Haluk Demirkan](#) in 2016, this ISSIP Handbook was fully updated by ISSIP co-founder and board director [Jim Spohrer](#) working closely with the 2024 ISSIP Executive Committee: [Deborah Stokes](#) (president), [Nicole Reineke](#) (vice president), [Michele Carroll](#) (executive director), past presidents [Terri Griffith](#) and [Utpal Mangla](#), and board directors [Haluk Demirkan](#), [Yassil Moghaddam](#), [Sunil Kripiani](#), [Vanita Wells](#), [Annie Hardy](#), [Warner de Gooijer](#), [Jeff Weiser](#), [Ammar Rayes](#).

Three Sections & Ten Items Per Section

- Concepts

1. Service
2. Service Innovation
3. AI, Digital Service, Technology-Mediated Service
4. Service Practice
5. Service Research
6. Service Education
7. Service Science
8. Service-Dominant (S-D) Logic
9. Service-Dominant Architecture
10. T-shaped Service Innovation Professional

- ISSIP

1. Code of Conduct
2. Annual Calendar
3. Bylaws - Non-Profit
4. Programs - Community of Practice
5. Constellation of Platforms
6. Website & Registration
7. Conferences
8. Group & Blog Posts
9. Event Series, Panels, Whitepaper
10. Books (Business Expert Press Partnership)

- Participation

1. Culture: Give-Get-Grow Plan
2. Newsletter
3. Vote in ISSIP Annual VP Election
4. Encourage Nominations in ISSIP Excellence in Service Award
5. Follow ISSIP LinkedIn Company
6. Member ISSIP LinkedIn Group
7. Subscriber ISSIP YouTube Channel
8. Follower ISSIP Slideshare
9. Ambassadors
10. Support & Leadership (Benevity, Institutional Donations)

Important – Before

- Before taking the course, please take the pre-test here.
 - <https://docs.google.com/forms/d/1tWb1KfkHz60iQE1LCedIgFQP1QnPHcsSt5oo2LGxHIY/preview>

Section A: Concepts

- Ten Learning Items
 1. Service
 2. Service Innovation
 3. AI, Digital Service, Technology-Mediated Service
 4. Service Practice
 5. Service Research
 6. Service Education
 7. Service Science
 8. Service-Dominant (S-D) Logic
 9. Service-Dominant Architecture
 - 10.T-shaped Service Innovation Professional

Concept 1: Service

- Service is defined by ISSIP as “the application of resources (e.g., knowledge, skills, tools, etc.) for the benefit of another.”
 - Simply put, becoming better at helping others
 - Daily life depends on the give-get-grow of service
- **Historically, service is a ‘hot topic’ of economic and practical importance because:**
 - Economist use the term to describe the largest sector of advanced economies where the majority of jobs exists, and
 - Technologists are building more and more advanced types of service delivery devices (e.g., smartphones).
- Exercise: Name the resources you use most to help others?

Concept 2: Service Innovation

- Service innovation is defined by ISSIP as “a dynamic configuration of designed and evolving technological capabilities, business model benefits, and institutional arrangements that mitigate harms.”
- We prefer ‘service innovation’ to only using ‘innovation’ because innovations alone can be used by good actors (to create benefits) or bad actors (to create harms) – so it is important for service innovation professionals to benefit humanity and to ask four types of questions:
 - **Should we?** Who will benefit? Is there a market?
 - **Can we?** What capability is being amplified? Is it technological possible?
 - **May we?** Who might be harmed? Is it legal? Are there ways to mitigate the harms from bad actors, accidents, and unintended consequences?
 - **Will we?** What will we all learn from doing this? Is it a top priority and highly meaningful use for our resources? Is the timing right for this?

Concept 3: AI, Digital Service, Technology-Mediated Service

- Technology has been one of the driving forces transforming business and society with each passing generation of people.
- In the old times, service was delivered person-to-person and mostly within small family groups, but advancing technologies have amplified individual capabilities, and also new organizational forms (e.g., businesses, nations) allow for complex application of resources to benefit others.
- The Internet, World-Wide-Web, and Smartphones have greatly increase screentime, and increased the amount of daily technology-mediated service in the world.
- Artificial Intelligence (AI) is one of the newest resources that we have access to and can apply to benefit others. This AI transformation of service is happening now.

Concept 4: Service Practice

- Service practice deals with the pursuit of the best means of using resources to achieve ends that benefit others.
- Industry: Businesses are constantly in search of competitive and comparative advantages in service practice for their customers, employees, shareholders, and partner businesses (ecosystem).
- Society: Nations are constantly in search of comparative and comparative advantages in service practice for their citizens, government employees, businesses, and partner nations.

Concept 5: Service Research

- Research (e.g., new knowledge) helps drive new innovations.
- Service research is a ‘big tent’ that spans academic disciplines, industry sectors, and cultural boundaries.
- Exercise: Examine current and back issues of the Sage “Journal of Service Research” and make a list of ten research topics explored.

Concept 6: Service Education

- Education is the primary means of getting expert knowledge into practice and for preparing the next generations for roles in business and society.
- Service education exists across academic disciplines:
 - **Business schools:** Service marketing, service operations, etc.
 - **Engineering schools:** Service systems engineering, service computing, etc.
 - **Social sciences schools:** Service economics, etc.
 - **Professional schools:** Medical, legal, education, public policy, divinity, public healthy, etc.

Concept 7: Service Science

- Science is a systematic process for creating new knowledge.
- Service science is an emerging transdiscipline that studies service systems, including their design and evolution.
- Service system entities give and get service.
- Service systems are defined as “dynamic configurations of people, technology, information, and organizations, all interconnected by value propositions.”
- Service systems include people, families, businesses, universities, and nations, and other entities that give and get service across a wide-spectrum of scales.
- Service science is short for “Service Science, Management, Engineering, Design, Arts, and Public Policy (SSME-DAPP)” which is a longer name reflecting more aspects of the emerging transdiscipline.

Concept 8: Service-Dominant (S-D) logic

- Good logics in people's heads can help them interact with others in win-win ways.
 - Logics are alternative ways of looking at the world and sometimes called mindsets.
 - Goods-Dominant (G-D) logic is what most people use in thinking about world as full of things (resources) that have value.
 - Service-Dominant (S-D) logic is an alternative way of thinking about the world in which value is cocreated through systems of exchange.
- S-D logic is based on five propositions (axioms):
 - (a) service is the basis of exchange,
 - (b) value is always cocreated by a multitude of actors,
 - (c) actors obtain new resources through the integration of resources obtained through service exchange,
 - (d) value is a measure of the well-being of a focal beneficiary, and
 - (e) institutions (e.g., social norms, rules, norms) play an important role in the coordination of direct and indirect value cocreation.
- The implications of these propositions can be nuanced and may be difficult to accept by those entrenched in the traditional G-D logic mindset, in which things (rather than actions and outcomes) are the key concepts.

Concept 9: Service Dominant Architecture (SDA)

- Good architectural designs can help organizations keep up with change.
 - Most people are familiar with the architecture of buildings, but organizations have architectures as well.
 - In a dynamic world, well-designed organizational architectures can make simple changes easy and harder changes possible.
- Service Dominant Architecture (SDA) is grounded in service-dominant (S-D) logic and service science and provides an organizing logic for shaping companies, service platforms, and service ecosystems through design patterns aimed at making it possible to build and orchestrate capabilities in a systematic way.
- Exercise: Take this online course to learn a lot more about SDA
 - <https://www.ifsd.hamburg/CERTIFICATE-SDA-PROFESSIONAL-ONE/>

Concept 10: T-shaped Service Innovation Professionals

- Talent: T-shaped skills is a metaphor for having both breadth and depth.
 - Breadth helps people communicate with each other in teams better.
 - Depth helps people be specialists in particular problem-solving expertise.
 - Breadth also helps people learn new areas of expertise faster.
 - Depth also helps people learn the discipline of seeing knowledge gaps.
- Six areas for T-shaped depth and breadth include advanced technologies, academic disciplines, industry sectors, cultural patterns, work practices, and growth mindsets.
 - Because the world is changing rapidly and because service innovation play a major role in all our daily lives, lifelong learning is essential for all who aim to become better service innovation professionals - to give-get-and-grow service for business and society.
- Exercise: For each of the six areas list three top items of interest to you (e.g., advanced technologies = AI, quantum computing, augmented reality)

Section B: ISSIP

- Ten Learning Items
 1. Code of Conduct
 2. Annual Calendar
 3. Bylaws - Non-Profit
 4. Programs - Community of Practice
 5. Constellation of Platforms
 6. Website & Registration
 7. Conferences
 8. Group & Blog Posts
 9. Event Series, Panels, Whitepaper
 10. Books (Business Expert Press Partnership)

ISSIP 1: Code of Conduct

- Find the Code of Conduct URL Link on Lower Right of Every ISSIP Website Page

ISSIP Handbook (2024)

I have read, understood, and agree to [the Code of Conduct in the ISSIP Handbook \(2024\)](#).

Add your email address, and click submit near bottom of this form...

Code of Conduct: The way people interact with each other matters. Respect for the individual, no matter how different from each other matters. All participants must acknowledge they understand, and agree to abide by the [code of conduct](#). We aim for the cocreation of value with polite and professional interactions, and zero tolerance for harassing or unwelcomed interactions. People do make mistakes, slips, and errors, and conflicts do occur. Participants are encouraged to seek to resolve conflict situations amicably and on their own, but documentation with escalation is an option.

Code of Conduct

Ethical professional conduct is expected of every participant of the ISSIP non-profit professional association, community of practice, and platform. The ISSIP [code of conduct](#) consists of imperatives, responsibilities, and commitments. Participants must agree to follow the code. Furthermore participants must agree that in all matters of day-to-day operations (1) all participant roles seeking to help the ISSIP community respectfully take direction from the ISSIP executive director, (2) all participant service roles (leaders/teams) last for one year, unless renewed by executive director mutual agreement, and (3) any participant concerns not resolved by the executive director should be escalated to the president, only going to the board if the president deems documentation/escalation appropriate.

1. General Moral Imperatives: As an ISSIP participant, I will...

- 1.1 Contribute to the well-being of people and planet. Avoid harm to others.
- 1.2 Be fair and take action not to discriminate. Be honest and trustworthy.
- 1.3 Honor property rights. Give proper credit for intellectual property.
- 1.4 Respect privacy and dignity of others. Honor confidentiality. Question ideas, not people.
- 1.5 Constructive feedback to others should be a private, polite, mutually respectful matter.

2. Specific Professional Responsibilities: As an ISSIP participant, I will...

- 2.1 Improve public understanding of service, service systems, and service innovations.
- 2.2. Accept and provide polite and constructive professional review. Never defame or demean.
- 2.3 Access and share access to resources in an appropriate manner. Limit self-promotion.
- 2.4 Know and respect [existing laws](#) pertaining to professional work.
- 2.5. Give thorough evaluations of systems including impacts, possible risks, and harms.

3. Specific Leadership Responsibilities: As an ISSIP leader, I will...

- 3.1 Create opportunities for lifelong learning and T-shaped professional development of skills.
- 3.2. Articulate social responsibilities and encourage full acceptance of those responsibilities.
- 3.3 Acknowledge and support proper authorized uses of resources, including data resources.
- 3.4 Articulate and support policies that protect the dignity of participants.
- 3.5 Design and build systems to enhance the quality, effectiveness and dignity of working life.

4. Commitments: As an ISSIP participant, I will...

- 4.1 Support the professional development of others.
- 4.2 Focus on productive, value cocreation activities for the ISSIP community.
- 4.3 Uphold and promote the principles of this code.
- 4.4 Report suspected violations to appropriate leaders in a polite and professional manner.
- 4.5 Abide by leadership decisions. Update guidelines as needed to avoid future conflicts.

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<https://docs.google.com/forms/d/e/1FAIpQLSfBolsKNgUOONASJy85qLAiJqye5IYCdhgMgFgRBOXFN1LyPA/viewform>

ISSIP 2: Annual Calendar

- Each month there are standard events, etc.

Annual Calendar

The [annual calendar of activities](#) for participants includes monthly newsletter summaries of activities and events; quarterly welcomes to share give-get-grow plans; twice annual, online update and board of directors calls, open to all participants, to highlight non-profit, program and platform progress.

January: Progress update and board of directors online meeting (open to all ISSIP participants) is the final Wednesday of the month at 12 noon PT; Review of previous year, thank outgoing president, welcome incoming president and vice president, as well as any new ambassadors ([ongoing ambassador nomination process](#)) and service role leaders & operations team members. A similar community engagement on-line meeting occurs the second Wednesday, quarterly, new participants welcome.

February: Awards & recognition team scores the nominations for the annual excellence award.

March: Winners of annual excellence award notified.

April: Press release and blog post share excellence award winners. Second Wednesday, quarterly community engagement on-line meeting, new participants welcome. Accountant files federal and state tax returns to maintain non-profit status.

May: See [calendar](#), like most months, the project team and routine speaker series are happening. Platform renewal fees due.

June: Progress update and board of directors online meeting (open to all ISSIP participants) is the final Wednesday of the month at 12 noon PT – excellence award winners celebrated.

July: Second Wednesday, quarterly community engagement on-line meeting, new participants welcome.

August: Nominations for vice president open.

September: Vice president candidates' biographies and position statements are posted to ISSIP website blog. Nominations for excellence award open.

October: Election of ISSIP vice president. Second Wednesday, quarterly community engagement on-line meeting, new participants welcome.

November: Strategy council meets to discuss and prioritize "hot" service innovation topics and seek discovery summit and/or event series program leaders.

December: Nominations due for ISSIP excellence in service innovation awards by midnight PT Dec. 31st.

BYLAWS

OF

INTERNATIONAL SOCIETY OF SERVICE INNOVATION PROFESSIONALS

ARTICLE 1 - OFFICES

Section 1 Registered Office. The Corporation shall maintain a registered office within the State of California at such place as the board of directors of the Corporation (the "Board of Directors") may designate.

Section 2 Other Offices. The Corporation may maintain additional offices within or outside of the State of California at such other places as the Board of Directors may designate.

ARTICLE II - MEMBERSHIP

Section 1 Membership. The Corporation has no members. Subsequent membership, including all rights, requirements and privileges thereof shall be as determined by the Board of Directors from time to time, provided that no class of member shall have voting rights or other authority to control or influence the affairs of the Corporation.

ARTICLE III - BOARD OF DIRECTORS

Section 1 Duties and Powers. The affairs of the Corporation shall be managed by or under the direction of the Board of Directors which shall exercise all such powers of the Corporation. Directors need not be residents of the State of California.

Section 2 Number and Qualification. The number of directors of the Corporation shall be no less than three (3) and no more than seven (7), as determined by the Board of Directors from time to time. No decrease in the number of directors shall have the effect of shortening the term of any incumbent director. Directors need not be residents of the State of California.

Section 3 Election and Term of Office.

a. The initial Board of Directors shall consist of those five (5) persons elected by resolution of the incorporator. At each annual meeting of the Board of Directors thereafter, the Board of Directors shall elect directors, if any, from those names submitted by the Nominating Committee. The term of each such elected director shall extend from the date of his election until the second annual meeting of the Board of Directors next succeeding his election and until his successor has been elected and qualified. Directors may be re-elected to a second consecutive two (2) year term only, and then may not be elected again until the second annual meeting after their term expires. Notwithstanding the foregoing, if the Board of Directors deems it to be in the best interests of the Corporation, a Director may be elected to unlimited successive terms by resolution of the Board of Directors authorizing such election. If a director's term expires, a successor has not been elected, and the directorship was not eliminated by a reduction in the number of directors pursuant to these Bylaws, the director shall continue to serve until the

DSMDB-2999008v2

<https://issip.org/wp-content/uploads/2024/07/ISSIP-Bylaws-Approved-02142014.pdf>

ISSIP 3: Bylaws - Nonprofit

- Find the Bylaws URL Link on Lower Right of Every ISSIP Website Page

ISSIP 4: Programs – Community of Practice

- Programs have volunteer leaders and operations teams
- Programs are designed for give-get-grow
 - Share knowledge
 - Get recognition
 - Grow network

Community of Practice

Programs to engage participants. A wide range of programs are designed and delivered by unpaid, volunteer service role program leaders who assemble operations teams and rely on active participants to engage and cocreate. Program team leaders, operations teams, and participants stay in close collaboration with the executive director, who reviews, approves, or recommends required changes to all activities associated with the ISSIP non-profit, community, and platform brand. Together these program teams promote service innovation knowledge sharing in events and publications, as well as recognition for contributions to the community's efforts to give-get-grow together.

2024 Program Teams: The 2024 set of program teams include: [Annual Excellence in Service Innovation Awards](#), [Annual Ambassadors Announcement](#), [Quarterly Welcome for New Participants](#), [Monthly Newsletters](#), [Discovery Summits & Event Series](#), [Books – Business Expert Press](#), [AI Collab - Academic Industry Collaborations](#), [MyT-Me – T-Shaped Skills Platform](#), [Conferences](#).

Program Leaders: The executive director approves program team leaders, oversees nominations and transition processes, and works with the program team leaders to put in place operation teams to handle all tasks and activities for successful execution of programs.

Program Operations Teams: The executive director works closely with the program leaders to establish tasks and activities and identify community participants to join the program operations teams.

Summary of Responsibilities: Bi-annual reporting during progress calls with the board of directors, designing role transitions and onboarding, implementing automation and augmentation, starting and stopping programs, documenting the program team roles, tasks, and activities in the ISSIP guidelines.

ISSIP 5: Constellation of Platforms

- The constellation of platforms support ISSIP participants and the programs
- The platforms also support:
 - Share knowledge
 - Get recognitions
 - Grow network

Platform

Constellation of platforms for sharing knowledge. New participants register as users on the ISSIP website (WordPress, Hostgator) and can sign up for the monthly newsletter (Mailchimp). They also join the LinkedIn (company and group), and can follow ISSIP YouTube to access event recordings, and ISSIP Slideshare for presentations. Books are posted to the Business Expert Press website. Slack is used for program leaders and teams to coordinate operations. The ISSIP Google Drive is used for documentation as well as event invitations and surveys. ISSIP emails (@issip.org) are part of a Google Workspace. While the ISSIP platform is mostly open access, the executive director determines who has access to Google Drive and other limited access parts of the ISSIP Platform.

2024 Constellation of Platforms: [Website](#) (WordPress, Hostgator, Hostmonster), [LinkedIn Company](#), [LinkedIn Group](#), [YouTube](#) for Event Recordings, [Slideshare](#) for Event Presentations, [Slack](#) for Leader and Operation Teams Communications, [Badgr](#) for Digital Credentials. Additional expertise is also needed for Google Workspace, Google Calendar, Google Drive, Zoom, and Mailchimp used by ISSIP leaders.

Platform Leaders: Platforms often require fees and passwords – so platform leaders work with the executive director. To keep operating costs low, ISSIP prefers platforms that have a free tier for non-profits. To ensure global access, ISSIP prefers platforms that do not run into access limitations imposed by businesses or nations. While no set of platforms perfectly matches ISSIP platform needs for low cost and universal access, the search by platform leaders is on-going to find the best constellation of platform for ISSIP's diverse, global participants.

Platform Operations Team: The executive director works closely with the platform leaders to establish tasks and activities and identify community participants to join the platform operations teams.

Summary of Responsibilities: The executive director is responsible for all day-to-day operations of ISSIP including platforms. Keeping the platform accounts in good standing, updating those who should have access, and reviewing alternatives are just some of the responsibilities. Documenting the platform team roles, tasks, and activities in the ISSIP guidelines.

ISSIP 6: Website & Registration

- All ISSIP Participants should explore the website and register at the website to become a participant and sign up for the monthly newsletter

<http://issip.org>

Join ISSIP Community – Free for Individuals

As an individual member, you join a global network of innovators and thinkers for free. You'll gain access to exclusive content, educational resources, and the ability to participate in ISSIP events, helping you stay at the forefront of service innovation. Individual membership is an opportunity to grow personally and professionally by engaging with like-minded individuals and thought leaders from around the world.

JOIN ISSIP TODAY!

Name *

First Last

Email * Phone/Mobile

Geographic Location *

City/State/Country

Company, University or Organization Name *

Job Title/Role *
Executive, manager, student, retired, faculty, entrepreneur, etc.

LinkedIn URL

Key Interest
 Network
 Learning
 Publishing

Other:

Additional Comments

ISSIP Handbook *

THE INTERNATIONAL SOCIETY FOR SERVICE INNOVATION PROFESSIONALS

JOIN US DONATE VOLUNTEER SEARCH

PROGRAMS RECOGNITION/AWARDS EVENTS ISSIP WHO WE ARE SERVICE INNOVATION NEWS



We are the International Society for Service Innovation Professionals.



ISSIP is a worldwide community that promotes understanding and excellence in service innovation to benefit people, business and society.

We define 'Service' as the application of a resource (e.g. knowledge, goods, technology) for the benefit of others. As benefits are enjoyed by some, harms may also result. Both grow and scale, reshaping the ecosystem, and prompting 'institutional arrangements' (e.g. laws, regulations, norms), to mitigate harms. As practices and business models change, service innovation occurs. As people centralized living patterns to form Cities, consolidated services from sewage and healthcare, to formalized education, arts and libraries emerged. In tandem with those benefits came heaping waste, crime and communicable disease. Automobiles enabled personal transport options and revolutionized industrial transportation, but brought pollution, traffic and physical hazards, prompting creation of safety regulations and 'rules of the road'.

ISSIP is the global community for people involved in every aspect of that Service Innovation process – from inventive ideas to initial design, through engineering and construction, deployment or delivery of the good or service – creating benefits and regulating harm to connect, learn and grow. Together we recognize and advance innovation to sustainably benefit people, business and society.

PROGRAMS RECOGNITION/AWARDS EVENTS ISSIP WHO WE ARE SERVICE INNOVATION NEWS

ISSIP is a worldwide community that promotes understanding and excellence in service innovation to benefit people, business and society.

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Service Innovation Process



LEARN MORE ABOUT SERVICE INNOVATION →

1,842+ INDIVIDUALS

600+ ORGANIZATIONS

200+ UNIVERSITIES

72 COUNTRIES

Join ISSIP for free today.

Free to individuals and funded by individual and institutional members, ISSIP is a community of lifelong learners advancing service innovation. As an individual member, you'll gain access to insights from top visionaries and teams from global industry, academia, NGOs, and government shaping the vision, technology, teams and solutions needed of 21st Century business and society. Participate in our semi-annual virtual Roundtables with the Board of

ISSIP 7: Conferences

- Participants are invited to attend service-innovation-related conferences to publish papers and give talks and grow their networks.



The image shows the top navigation bar of the ISSIP website. It features a blue header with the text "THE INTERNATIONAL SOCIETY FOR SERVICE INNOVATION PROFESSIONALS". To the right are links for "JOIN US", "DONATE", and "VOL". Below the header is a white navigation bar with links for "PROGRAMS", "RECOGNITION/AWARDS", "EVENTS", "ISSIP" (which is bolded), "WHO WE ARE", and "SERVICE INNOVATION". A yellow banner below the white bar has the word "BLOG" in white capital letters. In the bottom right corner of the yellow banner, there is a small link "Home »".

2024 Upcoming Conferences

⌚ January 5, 2024 ⌚ jimsphrher ⌚ events (e.g. workshops, conferences, symposiums)

ISSIP Ambassadors would like to make sure that the ISSIP Community is aware of these upcoming service innovation related conferences and encourage participation:

Conferences

IESS Feb 7-9, 2024 – [International Explorations of Service Science](#)
SSC2023 May 12-14, 2024 – [Spring Servitization Conference](#)
Naples Forum TBD 2025 – [Naples Forum on Service \(every other year\)](#)
Frontiers Jun 26-30, 2024 – [Frontiers in Service](#)
AHFE HSSE Jul 24-27, 2024 – [AHFE Human-Side of Service Engineering](#)
PICMET Aug 4-8, 2024 – [Portland International Conference for Management of Engineering and Technology](#)
ICServ Fall 2025 – [International Conference on Serviceology \(every other year\)](#)
AAAI FSS TBD 2024 – [AAAI Fall Symposium Series](#)
ISM Nov 20-22, 2024 – [International Conference on Industry 4.0 and Smart Manufacturing](#)
HICSS Jan 7-10, 2025 – [Hawaiian International Conference on Systems Sciences](#)

Important Updates

<https://issip.org/2024/01/05/2024-upcoming-conferences/>

ISSIP 8: LinkedIn Group & Website Blog Posts

- Participants can share short-updates on the ISSIP LinkedIn Group
- Participants can share longer abstracts on topics on the ISSIP Website News/Blog Posts

The screenshot shows the ISSIP LinkedIn Group page. At the top, it displays "660 members" including David Ing and 329 other connections. Below this is a "Analytics" section showing activity over the last 15 days:

Category	Value	Change
Active members	129	+37%
New members	13	+160%
Posts	3	+200%
Post views	771	+49%

Below the analytics are sections for "Recommended" posts and "Admins". One recommended post by Michele Carroll is highlighted, discussing the DeepSeek Revolution.

The screenshot shows the ISSIP website's news section. At the top, there are navigation links: PROGRAMS, RECOGNITION/AWARDS, EVENTS, ISSIP, WHO WE ARE, SERVICE INNOVATION, and NEWS. The NEWS section is currently selected. It features several news items with images and brief descriptions:

- Our Unique Bridge Between Academia and Industry: Highlights from HICSS 2025's Practitioner Research Insights Minitrack**
January 24, 2025
Terri Griffith, Keith Beedle Chair in Innovation and Entrepreneurship, Simon Fraser University; 2022 ISSIP President. The ISSIP-managed minitrack—Practitioner Research Insights: Applications of Science and Technology to Real-World Innovations at the Hawai'i International Conference on Systems Sciences (HICSS) 2025—is...
[Read more](#)
- What to look out for in 2025**
January 13, 2025
Hello, ISSIPers! Happy New Year! I wish I were Gartner, McKinsey, or The Economist and could share with you a world-class forecast on what to look out for in 2025. But I am not. However, as Professor of Strategic Management,...
[Read more](#)
- ISSIP Extends Deadline for Excellence in Service Innovation Awards 2025**
January 7, 2025
APPLY HERE to nominate a colleague, team, project, or organization for ISSIP Excellence in Service Innovation Award EXTENDED - Deadline for Submission: 11:59 pm PST, Jan. 15th, 2024 The ISSIP Excellence in Service Innovation Award is given once each year to a company...
[Read more](#)
- 2024 AI Collab – Guidebook for Service Roles**
December 16, 2024
Congratulations to all the 2024 ISSIP AI Collab (Academic-Industry Collaboration Lab) students for earning an ISSIP Digital Certificate! Students can add the ISSIP Digital Certificate to their LinkedIn profile
[in](#)

<https://www.linkedin.com/groups/4720974/>

<https://issip.org/news/>

ISSIP 9: Event Series, Panels, and Whitepapers

- To meet ISSIP leadership, register for the Progress Update with Board, last Wednesday in January and June.
- To meet new ISSIP participants, register for the Quarterly Welcome, second Wednesday of January, April, July, October.

<https://issip.org/upcoming-events/>

The screenshot shows the ISSIP website's 'UPCOMING EVENTS' page. At the top, there are navigation links for PROGRAMS, RECOGNITION/AWARDS, EVENTS, WHO WE ARE, SERVICE INNOVATION, and NEWS. The main heading is 'ISSIP'. Below it is a sub-heading 'UPCOMING EVENTS' with a link to 'Home > Upcoming Events'. A large image shows a group of people in a meeting room. To the right, there's a sidebar titled 'Event Categories' with sections for Conferences, Discover, and MY:ME. The 'MY:ME' section is highlighted with a yellow background. Below the sidebar, there's a list of events with dates, times, and descriptions. One event listed is 'Semi Annual Progress Call, Plans & Vision for 2025' on Wednesday, January 29, from 12:00 pm - 12:30 pm, described as 'Virtual'. Another event listed is '15th International Conference on Exploring Service Science (IESS 2.5)' on Wednesday, February 5, from 5 - 7 pm, held in Naples, Italy.

The screenshot shows the ISSIP website's 'PUBLICATIONS' page. At the top, there are navigation links for PROGRAMS, RECOGNITION/AWARDS, EVENTS, WHO WE ARE, SERVICE INNOVATION, and NEWS. The main heading is 'ISSIP'. Below it is a sub-heading 'PUBLICATIONS' with a link to 'Home > Publications'. A sidebar on the left lists categories: BOOKS & COLLECTIONS (highlighted with a blue background), CALL FOR PROPOSALS, BOOK PROPOSAL SUBMISSIONS, PROGRAMS, AMBASSADORS, PUBLISHING, AI COLLAB, and MY:ME. The 'MY:ME' category is also highlighted with a yellow background. The main content area is divided into sections for different years: '2023', '2022', and '2017'. Each section contains a list of publications with titles, authors, and short descriptions. For example, under '2023', there is a publication titled 'Revolutionizing User Experience: Harnessing the Power of Generative AI for Enhanced UX Artifact Creation' by Nicole Reineke (Li) and Maggie (Ming) Qian (Li). Under '2022', there are publications titled 'Report on Future of Expertise – Part 2' and 'Report on the Future of Expertise: 10 Prediction and 112 Position Statements'. Under '2017', there is a publication titled 'Service Innovation Blocks – A tool for the innovator' by Sara Khokhar (Li).

ISSIP 10: Books (Business Expert Press)

- Ready to write a book?
Many firsttime book
authors helped by ISSIP.

The screenshot shows the ISSIP website's header with a colorful navigation bar. Below the header, there are two columns of content. The left column features a sidebar with links to 'PROGRAMS', 'RECOGNITION/AWARDS', 'EVENTS', 'ISSIP' (highlighted in bold), 'WHO WE ARE', 'SERVICE INNOVATION', and 'NEWS'. The main content area under 'ISSIP' is titled 'ISSIP and Business Expert Press (BEP): Empowering Innovators in Publishing'. It includes sections for 'Overview', 'Why BEP?', and 'Featured Publications', along with a list of notable publications. The right column displays two grids of book covers under the headings 'Service System Innovations' and 'Collaborative Intelligence'.

ISSIP and Business Expert Press (BEP): Empowering Innovators in Publishing

Overview

The International Society of Service Innovation Professionals (ISSIP) is proud to partner with Business Expert Press (BEP) to bring forward a dedicated platform for scholars and professionals to author and publish works that shape the future of service science and systems. Our collaboration is designed to spotlight groundbreaking ideas and transformative insights in service system innovations and collaborative intelligence.

Why BEP?

We chose Business Expert Press for their commitment to concise, practical, and reader-friendly publications that cater to an academic and professional audience. BEP's streamlined publishing process and global distribution capabilities ensure that our authors' works achieve significant visibility and impact.

Featured Publications

Our partnership has already yielded several notable publications:

- Service System Innovations series that explores novel service systems concepts.
- Collaborative Intelligence series focusing on the synergies between collaboration and technology.

These series feature a collection of works by thought leaders that demonstrate both theoretical advancements and real-world applications.

Service System Innovations

Collaborative Intelligence

The grid contains 16 book covers arranged in four rows and four columns. The 'Service System Innovations' row includes titles like 'Servitization', 'Evolving with Service Science in Emerging Markets', 'Hidden Challenges in Service Science', 'Service in the AI Era', 'Doing Digital', 'Breakthrough', 'Leading Higher Education', and 'The Future of Work'. The 'Collaborative Intelligence' row includes titles like 'FinTech', 'The Vice Chairman's Doctrine', 'The Emergent Approach to Strategy', 'Business and Emerging Technologies', 'How to Talk to Your Colleagues', 'Leadership in the Digital Age', 'The Future of Work', and 'Virtual Local Government Communications in the Digital Age'.

<https://issip.org/issip-and-bep/>

Section C: Participation

- Ten Learning Items
 1. Culture: Give-Get-Grow Plan
 2. Newsletter
 3. Vote in ISSIP Annual VP Election
 4. Encourage Nominations in ISSIP Excellence in Service Award
 5. Follow ISSIP LinkedIn Company
 6. Member ISSIP LinkedIn Group
 7. Subscriber ISSIP YouTube Channel
 8. Follower ISSIP Slideshare
 9. Ambassadors
 10. Support & Leadership (Benevity, Institutional Donations)

Participation 1: Culture of Give-Get-Grow

- Students to careers to retirees
 - Give time & share knowledge
 - Get recognition
 - Grow network
- Easy place to start to learn about service innovation
 - Friendly and informal
 - Keep the feel of a small organization where people can truly get to know each other as individuals
 - Limit self promotion, and focus on volunteering help to others
 - Becoming more helpful and of service to each other as lifelong learners



Participation 2: Newsletter

- Monthly Newsletters

<https://issip.org/newsletters/>

[View this email in your browser](#)

ISSIP Monthly Issue 101 | January 2025

[IN](#) [X](#) [F](#) [G](#) [D](#)

Monthly Newsletter

THE INTERNATIONAL SOCIETY OF SERVICE INNOVATION PROFESSIONALS

January 2025 - Happy New Year ISSIP!
This month: Our global community Progress Call, Award Nominations Move to Evaluation, Give Get Grow - and we're off!

Looking forward to a collaborative year with you, as we continue to grow, deepen our connections recognize outstanding contributions and build awareness of your good works.

- Join ISSIP executive and operations Leadership for highlights of the year just past, vision and plans for 2025, meet our new Ambassadors and celebrate outstanding volunteers from our global community. [Semi-annual Progress Call](#) – all welcome Jan 29th [Register](#)
- Thank you [Vaishali](#) and [Jim](#) for kicking off the new year with Give Get Grow connection Jan 8th
- Fresh new 2025 Calendar – [downloadable](#)!
- and are you ready for a workout with Professor Salvatore?! Enjoy his fun and provocative insights around 'what to look out for in 2025.'

See you on the 29th! ISSIP Executive Director,
Michele

Semi Annual Progress Call Vision & Plans for 2025

All are Welcome!

Please join ISSIP's executive and operations leadership for the Progress Call Wednesday, January 29, 2025 (noon pacific) at which we will:

- Recognize and celebrate our outstanding volunteers
- Highlight 2024 programs and outcomes, and
- Share our vision and calls to action for 2025.

ALL ACTIVE ISSIP PARTICIPANTS ARE encouraged to participate! Zoom link to be sent via email. All participants can join and contribute to the discussion.



PROGRAMS ▾ RECOGNITION/AWARDS EVENTS **ISSIP** WHO WE ARE SERVI

NEWSLETTERS

NEWS >
NEWSLETTERS >

Categories
Select Category

ISSIP Newsletters

If you would like to contribute content (article, URL, announcement, etc.), and/or would like to be interviewed by ISSIP Editors, please send a note with a brief description of your content to the [ISSIP Editor-in-Chief](#).

2024 ISSP Newsletters

[ISSIP Newsletter January 2025](#)
[ISSIP Newsletter December 2024](#)
[ISSIP Newsletter November 2024](#)
[ISSIP Newsletter October 2024](#)
[ISSIP Newsletter September 2024](#)
[ISSIP Newsletter August 2024](#)
[ISSIP Newsletter July 2024](#)
[ISSIP Newsletter June 2024](#)
[ISSIP Newsletter May 2024](#)
[ISSIP Newsletter April 2024](#)
[ISSIP Newsletter March 2024](#)
[ISSIP Newsletter February 2024](#)
[ISSIP Newsletter January 2024](#)

Prior Year Newsletters

[ISSIP Newsletter December 2023](#)
[ISSIP Newsletter November 2023](#)
[ISSIP Newsletter October 2023](#)
[ISSIP Newsletter September 2023](#)
[ISSIP Newsletter August 2023](#)



Jeffry

Participation 3: Vote in ISSIP VP Annual Election

- August – VP Nominations
- September – Voting
- October – Selection & Announcement

Meet the Nominees for VP 2025

© September 10, 2024 ISSIP News

Please meet the outstanding nominees for ISSIP VP 2025! ISSIP members are requested to please vote for one candidate ([vote here](#)).



Bhavi Chopra

Short Bio

Ms. Bhavi Chopra is the AI and Network Infrastructure Product Manager at Google, with experience across information technologies, financial, and healthcare industries, as well as IT-related innovation projects in multiple countries. In 2024, she was honored by Women in Impact (<https://womeninimpacttech.com/women-of-impact-2024>). She has received recognition in the ISSIP community starting with a 2023 ISSIP Excellence in Service Innovation Award for her pioneering work on Cisco's Wireless 3D Analyzer product, and now is both a reviewer for future ISSIP Excellence Award nomination and ISSIP Ambassador (Women in Impact). She has an MBA from Washington University in St. Louis – Olin Business School, and a Bachelor's of Technology from Delhi College of Engineering. She is a keynote speaker on topics of innovation and DEI, as well as a volunteer in a range of service organizations. She is a feature speaker for Product School and Forte Organization, motivating more women into tech.

Position Statement

A common challenge for non-profit organizations is effectively onboarding volunteers in a mutually beneficial manner. While there are no shortcuts to building strong, high-quality trust relationships in a global professional association, this is a promising time to explore how emerging technologies, including AI, can facilitate volunteer onboarding and strengthen trust among community participants. In alignment with ISSIP President 2025 Nicole Reineke, I support the continued expansion of

TODO Program



Haluk Demirkan

Short Bio

Dr. Haluk Demirkan is both an Amazon Senior Manager of Cognitive Science and Devices Demand Science Optimization, as well as a tenured professor at the University of Washington Tacoma, Milgard Endowed Professor in Service Innovation & Business Analytics. He is an ISSIP co-founding member of the Board of Directors (2012), where he has made numerous contributions establishing the ISSIP book collection with Business Expert Press as collection editor and co-author of numerous books on service science and T-shaped skills, established ISSIP digital certifications program (badges), an ISSIP Ambassador to the HICSS conference where he led best paper awards and key mini-tracks, and been a judge in the annual Excellence in Service Innovation Awards, as well as a regular attendee of ISSIP Executive Committee meetings and speaker at numerous ISSIP events.

Position Statement

Ensuring the sustainable growth of ISSIP is my first priority. Making ISSIP a well-known leader in academic-industry collaborations for sharing knowledge about AI-driven service innovations is also important. I can continue to refine and develop ISSIP's online certification program for AI-driven service innovation professional development, industry-mentored case studies, student team capstone projects, speaker-series, publications and awards programs, as well as improved use on-board ISSIP volunteers.

Vote for ISSIP VP 2025/President 2026

ISSIP participants are requested to please vote for one of the candidates before **October 1st, 2024**.

Before voting, please be sure to [review the candidates' short bios and position statements](#) at the ISSIP website blog (<https://issip.org/2024/09/10/meet-the-nominees-for-vp-2025/>)

Only the votes from registered ISSIP participants will be considered (<https://issip.org/register>)

sphrher@gmail.com [Switch account](#) 

* Indicates required question

Email *
Your email

Candidates

Jan-Simon Veicht
 Bhavi Chopra
 Haluk Demirkan
 Monse Moreno

Submit [Clear form](#)

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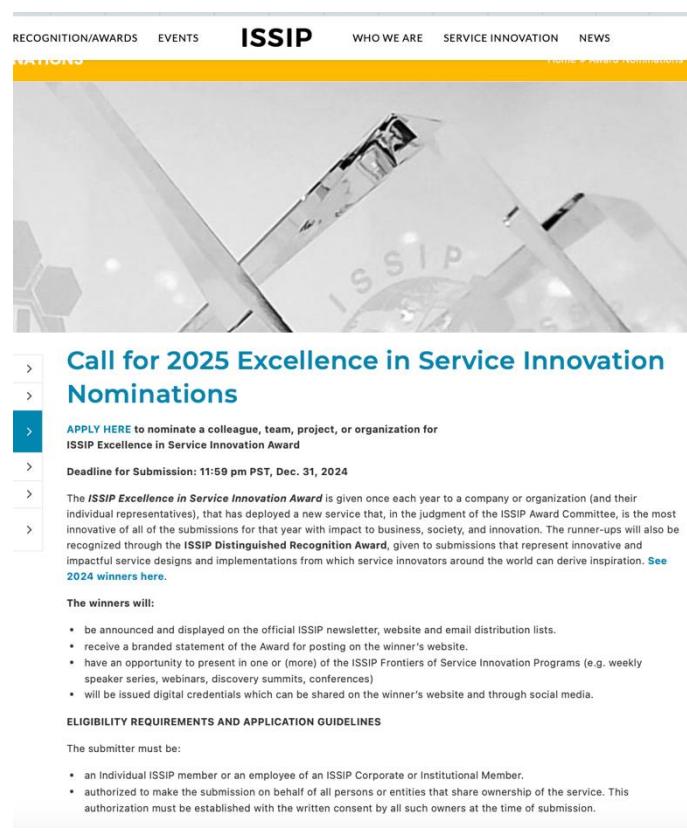
Does this form look suspicious? [Report](#)

Google Forms

<https://issip.org/2024/09/10/meet-the-nominees-for-vp-2025/>

Participation 4: Encourage Nominations in ISSIP Excellence in Service Annual Awards

- It takes less than an hour to make a nomination
- Deadline December 31 each year
- Winners Notified in March
- Winners Announced in April



The screenshot shows the ISSIP website's "Call for 2025 Excellence in Service Innovation Nominations" page. The top navigation bar includes links for RECOGNITION/AWARDS, EVENTS, ISSIP, WHO WE ARE, SERVICE INNOVATION, and NEWS. The main content features a large image of two clear crystal awards. Below the image, the title "Call for 2025 Excellence in Service Innovation Nominations" is displayed in blue. A call-to-action button labeled "APPLY HERE" is present. To the right, a detailed description of the award is provided, mentioning the submission deadline (Dec. 31, 2024) and the criteria for winning. A sidebar on the right contains several form fields for nomination details, such as "Email *", "Your email", "Enter the official name of the organization that is responsible for the service innovation.", "Your answer", "Enter a complete list of the persons responsible for the service innovation.", "Your answer", "Enter a Title for the service innovation.", "Your answer", and "Identify the impact to industry that the service innovation has already had or that the service innovation potentially can have.". Each field includes a note indicating it is a required question.

ISSIP Service Innovation Award Application (2025)

The ISSIP Excellence in Service Innovation Award is given once each year to a company or organization (and their individual representatives), that has deployed a new service that, in the judgment of the ISSIP Award Committee, is the most innovative of all of the submissions for that year with respect to business, society, and/or environment. The runner-ups will also be recognized through the ISSIP Distinguished Recognition Award, given to submissions that represent innovative and impactful service designs and implementations from which service innovators around the world can derive inspiration. [Read more about the 2025 call for nominations here.](#)

Please enter the email address of the contact person for this submission. BE SURE TO CLICK SUBMIT BUTTON AT END OF THIS FORM.

spohrer@gmail.com [Switch account](#)

* Indicates required question

Email *

Your email

Enter the official name of the organization that is responsible for the service innovation.

Your answer

Enter a complete list of the persons responsible for the service innovation. Please take care to include all responsible individuals. This list cannot be changed later. We will get LinkedIn Profile URLs for each later.

Your answer

Enter a Title for the service innovation. Please consider how your organization prefers to see your project publicized. This title cannot be changed later. (42 characters maximum length).

Your answer

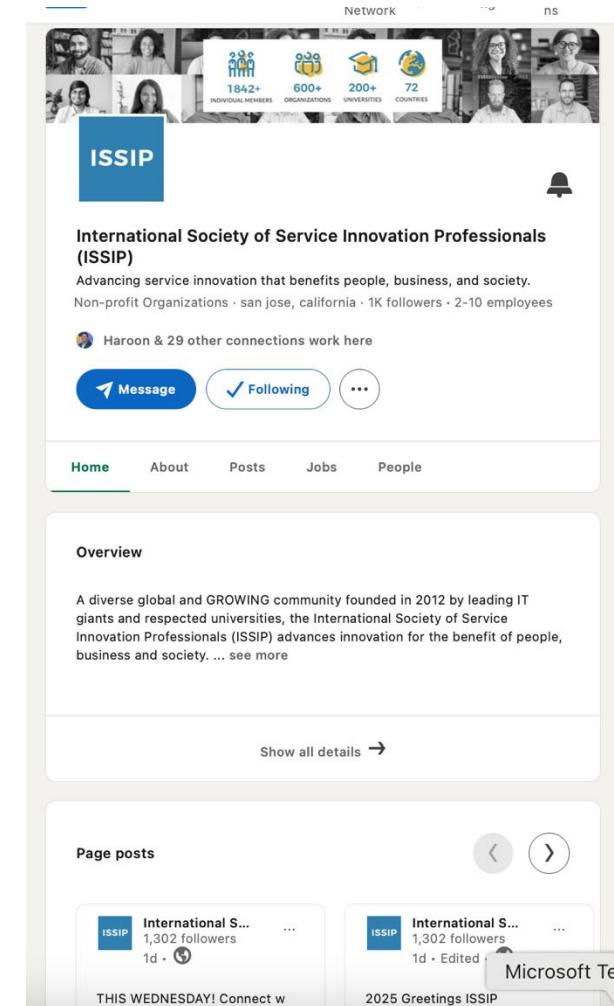
Identify the impact to industry that the service innovation has already had or that the service innovation potentially can have.

Your answer

<https://issip.org/award-nominations/>

Participation 5: Become a follower of ISSIP LinkedIn Company

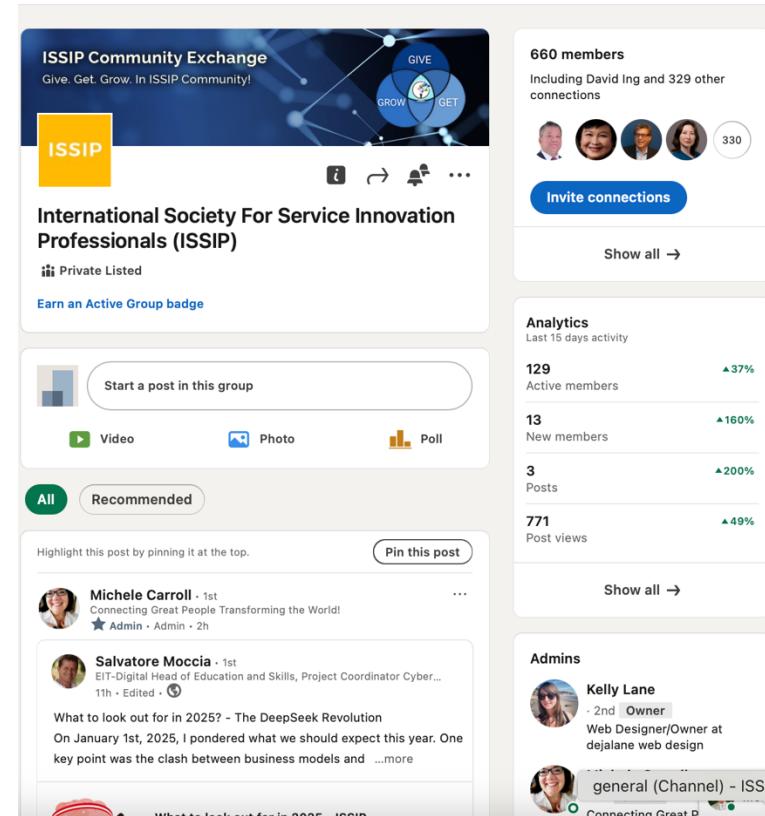
- ISSIP Calendar Reminders and other posts from ISSIP Leadership can be found here



<https://www.linkedin.com/company/international-society-of-service-innovation-professionals-issip-/>

Participation 6: Become a Member of ISSIP LinkedIn Group

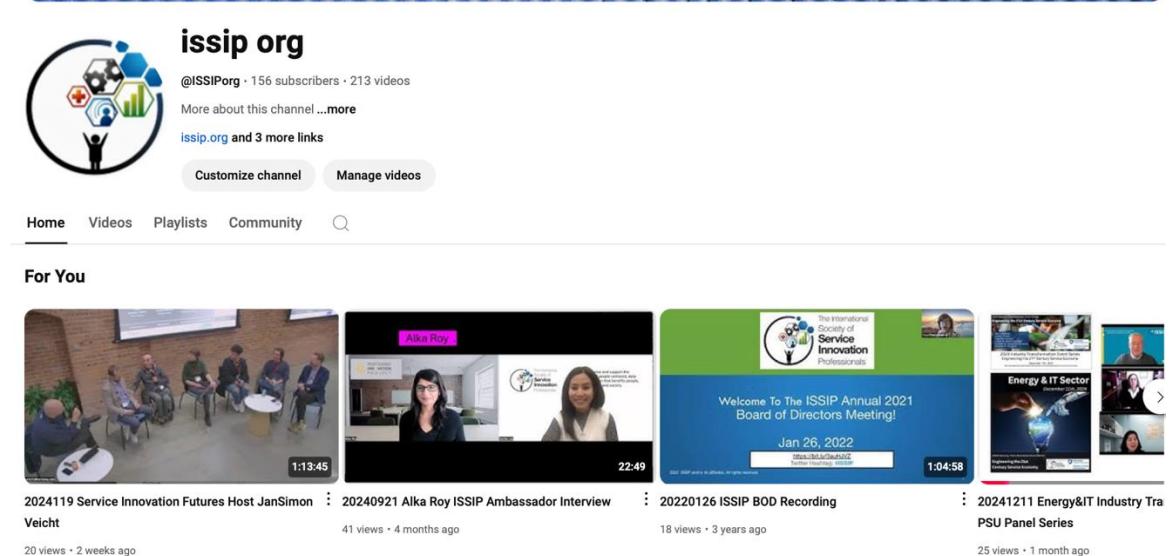
- Participants share short posts



<https://www.linkedin.com/groups/4720974/>

Participation 7: Become a Subscriber of ISSIP YouTube

- Events are recorded to share with the community – which spans global time zones.



<https://www.youtube.com/user/ISSIPorg>

Participation 8: Become a Follower of ISSIP Slideshare

- Event presentation are shared.
- AI Collab deliverables including final presentation and whitepaper are shared here.

The screenshot shows the ISSIP Slideshare profile page. At the top, there's a navigation bar with the Slideshare logo, a search bar, an upload button, a 'Download free for 30 days' button, and a 'Login' button. Below the header, the ISSIP profile card is displayed, featuring a circular logo with a stylized 'S' and 'I' inside a globe, the text 'International Society of Service Innovation...', and stats: 244 SlideShares, 40 Followers, and 161 Following. A 'Follow' button and a '...' button are also present. To the right of the profile card, there are three main sections: 'Presentations (216)', 'Documents (24)', and 'Infographics (4)'. Each section contains a grid of thumbnail images representing the files, with details like title, slides, and views. For example, under 'Presentations', there are thumbnails for 'Exploring the Use of AI to Help Run an Organization: An Initial Experiment with ISSIP', 'The International Society of Service Innovation Professionals', and 'ISSIP Connection'. Under 'Documents', there are thumbnails for 'PSU ISSIP Guidebook for Service Roles - input 1.pdf', 'SJSU ISSIP Guidebook for Service Roles - output.pdf', and '20241224 Guidebook Whitepaper ...'. Under 'Infographics', there are thumbnails for 'Evolution of Disruption', 'Social Media as a Service Innovation', and 'Innovation of the Automobile'.

<https://www.slideshare.net/issip>

Participation 9: Follow ISSIP Ambassadors on LinkedIn

- A great way to grow your networks is to follow ISSIP Ambassadors on LinkedIn.
- Send connection requests to only those you know personally, or who you have studied their work, including ISSIP events.

<https://issip.org/community/current-ambassadors/>

PROGRAMS ▾ RECOGNITION/AWARDS EVENTS ISSIP WHO WE ARE SERVICE INNOVATION NEWS

PROGRAM OVERVIEW >

CURRENT AMBASSADORS > **CURRENT AMBASSADORS**

AMBASSADOR ORGANIZATIONS >

ISSIP Ambassadors connect ISSIP to other organizations, conferences, journals, etc. related in some way to service innovation topics.

ISSIP is now better connected to the following:

INFORMS-SS
= INFORMS Conference on Service Science

OUI = Open and User Innovation Conference

APQC = American Productivity and Quality Center

IESS = International Explorations of Service Science

NHH DTH = Norway's NHH Digital Transformation Hub

ASEI = American Society of Engineers of Indian Origin

AHFE HSSE = Applied Human Factors and Ergonomics Conference – Human-Side of Service Engineering

ASA = American

All AAA AAAI ACM AHFE HSSE AIS AIS SIG SVC ANSI APQC ASA ASEE

ASEI CCFSS CGCIC CITRUS CSA CSCMP CSI CSRP DIA DS & The HAT CE

ECOST EDB EIT Digital EPIC HBI MC HICSS IASS ICAI IEEE IESS IfSD

IISE INFORMS-SS ISSS JGLC JHTM JIDI JoSM JSR KHCIS LEONARDO

LFAI TAIC MPSA Naples Forum NEMODE NFP NHH DTH OUI PCI PICMET

SDN ServCollab ServDes SoS SPLC STSR SWE TASG TCB TMEI ATIS

UIDP USSVSA UZP Versd VM VTT IEPT

Steve Alter AIS SIG SVC in	Tor Andreassen NHH DTH in	Laura Anderson SWE in	Obinna Anya VM in	Raphael Arar LEONARDO in	Marietta Baba AAA in
Ralph Badinelli INFORMS in	Tim Baines TAG in	Clara Bassano AHFE HSSE in	Ali Bigdeli TASG in	Anthony Boccanfuso UIDP in	Christoph Breidbach AIS in

Participation 10: Volunteer Support (Benevity and Institutional Donations)

- Benevity – log volunteer hours
- Institutional Donations
 - Reimbursement for any individual donations for professional association participation fees or education/certifications fees
- By design, ISSIP.org tries to keep operating costs low
 - Primary expense is Executive Director service to do community-of-practice program management, including website, newsletter, volunteer management, non-profit professional association donations, constellation of platforms upkeep.
 - Conference support, awards, platforms, and ISSIP Foundation monthly donations are other costs.

<https://benevity.com>

Important – After

- After taking the course, please take the post-test here.
 - https://docs.google.com/forms/d/10XGBzDoZL_2pDgdFyB0CwEzNO33_oM1dker7TB18OVQ/preview