



1st International Conference on Services in Emerging Markets

Date: September 23-24, 2010

Venue: Indian School of Business, Gachibowli, Hyderabad
Under the auspices of the SRII (<http://thesrii.org>) India Chapter

Growth in the services economy worldwide has created a need for a discipline called Service Science. Service Science is the systematic study of service systems which are networks of resources (people and technology) that deliver services. This conference will help to drive innovation in various aspects of services including design, productivity, quality and scalability. By its nature, Service Science is multi-disciplinary research that integrates aspects of established fields like computer science, operations research, industrial engineering, business strategy, social and cognitive sciences, and legal sciences.

Services from, and services to **emerging markets**, has attracted attention from industry, government and academics around the world. In this conference, we will focus on aspects of fundamental Service Science and their application to services delivered from and to emerging markets, with emphasis on services to people of limited means, and services delivered by a workforce situated in areas with a low cost of labor.

The objective of this conference is to provide a venue for international community including academics, government, NGOs, and industry to present, demonstrate and discuss the latest ideas about the Services Innovations which are driving the government and industry in delivering the services. This will also give an opportunity for the community to discuss and debate the state and the evolution of the Services in Emerging Markets. The technical programme for the two-day conference will include refereed papers and case study presentations, plenary talks, panels, and tutorial sessions. Submissions to the research track should present original results and describe substantial new work. Research track submissions can be up to 8 pages in length in IEEE format (http://www.ieee.org/publications_standards/publications/periodicals/index.html). We will not accept any paper which, at the time of submission, is under review for, or has already been published or accepted for publication in a journal or another conference. Case studies related to service innovation, the role of technology in enhancing service delivery, and innovative adoption of technology for offering new services will also be considered for presentation and publication. These case studies would also need to follow the template provided for submission of papers on the Submission page of the site, but will be judged on their clarity of description of a service experience, and its potential for generating research and innovative ideas from conference participants. We also invite proposals for panel discussions and tutorials.

The topics of the conference include, but are not limited to:

Service Science Foundations:

Service Management, Operations & Marketing; Service Design, Engineering and Systems; Service Planning & Execution; Service Economics; Service Delivery platforms and architectures; Applications of OR, Control, Performance Analysis & Machine Learning in the above topics

Vertical Application areas:

Healthcare, Education, Telecom, Tourism, Homeland Security, IT Services, Banking and Micro-finance

Horizontal Application areas:

Services for BOP; Mobile Technologies for Service Delivery; Service Knowledge Management and Experience Management in Service Delivery; Automation of Service Delivery Processes; Contact Center Technologies; Disaster Recovery and Resiliency in Service Delivery; Cloud Technologies for Services

Important Dates:

Refereed Papers: Submission deadline: June 8, 2010
Notification date: August 7, 2010
Camera Ready: August 31, 2010

Tutorials & Panels: Submission deadline: June 15, 2010.

Submission Procedure: Click here (<https://www.easychair.org/login.cgi?conf=icsem20100>) for submission.