

1st International Conference on Services in Emerging Markets

<http://www.isb.edu/ICSEM2010>

September 23–24, 2010, Indian School of Business, Hyderabad

Organized by the Service Research and Innovation Institute (SRII), India Chapter

SERVICE INNOVATION CHALLENGE

Technology to the forefront of innovation in services for emerging markets

- Were you in a hospital recently and thought you could make a much better system to manage how you are treated?
- Were you at a traffic light and thought how the transportation system of the country could greatly benefit by your innovation?
- Were you in a bank recently and thought about an algorithm to optimize the very queue you were standing in?

If you happen to relate to the above sentiments, then this challenge is for you.

We deal with services in one form or another every day: Civic services such as water supply, electricity, and public transportation; healthcare, education, hotels, restaurant, and telephones. All these are services and all these services (and others) can benefit from innovation, and you might have an innovation that makes a difference.

The Challenge is pretty straight forward: Pick any service you like, or invent a new service, and demonstrate how you can use technology to bring value to the masses. **The challenge will involve showcasing technological and scientific innovations and their use in improving services.**

“Technology” is not limited to computer science or information technology; it includes any scientific and engineering discipline such as like biology, chemistry, mechanical engineering, and civil engineering. In fact, we encourage students to team with students from other disciplines to facilitate new ideas and fresh thinking.

Participating in the Challenge is pretty easy: First form a **team of no more than four students**, submit a one page abstract of the problem you want to solve and a description of the innovative solution you have by May 28, 2010.

Short-listed proposals will enter the next phase of implementing a proof of concept of the proposed solution. Reviews by teleconference of the shortlisted proposals will be held in the week of July 26-30, 2010. Finalists will be invited to participate in the Conference on September 23-24, 2010 where the winner(s) will be announced. Entries will be evaluated by a jury on various aspects such as novelty, innovation, technology quotient, and the relevance of the solution to emerging-market services.

All teams submitting an entry will be invited to discuss their work with mentors from the services and computer science research community. **The top 3 teams will be invited to demonstrate their innovation during ICSEM 2010 at Hyderabad.**

About SRII: SRII (www.thesrii.org) is a non-profit professional organization for the advancement of service science. SRII-India, the India chapter of SRII, is comprised of researchers from leading academic and industry research labs in India. SRII-India is organizing ICSEM 2010.

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Important Dates:

Abstract submission deadline: May 28, 2010

Notification of shortlisted abstracts: June 21, 2010

Intermediate review period: July 26-30, 2010

Final submission deadline: August 21, 2010

Announcement of finalists: September 1, 2010

Presentation of awards: September 23-24, 2010