

ICSEM 2010

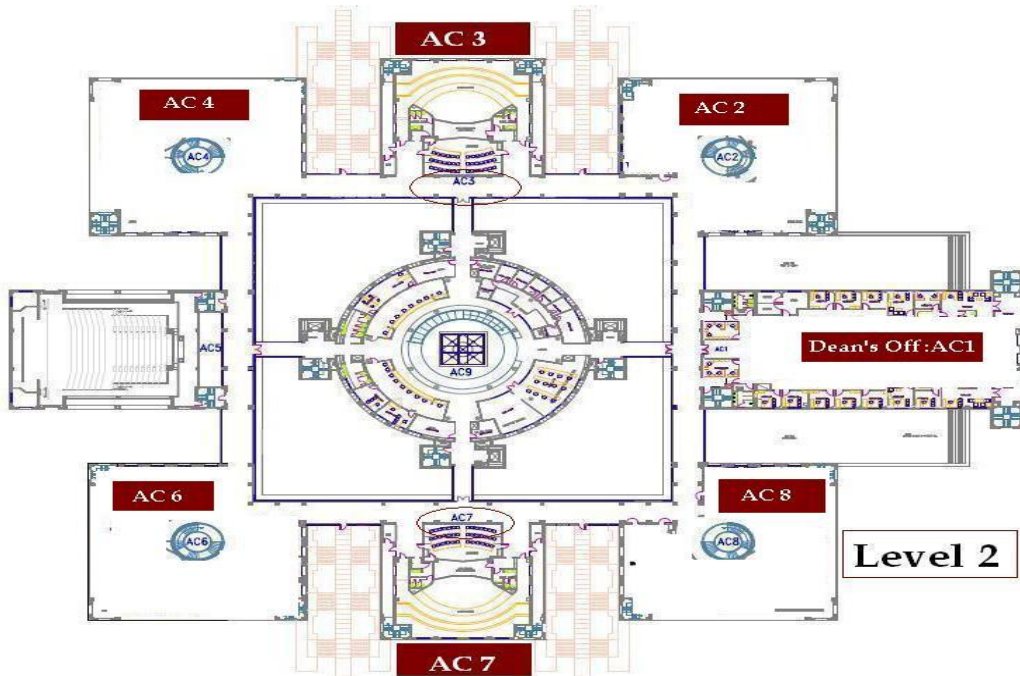
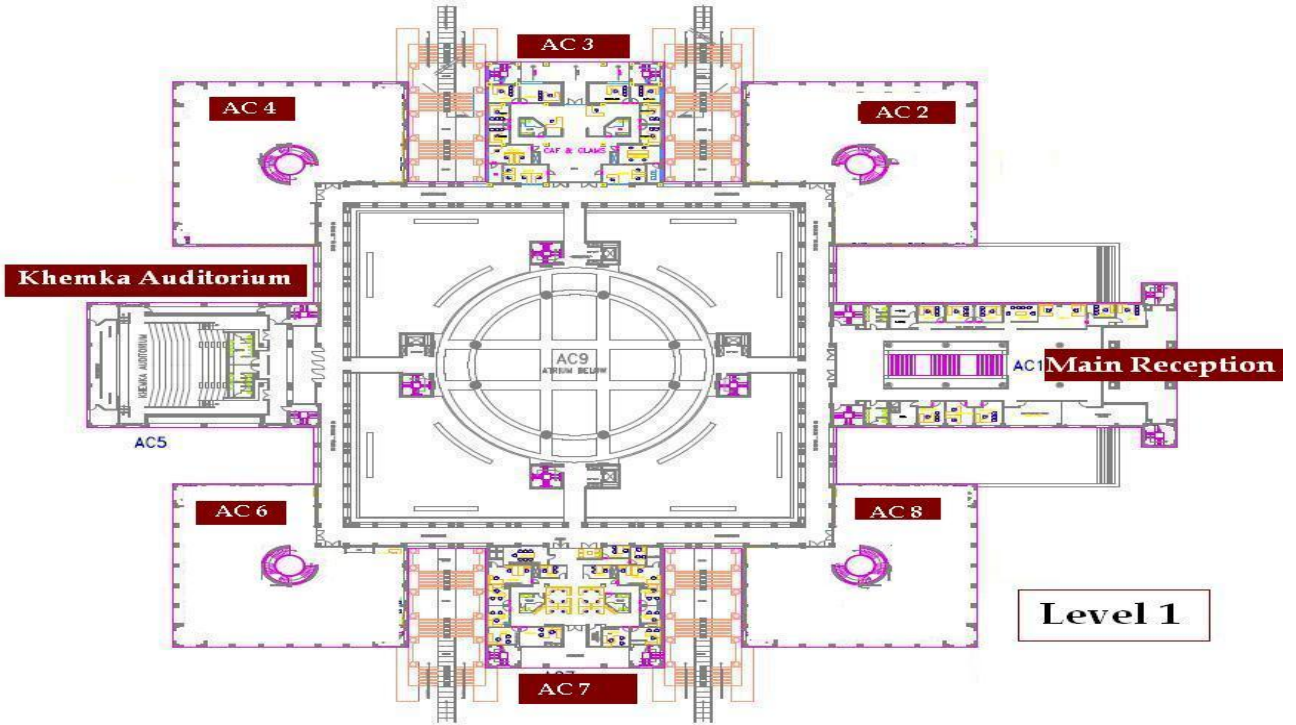
1st International Conference on Services in Emerging Markets

*September 23-24, 2010
Indian School of Business, Hyderabad*

Programme Details



Floor Plans, Indian School of Business



Conference Programme at a Glance

Thursday : Day 1, 23rd September 2010

08:30 - 09:30	Registration	
09:30 - 11:00	Inauguration and Keynote 1	
11:00 - 11:15	Tea break	
11:15 - 12:45	Research Papers Session 1: IT Services	Tutorial I
12:45 - 14:00	Lunch	
14:00 - 15:15	Keynote 2	
15:15 - 15:30	Tea break	
15:30 - 17:00	Research Papers Session 2: Mobile Based Services	Research Papers Session 3 : Other Services
17:00 - 18:30	SRII Study Groups Presentations	SRII Study Groups Presentation/Emerald Presentation
18:30 - 19:30	Poster Session	
19:30 - 20:30	Cultural Event (Andhra Natyam and Perini Siva Tandavam)	
20:30 onwards	Dinner at Mirror Pool, Executive Housing	

Friday : Day 2, 24th September 2010

08:30 - 09:45	Service Innovation Challenge Presentations	
09:45 - 10:00	Tea break	
10:00 - 11:30	Research Papers Session 4: Service Quality	Tutorial II
11:30 - 11:45	Tea break	
11:45 - 13:15	Research Papers Session 5: Emerging Markets	Tutorial III
13:15 - 14:15	Lunch	
14:15 - 15:15	Keynote 3	
15:15 - 15:30	Tea break	
15:30 - 17:00	Panel Discussion	
17:00 - 17:15	Closing ceremony	

Venue: **Khemka** **AC3 LT** **Atrium**

Sessions on Research Papers

23 September 2010

Research Paper 1: IT Services

Session Chair: Rajesh Satya Kumar, Microsoft
Time: 11:15 – 12:45 **Venue:** Khemka

11:15 - Connectivity in Distributed Service Systems
Ananth Srinivasan | Christoph Breidbach | Darl Kolb |

11:45 - Service Science Perspectives and Paradoxes in Indian Information Technology Service Provision
M Buchanan-Oliver | A Srinivasan

12:15 - Value Driven IT Service Management Modeling: System Dynamics Approach
Kumar Saurabh | Susanta Mishra

(Parallel session – Tutorial I)

Research Paper 2: Mobile Based Services

Session Chair: Gopal Pingalli, IBM Research
Time: 15:30 – 17:00 **Venue:** Khemka

15:30 - RML: Market Intelligence with Mobile SMS Intervention
Kasina V Rao | R M Sonar

16:00 - Developing m-Services for Emerging Markets: A case of South Africa
Jabu Mtsweni | Musa Ntuli | J H P Eloff

16:30 - Preliminary Investigations into the Business Ecosystem in Rural South Africa: An e-Business Perspective
Ernest Ngassam | Felix Ntawanga | Winnie Kandie |

(Parallel session – Research Paper 3 : Other Services)

24 September 2010

Research Paper 4: Service Quality

Session Chair: Srinivas Padmanabhuni, Infosys
Time: 10:00 – 11:30 **Venue:** Khemka

10:00 - A Decision Support Framework for Global Services
Kannan Balaji | N Viswanadham | Munish Goyal |

10:30 - Transformational e-Governance Service Quality Assessment - Indian Case Study
S N Mukhopadhyay | Jayanta Chatterjee | N Dwivedi

11:00 - Consumers' Perceptions of Off-shored Customer Service: Cross-over or Cross-out?
Shashi Matta | Valerie Folkles |

(Parallel session – Tutorial II)

Research Paper 5: Emerging Markets

Session Chair: Tarun Jain, ISB Hyderabad
Time: 11:45 – 13:15 **Venue:** Khemka

11:45 - Cloud Based Document Delivery Service for Emerging Markets
Sakhee Dheer | Asankhaya Sharma

12:15 - Service Orchestration of SMEs in Emerging Economies
S Kameshwaran | N Viswanadham

12:45 - OPEN.
You can attend Tutorial III

(Parallel session – Tutorial III)

Case Studies & SRII Study Group Presentations

23 September 2010

Research Paper 3: Other Services

Session Chair: Shrikant Parikh, S.P. Jain
Institute of Management & Research

Time: 15:30 – 17:00 Venue: AC3 LT

15:30 - An Objective Approach to Location Strategy and Optimizing Workforce Allocation
Chinmay Mesaria | Arun Anantharaman |

16:00 - CALHIX®: Applying Integration Frameworks to Healthcare Information Exchange

Sabarna Mukhopadhyay | Debayan Das | Aparajita Ray | Sushrut Mehta | Krishnendu Chakraborty | Gora Datta | Joydeep Dutta | Parthasarathi Biswas | Supten Sarbadhikari |

16:30 - Rapid Development of Speech to Speech Systems for Tourism and Emergency Services in Indian Language

Anandaswarup V | Karthika M | Nagaswetha G | PK Narne | VV Vinay Babu | Mrudula K | Poornima T | RR Patil | CMS Raju | Snehata T | Azharuddin S | Abhilash B | P Raju | G S C Prasad | Sriram A | E Veera Raghavendra | Sachin Joshi | Vamshi Ambati | Kishore S Prahallad |

SRII Study Group Presentation (A)

Session Chair: Alan Hartman, IBM Research-India

Time: 17:00 – 18:30 Venue: Khemka

17:00 - Healthcare

By Shashank Garg, Handheld Solutions & Research Labs

17:30 - Financial Services

By Shalini Kapoor, IBM Research – India

18:00 - Education and Vocational Training

By Krishna Kummamuru, IBM Research - India

SRII Study Group Presentation \ Emerald Presentation (B)

Session Chair: Rajiv Narvekar, Infosys India

Time: 17:00 – 18:30 Venue: AC3 LT

17:00 - Rural Marketing

By CSR Prabhu, DDG, NIC

17:30 - Insider's Guide to Getting Published By Emerald (Publishing Partner)



Research you can use

Keynote Speakers

Keynote 1 – F C Kohli, Tata Consultancy Services, India

Title: Future of Computing in India

Session Chair: Sudarshan Murthy, WIPRO Technologies

Date & Time: 23rd Sep 2010 ; 10:00 – 11:00

Venue: Khemka Auditorium

Biography: **Faqir Chand Kohli** (born February 28, 1924) is an Indian businessman. He is referred to as the "Father of the Indian Software Industry". He was the first General Manager of Tata Consultancy Services, a leading Indian software consultancy company. He has also worked as the Deputy General Manager of the Tata Power Company. Kohli has been awarded the Padma Bhushan, in 2002 for his contribution to the Indian software industry. He has also been awarded honorary doctorates from University of Waterloo, Canada, Robert Gordon University, Aberdeen, U.K, IIT Bombay, IIT Kanpur, Jadavpur University, Queen's University, Kingston, Canada and University of Roorkee.[1] He is also a fellow of IEEE USA, IEE UK, Institution of Engineers India, Computer Society of India and Computer Society of Singapore among others

Keynote 2 – A Parasuraman, University of Miami, USA

Title: Intertwining of Service Productivity, Quality and Innovation: Implications for Services in Emerging Markets

Session Chair: Krishna Kummamuru, IBM Research India

Date & Time: 23rd Sep 2010 ; 14:00 – 15:15

Venue: Khemka Auditorium

Biography: **A. Parasuraman ("Parsu")** is a Professor and Holder of the James W. McLamore Chair in Marketing at the University of Miami. In 1988 Dr. Parasuraman was selected as one of the "Ten Most Influential Figures in Quality" by the editorial board of The Quality Review, co-published by the American Quality Foundation and the American Society for Quality Control. He has received many distinguished teaching and research awards, including multiple Best Professor Awards given by Executive MBA Classes and the Provost's Award for Scholarly Research at the University of Miami. In 1998 he received the American Marketing Association's "Career Contributions to the Services Discipline Award" [an annual award bestowed upon one individual who has had a sustained and far-reaching impact on the field]. He received the Academy of Marketing Science's "Outstanding Marketing Educator Award" in 2001 and was designated as a "Distinguished Fellow" of the Academy in 2004. He has also been named to the Chartered Institute of Marketing (U.K.)'s "Guru Gallery," which profiles the 50 leading marketing thinkers worldwide. In 2005 he received a "Distinguished Alumnus Award" from IIT-Madras, his undergraduate alma mater. In 2008 the Hamdan Bin Mohammed e-University in Dubai established "The Parasuraman Research Grant on Service Quality," an annual award to foster more scholarly research on service quality throughout the Middle East region. In 2009 the Society for Marketing Advances honored him with the "Elsevier Distinguished Scholar" award.

Dr. Parasuraman has published well over one hundred articles in leading journals. He has served as editor of the Journal of the Academy of Marketing Science (1997-2000) and the Journal of Service Research (2005-2009). In addition to coauthoring Marketing Research, a college textbook, Dr. Parasuraman has co-authored three other business books written for practitioners: Delivering Quality Service: Balancing Customer Perceptions and Expectations, Marketing Services: Competing Through Quality, and Techno-Ready Marketing: How and Why Your Customers Adopt Technology. He is an active consultant and has conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries.

Keynote Speakers

Keynote 3– Guruduth Banavar, VP & Chief Technology Officer (Global Public Sector), IBM

Title: Services for Smarter Cities

Session Chair: Sunil Arvindam, SAP India

Date & Time: 24th Sep 2010 ; 14:15 – 15:15

Venue: Khemka Auditorium

Biography: **Dr. Guruduth Banavar** is Vice President and Chief Technology Officer of the Global Public Sector in IBM. In this role, he is responsible for providing technical leadership across the Public Sector, with a particular focus on IBM's Smarter Cities initiatives to capture strategic opportunities, improve upon solutions, harvest core assets, and maintain a vital link to IBM Research. Previously, Dr. Banavar was the Director of IBM Research in India, one of eight labs of the worldleading IBM Research Division. He was responsible for establishing India as a pre-eminent research lab in the areas of services research and mobile computing. He also created the Bangalore branch of IBM Research as well as a Collaboratory with the Indian School of Business in Hyderabad. In his additional role as Chief Technologist (CTO) of IBM India / South Asia, Guru led the creation of a technical leadership group, a regional technical strategy, and sales enablers aligned with the business objectives. Finally, he served as the external face and spokesperson for IBM's technology leadership in India.

Earlier, Dr. Banavar worked for 10 years at IBM's Thomas J. Watson Research Center in New York, which he joined in 1995 after his PhD. His broad technical interests and contributions have been in Service Science, Pervasive Computing, Distributed Systems, and Programming Models. Guru has published more than 40 research papers in top international forums, invented more than 25 US patents, chaired major international technical conferences and workshops in his research areas, and served on PhD committees in major US universities.

Tutorials

Tutorial – I : Role of Open Source Technologies for Transforming Healthcare IT in India

Session Chair: Kameshwaran Sampath, IBM India

Presenter: Indrajit Bhattacharya (IIHMR) | B K Jha (Birla Institute of Technology, Ranchi)

Date & Time: 23rd Sep 2010; 11:15 – 12:45

Venue: AC3 LT

Abstract: In the ever competitive Healthcare industry , the challenges have been to keep the costs in check and deliver utmost quality in least time. In other words budget the expenditures at the same time significantly reduce medical errors and improve clinical care quality and reduce operating expenses and increase revenue. This can only be achieved by "meaningful use" of health IT via an Electronic Health Record (EHR)solution.

Today the healthcare organizations require a high-quality open-source Electronic Health Record (EHR) solution that facilitates full clinician adoption, relatively painless workflow automation, and the means to achieve clinical and financial transformation. Open source technology models could be the answer at the core for service- and solution-oriented value proposition. The open source model provides a host of clinical transformation and support services that enable fundamental organizational change and meaningful use. It supports virtually all clinical activities and provides comprehensive patient information in a single user interface.

A subscription-based pricing model lets hospitals, clinics and integrated delivery networks (IDNs) use their operating budget to pay for Open source solutions —in other words, no up-front capital costs or back-end balloon payments. Expert implementation and other services—and a unique "Quick Start" policy—facilitate fluid and rapid transition to a paperless clinical environment in six to nine months—record time for an EHR.

Tutorial – II : Estimating the Impact of Individualized Customers' need for Service Innovation and Service Delivery

Session Chair: Sudhir Voleti, ISB Hyderabad

Presenter: Dr Atanu Adhikari (Inian Institute of Management, Kozhikode)

Date & Time: 24th Sep 2010; 10:00 – 11:30

Venue: AC3 LT

Abstract: Service Science innovation has seen several ups and downs while addressing customer's need. Such things happen since researchers and practitioners have considered all customers as one population and designed their service innovation to suit the average. However, variation of consumer preferences may play a central role in many service activities. Design of service, its pricing as well as delivery of the service need to be customer specific, or at best to be done for a small group of homogeneous customers. For example, service innovation for entertainment products are based on an understanding of the differences among consumers in price sensitivity and valuation of product attributes. Price sensitivity and valuation of such product attributes vary across consumers. Hence, service providers' activities should target specific households require household level parameter estimates. Similarly, a logistic providing organization should understand the differentiated and unique utility of different customers and accordingly make promotional campaign and design service to suit the need of such heterogeneous customers.

Addressing customer heterogeneity is the central focus of this tutorial. This tutorial show how individual utility of different factors can be measured of each customer and how to group these customers based on such derived utilities.

Tutorials

Tutorial – III : Leveraging Technology to Drive Service Innovations in Emerging Economies

Session Chair: Siddhartha Sengupta, Tata Consultancy Services

Presenter: Srinivas Padmanabhuni | Rajiv Narvekar (SETLabs, Infosys Technologies Ltd)

Date & Time: 24th Sep 2010; 11:45 – 13:15

Venue: AC3 LT

Abstract: Emerging economies are the new growth markets. Countries such as China, India, Brazil and Russia offer unprecedented business opportunities for consumer goods and services. The contribution of services to the GDP of these nations has been increasing significantly in the past few years. Of special interest are services that leverage information and communication technologies such web services, smart PDAs and cloud computing. Driving service innovations in organizations that provide and consume services is fraught with multiple challenges due to characteristics that are integral to the nature of services. Characteristics such as the non-de-compositional nature of services, lack of ability to store services or inventorize them and the human factors in services delivery and consumption make service innovation management far more challenging than that for product innovation management . The objective of the tutorial is to illustrate and discuss the state-of- the art business and technology research issues in the area of services innovations. Emphasis would be provided on service innovations in emerging economies as these economies have a different set of drivers as opposed to the developed economies. Case studies will illustrate how technology played an important role in overcoming institutional voids of the emerging economies. The session will also include a deep dive on information and communication technologies that are relevant in emerging economies. Target audience for the tutorial is students from business and engineering schools and researchers who want to explore the role of technology in driving service innovations.

Service Innovation Challenge

Service Innovation Challenge

Session Chair: Anshu N Jain , IBM India

Domain: Healthcare (M S Ramaiah Institute of Technology, Bangalore) | Robotics (IIIT, Hyderabad) | Education (IIIT, Hyderabad)

Date & Time: 24th Sep 2010; 08:30 – 09:45

Venue: Khemka Auditorium

Position	Title	Affiliation
SIC Winner	Blood Bank Services for Sankalp India Foundation	M S Ramaiah Institute of Technology, Bangalore
1st Runner Up	Service Robots for the Elderly	IIIT, Hyderabad
2nd Runner Up	AfterEamcet.com: Developing a Mock EAMCET Counseling Service	IIIT, Hyderabad

Panel Discussion

Title: Service Innovation for Emerging Economies

Session Chair: Sudip Gupta, Assistant Professor ISB Hyderabad

Moderator: Kris Singh, President of Service Research & Innovation Institute

Date & Time: 24th Sep 2010; 15:30 – 17:00

Venue: Khemka Auditorium

Description:

The panel will discuss some of the following topics:

Emerging economies/markets in Asia, Europe, Latin America, & Middle East/Africa (Key characteristics; Similarities & differences; Major issues/requirements)

What's driving growth in Emerging Markets: Skills? Labor cost? Productivity? Reserve vs Debt? Market equities? Import vs Export?

Market capitalization: Developed vs Emerging Markets

Public Sectors vs Private Sectors in the Emerging markets

Government participation/policy/regulations

ICT strategy/roadmap for the Emerging markets

Indian ICT industry support/leadership for the Emerging markets

Business model and service design for the base of the pyramid

Panel Members:

Mendu Rammohan Rao- Dean Emeritus and Professor, Operations Management, Indian School of Business, Hyderabad

Uday B. Desai- Director, IIT- Hyderabad

N Viswanadham- Clinical Professor (ISB, Hyderabad) and Executive Director, The Centre for Global Logistics and Manufacturing Strategies (GLAMS) at ISB, Hyderabad

Manish Gupta – Director, IBM Research – India and Chief Technologist, IBM India / South Asia |

Manish Srivatsava – Infosys India

Sudarshan Murthy– General Manager , Applied Research at Wipro Technologies

Organisation

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N Viswanadham, Executive Director, Glams
Roland Rust, University of Maryland
Jim Spohrer, IBM
Aruna Sundararajan, CEO (IL&FS) Govt. of India

General Chairs:

Krishna Kummmamuru, IBM Research, India
Sudarshan Murthy, Wipro Technologies

Service Innovation Challenge:

Anshu Jain, IBM Research - India
Sneha Kashyap, Applied Research - Wipro Technologies

Conference Coordinator:

Neha Phalpher Soni, Glams, ISB

Programme Chairs:

Alan Hartman, IBM Research – India
Siddhartha Sengupta-TCS

Tutorial Chair:

Shrikant Parikh, SP Jain Institute of Management & Research

Panel Chair:

Sudip Gupta, ISB

Local Arrangement:

Indira A, ISB

Publication Chair:

Rajiv Narvekar, Infosys

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Yong Jin Kim, Sogang University, Korea
Krishna Kumammuru, IBM, India
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Siddhartha Sengupta, TCS, India
Essam Shehab, Cranfield University, UK
George Spanoudakis, City University, UK
Ananth Srinivasan, University of Auckland, NZ
Hock Hai Teo, NUS, Singapore
Willem-Jan van den Heuvel, Tilburg University, Netherlands