

Preface

Service Science enables people, enterprises, and societies to build knowledge – concepts, methods, properties, platforms, environments – by means of multidisciplinary, multiinstitutional, and multinational approaches. Nowadays, Service Science has become more and more relevant for making clear these complex situations, which individuals, companies, and corporations are facing.

Knowledge in Service Science plays a pivotal role in such developments. In this context, the series of International Conferences on Exploring Service Science (IESS) offers researchers and practitioners the possibility to present, discuss, and publish their exploratory research results.

The International Conferences on Exploring Service Science 1.5 was the sixth in the IESS series. It was hosted by FEUP, Faculty of Engineering of the University of Porto, Portugal, during February 4–6, 2015. It included three special motivating sessions on hot topics: SME education, Exploration in Service Science, Education as a Service.

The challenging proposal of IESS 1.5 attracted scientists and practitioners from all over the world to submit their contributions. Up to 69 submissions were received from 16 countries, out of which the Program Committee selected 27 top-quality full papers and 8 abstracts, which were published in an internal research series. All the submissions were reviewed by at least three members of the IESS 1.5 Program Committee, composed by well-known and relevant scientists related to the different topics.

The papers of IESS 1.5 consider one or several topics of the IESS conference: service innovation – service exploration – service design – IT-based service engineering – service sustainability.

Some papers explore complex situations by means of Service Science and explain how they obtain perspectives or platforms in various fields as: academia, education on service science management and engineering, social research collaboration, electronic medical record, emergency medical service, sport, tourism, customer relationship strategies, impacts on repurchase, branding, redesign of organizational activities, total manufacturing enterprise integration, inter-generational cooperation, to encourage the use of public transport.

Other papers propose to (re-)invent important approaches for the purpose of Service Science like: a new framework for urban data visualization, a service framework of e-mobility services, corporate social responsibility, alignment, software-based services, Business Process Management systems, trust dynamics, influence factors for value co-creation, product-service systems, image dominant logic, contributory development, multi-channel service research, connecting requirements – architectures and business – technology.

All these papers, with different research approaches, bring new light to Service Science. They are motivating for new explorations in Service Science.

We would especially like to devote special thanks to the members of the Program Committee and referees for doing excellent work in reviewing the submitted papers.

We also thank the keynote speakers for their contribution to the high relevance of this conference.

We wish to give special thanks to the local organizers at the Faculty of Engineering of the University of Porto (FEUP) for their commitment. Thank you very much!

Finally, we thank very much the Faculty of Engineering from University of Porto (FEUP) and its Dean Prof. João Falcão e Cunha. FEUP organized and hosted the IESS 1.5 conference with extraordinary involvement.

We wish you a very pleasant reading and a fruitful integration of these results in your research exploration in the wonderful and crucial domain of Service Science.

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