

2008 International Service Innovation Design Conference

■ Call for paper

The term "service" is defined as the provision of intangible goods or time or effort for someone's benefit. The service industry claims a 70% of the gross domestic product (GDP) of major developed nations such as the United States, EU and Japan in 2007 according to the World Bank statistics -World Development Indicators (WDI). Considering this significant ratio in GDP, any improvement in the productivity and quality of service would impact directly on national economy and the quality of our daily life. The recent notion of service even views tangible products as media for producing services that provide functions, experience, and values for users. Systematic approaches to the facilitation of the effective service development, which compares poorly to that of manufacturing have been recognized as critical strategic instruments for competitive business practice. Service Science, Engineering, and Management are establishing their conceptual and practical roles as key enablers for service innovation in the realm of information technology, business, and management. However, one cannot improve the productivity and quality of service without drawing on design or its science. The situation calls for an input from the power of design to create a service that satisfies needs that even the user is not clearly aware of, along with the design of physical components of the service. If we are to maintain and enhance business and national competitiveness, we must pursue service innovation design, along with service engineering and management that builds on the foundation of service science research.

The **International Service Innovation Design Conference** will be held to bring researchers and practitioners who have strong interest in developing this new field. The mission of the conference is to promote interdisciplinary endeavor through the exchange of information and the discussion on the concepts, frameworks, processes, management and cases of service innovation design. The conference will bring huge benefit for whole participants. The organizing committee cordially invites you to submit your paper contributing to the constructive and inspiring discussion on the Service Innovation Design. Please check our website at www.sidcenter.com.

■ Conference Language

English

■ Date of Conference

2008, October 20th (Monday) to October 22th (Wednesday)

■ Venue

Arpina Youth Hostel, Hewondea, Busan Korea / Dongseo University, Busan Korea

■ Paper Submission schedule

Summary submission

Due date : July, 15

Notice of acceptance

July, 30 (Paper acceptance will be determined only by summary)

Full paper submission

Due date : September 25

(papers submitted after the due date will not be published)

■ Length of Summary and Full paper:

Please download template from SID Conference website

Summary : Maximum 700 words

Full Paper: A4 6-10 Pages (approximately 4,000-6,000 words)

(The paper format will be sent with the paper acceptance notice.)

■ Chairs of Conference

Kazuo Sugiyama

Vice President, International Association of Societies of Design Research

Vice dean, Graduate School of Design & IT, Dongseo University

■ Advisory Board

David Durling	Middlesex University
Kun Pyo Lee	Korean Advanced Institute of Science and Technology
Lin Lin Chen	National Taiwan University of Science and Technology
Shigeru Furuya	Takushoku University
Kei Sato	Illinois Institute of Technology
Lorraine Justice	Hongkong Polytechnic University
Hyun soo Kim	Kokmin University, South Korea
Yosiki Shimomura	Tokyo Metropolitan University

■ Conference Fee

500 US dollar, **Detail program and event will be post on middle of August.**

■ Auspice

Ministry of Knowledge of Economy, Metropolitan City of Busan

Korea Institution of Design and Promotion (KIDP), Busan Daily Newspaper

■ Secretary

Sung Pil Lee (Dongseo University)

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