



The 3rd International Service Innovation Design Conference



Important Dates

- Abstract Deadline: April 10, 2012**
- Note of Acceptance: May 05, 2012**
- Full Paper Submission: August 01, 2012**
- Conference Date: October 22-24, 2012**

“Holistic Service Innovation & Co-Creation Experience”
National Cheng Kung University, Taiwan.

Submission and more information: <https://sites.google.com/site/2012isidc/>

Topics: (not limited to)

Co-creation

- Co-creating services
- Open innovation
- Service education
- Service process

Service Design

- Creativity support systems
- Product service systems
- Service innovation and design
- Service concept development

Service Science

- Service economics
- Service aesthetics
- Service evaluation
- Social impact of services

Holistic Experience

- Content development
- User experience design
- Self-service design
- Servicescape
- Case studies

Service Management

- Service marketing
- Service business models
- Service strategy
- Business support services

Service Technology

- Tools and systems for service
- Service prototyping
- Distribution and logistics services
- Service and manufacturing industry

Committee

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Yoshiki Shimomura (Tokyo Metropolitan University)

Yoshiyuki Matsuoka (Keio University, Japan)

Yukari Nagai (JAIST, Japan)

Program

Conference

1st Day // October 22	2nd Day // October 23	3rd Day // October 24
OPENING OPENING SPEECH WORKSHOP PRESENTATIONS	CULTURAL TOUR E-DA WORLD FO GUANG SHAN MONASTERY	CULTURAL TOUR TAINAN INDUSTRY TOUR
CULTURAL TOUR TAINAN HISTORICAL TOUR CULTURAL CREATIVE TOUR	AFTERNOON SESSION PRESENTATIONS	AFTERNOON SESSION PRESENTATIONS CLOSING CLOSING CEREMONY
WELCOME PARTY LOCAL KARAOKE	EVENING SESSION PRESENTATIONS	

Workshop

1st Day // October 20	2nd Day // October 21	3rd Day // October 22
OPENING OPENING CEREMONY	WORKSHOP 1 BRANDING AND MARKETING	WORKSHOP 1 BRANDING AND MARKETING
WORKSHOP 1 BRANDING AND MARKETING	WORKSHOP 2 MEDIA AND INTERACTION DESIGN	WORKSHOP 2 MEDIA AND INTERACTION DESIGN
WORKSHOP 2 MEDIA AND INTERACTION DESIGN	WORKSHOP 3 INDUSTRY AND SERVICE INNOVATION	WORKSHOP 3 INDUSTRY AND SERVICE INNOVATION
WORKSHOP 3 INDUSTRY AND SERVICE INNOVATION		EXHIBITION WORKSHOP PRESENTATION

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<https://sites.google.com/site/2012isidc/>

Changes may occur, please refer to the official website.