



2.4

14TH INTERNATIONAL CONFERENCE ON EXPLORING SERVICE SCIENCE

*Service Science
to promote intelligence augmentation*

7-9

Feb.
2024

Masaryk University
(Brno, CZ)

CONFERENCE PARTNERS

MUNI
FI

kyndrylTM

website: <https://iess.online>



WORKSHOP PROGRAM

7TH FEBRUARY

8:30		Registration
9:00	Opening session	2.4 IESS Workshop introduction D. Ho, M. Leonard, J. Spohrer, L. Wallezky
9:30	Plenary session	Transforming Businesses, Industries, and Governments What is the "Best" Service System Ecology Strategy in the AI Era? J. Spohrer (founder of Service Science)
10:00		Coffee break
10:30	Workshop	Invited Speakers & Q&A Mission oriented: Innovation in the public sector and regional development R. Bízková (ISFOR, Institute for Society 4.0) How to Support Transdisciplinary Service-oriented Startups T. Pitner (Academic Director, Masaryk University, CERIT) Mainframes in the modern world A. Malý (Kyndryl)
12:00		Lunch break
13:00	Workshop	Invited Speakers & Q&A The Power of Data in Modern Product & Service Management P. Minařík (VP of Technology at Progress) Delivering great services with limited time and resources O. Materna (Founder & CEO of Legito) How to fund research and development in a start-up? What are the risks involved? J. Bocian (CEO of 22eSense Partners)
14:30		Coffee break
15:00	Workshop	Invited Speakers & Q&A Some examples of how service design is being used by startups and SMEs to apply service science N. Coutts (Innovation Advisory Board member at UNLEASH) Financial Enlightenment of the Entrepreneurship Dark Side from the Experience in Spain C. Casanueva (ESCP Madrid) Modern trends in Enterprise IT R. Giebel, P. Halfar (Kyndryl)
18:00		Social event



CONFERENCE PROGRAM

8TH FEBRUARY

8:30 Registration

9:00 Opening session
Czechia and Brno welcome
Minister of the environment (video)
Kyndryl welcome
Maria Falkiewicz-Gancarz (VP Kyndryl Czechia)
IESS 2.4 Conference welcome
M. Leonard, J. Falcão e Cunha, L. Wallezky, M. Drăgoicea, L. Carrubbo

9:30 Plenary session
**Service Science & Intelligence Augmentation:
Past, Present, and Future Research Questions**
J. Spohrer (founder of Service Science)
Service platform for Smart Cities
M. Svitek (prof. at Czech Technical University of Prague)

11:30 Coffee break

12:00 Paper session
Smart Society, Smart Cities & Smart Citizens (chair: L. Wallezky)
Fostering Citizens' Engagement in Smart City within Digital Era
F. Caputo
**Application of Context-driven Methodology for Implementing the Smart City Concept in
Czech Republic**
Z. Schwarzová, L. Wallezky, M. Ge, P. Procházka
A Review of AI-Based Trust Management in Smart Cities
J. Ohnesorg, N. Fakhoury, N. Eltahawi, M. Ge

13:00 Lunch break

Poster corner
Multiple Case Study: Municipal Waste Management Smart Solutions
V. Çekani, G. Guazzo
Fair behavior in Autonomous Ecosystems: a monetary approach
D. Halasz, D. Kusnirakova
Towards Trust-Based Governance of Smart Dynamic Ecosystems
D. Kusnirakova, B. Buhnova

14:30 Paper session
Smart Healthcare & Pharmacy (chair: L. Carrubbo)
Novel Ways to Analyse and Cope Alert-Fatigue Phenomenon in Intensive Care Units
S. Rozenes, A. Fux, I. Kagan, M. Hellerman, B. Tadmor, A. Benis
Intelligence Augmentation and capability co-elevation in healthcare
L. Carrubbo, A. Megaro
**Improving Access to Prescription Based Care through a Patient Centered
Smart Pharmacy Ecosystem**
N. Badr, M. Khiami

15:30 Coffee break

16:00 Paper session
Smart Tourism & Local commerce (chair: J. Falcão e Cunha)
**Preserve Local Commerce and 'Made in Italy' in Global E-commerce Era: The Case of
CiShoppo**
C. Pagano, C. Pipino, D. Squillante, G. Rocco, L. Carrubbo
**Examining the smart tourism ecosystem from the lens of sustainable value co-creation and
neuroscientific approach**
M. Heidari, D. Verderese, M. Saviano
The impact of the Rijksstudio on the museum business model as tool for value creation
F. Carignani, L. Clemente, F. Bifulco

19:00 Gala dinner



CONFERENCE PROGRAM

9TH FEBRUARY

9:00

Registration

9:30

Paper session

Smart HR, Recruitment & Education (chair: M. Leonard)

Smart recruitment for workers with disability: A systematic literature review

F. Shahzad, M. De Marco, L. Varriale

Technology for Sustainability in the Educational Context: A portrait of the Italian Universities

P. Briganti, T. Volpe, E. Veglianti, L. Varriale

Mapping the journey for the digital revolution in the sphere of education through examining the future progress of technology

A.R. Gagliardi, P. Magliocca, F. Caputo

An innovative blockchain-based system for human resources digitalization with traceable relationship management

C. Pipino, G. Rocco, C. Pagano, A. Cipriano

11:00

Coffee break

11:30

Paper session

Value-driven & data-driven smart applications (chair: M. Drăgoicea)

Value-Driven Industry Transformation: Leveraging Open-Source to Establish new Standards

B. Steffen, E. Duparc, T. Tegeler

Customer journeys and process mining – challenges and opportunities

R. Halvorsrud, F. Mannhardt, O. Prillard, C. Boletsis

Empowering Service Systems through Intelligence Augmentation (IA) in Digital Society

C. Bassano, F. Caputo, P. Barile, P. Piciocchi

12:30

Lunch break

13:30

Closing session

Awards' recognition & Future plans

J. Spohrer, M. Leonard, J. Falcão e Cunha, D. Ho, L. Wallezký, M. Drăgoicea, L. Carrubbo

14:30

Tour in the city center (optional)