

## ISASD 2024 Workshop Proposal Form

### 1. Workshop Title:

IS Service Innovation and Service Design

### 2. Workshop Chairs:

|             |  |                        |
|-------------|--|------------------------|
| Name        | Jiunn-Woei Lian  | Hidetsugu Suto         |
| Affiliation | National Taichung University of Science and Technology | Kindai University      |
| E-mail      | jwlian@nutc.edu.tw                                     | suto@info.kindai.ac.jp |

### 3. Workshop Chair's Introduction (please provide a 150-word introduction):

Jiunn-Woei Lian is a Professor at the Department of Information Management, National Taichung University of Science and Technology, Taiwan. He earned his Ph.D. in Information Management from National Central University, Taiwan. His research focus is on electronic commerce, electronic business, and the application of information systems in organizations. Dr. Lian's research has been featured in various eminent publications, including the International Journal of Information Management, Decision Support Systems, Computers in Human Behavior, and the Journal of Organizational Computing and Electronic Commerce, Journal of Global Information Management, to name a few.

Hidetsugu Suto is a Professor at Department of Informatics / DESIGN CREATIVITY LAB / Graduate School of Science and Engineering / Cyber Informatics Research Institute, Kindai University, Japan. He earned his Ph.D. from Kyoto University. His research areas are informatics and Sensitivity (kansei) informatics. His research interests include supporting system for collaboration, group learning and lifelong education, and communication design. The association members include The Society of Instrument and Control Engineers, The Japan Society of Kansei Engineering, and The Japanese Society for Artificial Intelligence among others.

#### 4. Statement of Objectives:

With the coming of the new economic and AI era, many different kinds of new business models emerge and create a competitive advantage for business. Among them, IT (Information Technology) enables services to become more and more popular around the world, such as the share economy, intelligence stores, social media economics, and intelligence services. Therefore, how to design a novel business service model becomes a critical issue. Service design and design thinking emphasize on human-centered and data-oriented to create good user experiences. In order to have in-depth and advanced discussions about these issues, this workshop invites academic and practical researchers to explore emerging issues and further the development of these topics. We encourage all types of contributions related to service design, design thinking and IT applications. Theoretical studies, practical applications, and experimental prototypes, along with survey papers are all welcome to submit to this workshop.

Followings are the topics that we call for but not only limited to these issues.

#### Workshop Topics

1. Digital transformation
2. AI service
3. Service science
4. Service design
5. Service economy
6. Design thinking
7. Service management
8. Service engineering
9. Business model with IT
10. Business model in service
11. User experience design
12. Service design and education
13. IT applications with service design
14. Case study on service design
15. TRIZ

5. Target Article Quantity and Expected Number of Participants:

Target Article Quantity: 8

Expected Number of Participants: 15

6. Expected Technical Program Committee Members:

1. Adirek Baisukhan, Chiang Mai University, Thailand.
2. Chih-Teng Chen, National Taichung University of Science and Technology, Taiwan.
3. Ryo Teraoka, Muroran Institute of Technology, Japan.
4. Kuo-Che Tseng, Niigata University, Japan.
5. Kaijun Leng, Hubei University of Economics, China