

PROVISIONAL PROGRAM

February 7	
8h00-8h30	Registration
8h30-9h00	Opening Session Dean of FEUP – Prof. Sebastião Feyo de Azevedo
9h00-10h30	Session 1: Services Theory Chair: Mehdi Snene
Jorge Cardoso, Carlos Pedrinaci and Pieter De Leenheer	Open semantic service networks: modeling and analysis
Pieter De Leenheer, Jorge Cardoso and Carlos Pedrinaci	Governance and Ontological Aspects of Business Semantics in Compliant Service Networks
Geert Poels and Griet Van Der Vurst	Towards an Ontology and Modeling Approach for Service Science
Mário Almeida, Carlos Mendes and Miguel Mira Da Silva	Extended DEMO-based SLAs to Specify Customers' Expectations
Jorge Cardoso	Modeling service relationships for service networks
Coffee Break	
11h00-12h30	Session 2: Services Experimentation Chair: Theodor Borangiu
Marco Roque and Fernando Brito E Abreu	A survey of tool Support for the Animation of IT Services Process Models Execution
Marta Ferreira, Henriqueta Novoa and Teresa Galvao	A Proposal for a Mobile Ticketing Solution for Metropolitan Area of Oporto Public Transport
Dany C. Coelho, Raquel F.Ch. Meneses and Maria R.A. Moreira	Factors influencing purchase intention of private label products: the case of smartphones
Andre F.G. Castro, Raquel F.B. Moutinho and Maria R.A. Moreira	Exploring the drivers of e-shopping through the application of structural equation modeling
António Nunes, Tiago Gonçalves, Teresa Galvão and João Falcão E Cunha	A Prototype for Public Transport Service Co-creation Using Social Media: Results from Usability Testing
Lunch	
14h00-15h00	Keynote Lecture: James C. Spohrer Director, IBM University Programs World-Wide (IBM UP)
15h00-16h30	Session 3: Services and Business Chair:
Paulus Torkki and Paul Lillrank	Benchmarking as a development tool in Healthcare
Maria R.A. Moreira, Miguel A.S Maia, Paulo S.A. Sousa and Raquel F.Ch. Meneses	Factors influencing the internationalization of services firms: the case of design, engineering and architecture consulting firms
Julian D.M. Castaño, Maria R.A. Moreira, Paulo S.A. Sousa and Raquel F.B. Moutinho	Theory of Constraints in the service sector: characterization for banking and analysis of the factors involved in its adoption
Axel Kieninger, Florian Berghoff, Hansjörg Frommand Gerhard Satzger	Simulation-based Quantification of Business Impacts Caused by Service Incidents
Mónica Santos, Isabel Horta, Henriqueta Novoa and Jorge Moreira Da Costa	Benchmarking in the Construction Industry: new developments of the icBench project
Coffee Break	
17h30-18h30	Session 4: Services Design Chair: Paul Lillrank
Rui Alves and Nuno Jardim Nunes	Towards a Taxonomy of Service Design Methods and Tools
Biljana Bajic, Claude Petitpierre, Hieu Chi Huynh and Alain Wegmann	A Model-Driven Environment for Service Design, Simulation and Prototyping
Martin Henkel, Erik Perjons and Anders Thelemyr	Applying the Lead User Method for Designing e-Services - Practical Techniques and Experiences
Ana Melro, Bruno Silva and Rui José	Media sharing in situated displays: Service design lessons from existing practices with paper leaflets
19h15 Dinner	

February 8	
9h00-10h30	Session 5: Services Modelling Chair: Eric Dubois
Dieter De Smet and Wolfgang Molnar	Strategic Reorientation and Influences on Business-IT Alignment: A Case Study in a Luxembourgish Financial Services Provider
Marco Vicente, Nelson Gama and Miguel Mira Da Silva	Modeling ITIL Business Motivation Model in ArchiMate
Monica Dragoicea, Laurentiu Bucur and Monica Patrascu	A Service Oriented Simulation Architecture for Intelligent Building Management
Marcos Lopez-Sanz, Maria Valeria De Castro and Esperanza Marcos	Providing Service-Oriented Solutions in the Healthcare System: Alignment of Business and IT
Rafael Almeida, Ruben Pereira and Miguel Mira Da Silva	IT Governance Mechanisms: A Literature Review
Coffee Break	
11h00-12h30	Session 6: Services Community Chair: María Martínez
Gonçalo Antunes and Jose Borbinha	Capabilities in Systems Engineering: An Overview
Diogo Nunes, Isabel Rosa and Miguel Mira Da Silva	Evaluating a strategic plan for the public administration's ICT: the Portuguese case-study
Johannes Kunze von Bischoffshausen and Jeffrey T. Becker	Towards a personal relationship-based assignment of client representatives to accounts
Tammy Shalev, Guy Shilon, Adi Wolfson, Dorith Tavor and Shlomo Mark	Social Network as a Knowledge Service Provider for the S ³ Model
Theodor Borangiu, Monica Dragoicea, Ecaterina Oltean and Iulia Iacob	A Model for Open, On-Demand, Collaborative Education for Service Science
Lunch	
14h00-15h00	Keynote Lecture: to be announced soon
15h00-16h15	Session 7: Services and Innovation Chair: Geert Poels
Niels Feldmann, Marc Kohler, Steven O. Kimbrough and Hansjörg Fromm	Service Innovation Analytics: Towards an Approach for Validating Frameworks for Service Innovation Capabilities via Text Mining
Benedikt Brenken, Arno Schmitz-Urban and Gerhard Gudergan	Future Deployment of Technology in Health Care Services: A Delphi Approach
Eric Dubois and Anne Rousseau	Service Science: a Service system design Science research method?
Ecaterina Oltean, Theodor Borangiu, Monica Dragoicea and Iulia Iacob	Approaches and Challenges in Viable Service Systems Development
J. Pedro Mendes	Architecture of a Service Systems Engineering Program
17h15-17h45	Closing Session

The Conference Dinner will be held in Vila Nova de Gaia at Calem Port Wine Cellars. Transport to the cellars will be provided. Participants should meet at FEUP main entrance at 19h15.