

## **CALL FOR PAPERS**

### **Understanding Complex Service Systems through Different Lenses Two-day Academic Conference, 22-23 September 2011, Cambridge, UK**

Following the success of the 2010 Grand Challenge in Service organised by the Cambridge Service Alliance, we are delighted to announce the 2011 Grand Challenge in Service in Cambridge, 22 – 23 September, 2011. The event is hosted by the Cambridge Service Alliance at the Moller Centre, Cambridge, UK. This conference aims to explore, analyse, and evaluate complex services through different lenses.

The design, management and delivery of complex service systems suggest the need to fully understand the configuration of resources contributed by people, complex equipment, technology and processes to achieve service excellence and economic viability. There is therefore a need to understand the theory and practice in complex service systems as well as the value propositions that connect them. With a dynamic and rapidly changing business environment, organizations are confronted with many challenges as they try to develop their capabilities in complex service solutions and deliver on the promises inherent in new business models.

*“This conference aims to explore, analyse, and evaluate complex service systems through different lenses – both in practice and in theory – in a unique conference format”*  
Professor Irene Ng, AIM Service Fellow

**Conference Theme** - Collaborating on theoretical and practice perspectives in a Complex Service System

How can we study and understand complex service systems? This will not be achieved through traditional approaches to scientific research alone. In order to study and understand complex service system, ***the focus this year will be based on a unique conference format.*** Academics across the world are invited to submit abstracts on their research that would contribute to the understanding of complex service systems. These abstracts could cover a broad range of topics (see below), based on research in various domains, and could be conceptual or empirical. However, we request that the final 200 words of the 1200 word abstract connects the research conducted to a case scenario which will be provided (this section will be called the connecting section of the abstract). The connecting section of the abstract should link what is insightful and relevant from the research abstract to the case scenario so that, through all abstracts in the conference, we can draw on the insights and embed them into a case scenario, and therefore achieve collaborative and co-created knowledge during the plenary sessions. By using such a format, we hope to understand how various lenses in terms of research perspectives can shed light on the understanding of one complex service system.

The case “Reducing the Fear of Crime in a Community as a Complex Service System: The Case of London Borough of Sutton” is available on the [website](#).

Possible theoretical questions for the case:

- Who is “managing” this complex system? In light of the problem (fear of crime), who should be managing it?
- What is value within this community? How and what is co-production/co-creation? What are the partnerships?
- How should the system be viewed? From a goods dominant logic, service dominant logic or any other logic point of view? What difference should it make? Why is this important?
- What are the interactions, relationships, identities and structures and how do they impact on what needs to be achieved?
- What insights can be drawn? Is there a lexicon issue between a real case and theoretical constructs?
- Where are the boundaries drawn? Why are boundaries important? Who should be drawing them?

- What is the service? What should the unit of analysis be for such a complex service system? Why?
- Who are the 'customers'?
- How does a community remain 'viable'? How would a systems perspective help?

### **Format**

Concurrent sessions will be held for academics to present their individual research based on the abstract submitted. Collaborative sessions on the case scenario to discuss the connecting sections are held during the plenary session on the first and second day. During the plenary sessions, keynote speakers and business representatives will also share their views on the scenario, reflecting interdisciplinary approaches to the same complex service system.

### **Tracks and submission**

The conference organisers will shape the tracks according to the number and characteristics of received abstracts, yet in close relation to the sub-themes of the conference. Priority will be given to submissions that provide interesting theoretical and practice insights to the case scenario.

Abstracts from academics, policy makers and practitioners are invited on (though not limited to) the following sub-themes of complex service systems:

- Networks
- Performance management
- New technologies
- Risk management
- Sustainability
- Innovation
- Value co-creation
- System theory and approaches

The selection of papers will be made in accordance with a double-blind review process based on international standards whereby the reviewers are not aware of the authors' identities. An essential requirement is to focus on the conference theme and the case scenario. The scientific committee reserves the right to reject papers that are not scientifically sound or are not in line with the submission specifications/guidelines. Selection criteria include theoretical and empirical significance, methodological/conceptual soundness, technical competency, and logical clarity.

### **Deadlines**

- Abstracts to be submitted no later than Monday 6 June 2011 (1,200 words – instructions soon on the conference website)
- Notification of acceptance and reviewers' comments will be sent to the authors via e-mail in the week commencing Monday 11 July 2011.

### **Guidelines for abstract submission**

Abstracts could cover a broad range of topics (see conference format and submission), based on research in various domains, and could be conceptual or empirical.

The abstract should include, as far as possible, the following:

- problem formulation
- conceptual framework
- definition and descriptions of main constructs
- operationalization of variables (if applicable)
- methodology/approach
- research design (if applicable)

- statistical analysis (if applicable)
- main findings
- overall contribution
- conclusions
- managerial implications
- suggestions for further research.

Additionally, as a requirement for this conference, abstracts should include a connecting section (with 200 words of the 1200 word abstract approx.) linking insights and relevance of the abstract to the case scenario. Specifically, in this connecting section, abstracts should include:

1. specify the theoretical, conceptual or empirical links to the case scenario study
2. discuss the paper's contribution to the case scenario.

The abstract can be presented in subheadings or in a paragraph format. Abstract submissions need to specify five keywords and the sub-theme of Complex Service Systems.

### **Abstract and paper submission**

Abstract and papers submission be using Oxford Abstracts. Please refer to our website for details.

### **Publishing of abstracts and papers**

All accepted abstracts will be published in the conference proceedings.

### **Publishing of outstanding papers**

The three most outstanding abstracts submitted to the conference will be given best abstracts award and the authors would be invited to submit full papers for consideration in the Special Issue on the European Management Journal on the **Theoretical and Practice Perspectives in the Management of a Complex Service System**. At least one author must attend the conference for the final abstract acceptance, and be registered by the Friday 2 September 2011. The best abstract winner will be announced during the conference dinner. Regardless of whether the abstract has been chosen for the award, authors are also invited to submit full papers for consideration in the special issue (which would have a minimum of five articles), but to be eligible, full papers must be submitted by Tuesday 30 August 2011 to [y.f.lim@exeter.ac.uk](mailto:y.f.lim@exeter.ac.uk). Please follow the author guidelines as set out in the European Management Journal website.

[www.elsevier.com/wps/find/journaldescription.cws\\_home/115/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/115/authorinstructions).

### **Registration**

Registration will be possible from Friday 1 July 2011 on the website.

### **Scientific Committee**

Luisa Andreu, University of Valencia, Spain  
Michael Barrett, University of Cambridge, UK  
Ralph Badinelli, Virginia Tech, US  
Sergio Barile, Sapienza University of Rome, Italy  
Enrique Bigne, University of Valencia, Spain  
Mary Jo Bitner, Arizona State University, UK  
Lewis Branscom, Harvard University, US  
Kah-Hin Chai, National University of Singapore, Singapore  
Haluk Demirkan, Arizona State University, US  
Bo Edvardsson, Karlstad University, Sweden  
Christian Grönroos, Hanken School of Economics, Finland  
Evert Gummesson, Stockholm University School of Business, Sweden  
Anders Gustafsson, Karlstad University, Sweden  
Shu-Li Huang, National Taipei University, Taiwan  
Jay Kandampully, Ohio State University, US  
Michael Kleinaltenkamp, Freie Universität Berlin, Germany  
Kyoichi Kijima, Tokyo Institute of Technology, Japan  
Lei Guo, National University of Singapore, Singapore  
Karin Limburg, State University of New York, US  
Robert Lusch, Arizona University, US  
Paul Maglio, IBM Almaden Research Center, USA  
Roger Maull, University of Exeter, UK  
Paul Messinger, University of Alberta, Canada  
John Mills, University of Cambridge, UK  
Katharin Moeslin, Universität Erlangen-Nürnberg, Germany  
Andy Neely, University of Cambridge, UK  
Irene Ng, University of Exeter/University of Cambridge, UK  
Glenn Parry, University of the West of England, UK  
Gabriele Piccoli, Grenoble Ecole de Management, France  
Francesco Polese, University of Cassino, Italy  
Valerie Purchase, University of Ulster, UK  
Rajkumar Roy, Cranfield University, UK  
Roland Rust, University of Maryland, US  
Scott Sampson, Brigham Young University, US  
Gerhard Satzger, Karlsruhe Institute of Technology (KIT), Germany  
Andi Smart, University of Exeter, UK  
James Spohrer, IBM Almaden Research Center, USA  
Stephen Vargo, University of Hawaii, US  
Rohit Verma, Cornell University, US  
Leroy White, University of Bristol, UK

### **Conference organisers**

The Grand Challenge in Service Week is being organised by Cambridge Service Alliance - A unique global alliance leading companies and universities. It brings together the world's leading firms and educators devoted to delivering today the insights, education and tools needed for the Complex Service Solutions of tomorrow.

For further information, please contact Jo Griffiths T: +44 (0)1223 748260 E:  
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### **Conference Academic Lead**

Irene C.L. Ng  
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Advanced Institute of Management (AIM) Research Services Fellow  
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