



ECIE 2009



**5th European Conference on
Innovation and Entrepreneurship
National and Kapodistrian University of Athens, Greece
16-17 September 2010**

Conference Chair: Panagiotis Georgiadis, Faculty of Informatics and Telecommunications, University of Athens, Greece

Programme Chair: Alexandros Kakouris, Faculty of Informatics and Telecommunications, University of Athens, Greece

Call for Papers, Posters, Round Table Proposals, Practitioner Contributions and Product Demonstrations

Mini track on Service Innovation and Design

Track co-chairs: Jukka Ojasalo, Laurea University of Applied Sciences, Finland

This track focuses on advances and contemporary issues in service innovation and design. High quality papers of theoretical as well as managerial value in all areas of service innovation and design are invited. Services cover about 70% of the GNP of Western countries. As manufacturing industries rapidly move to the cost efficient Asian countries, service industries have even greater importance in European, USA and Japanese economies. While service industries drive the success of Western countries, innovation drives the success of services industries. The role of service innovation and design is more important than ever. Service innovation and design essentially deals with developing insights into customers, business environment and future trends in services. Most importantly, it is about developing new service concepts and value propositions as well as improving existing ones. Fluent processes and well designed customer interaction are in the heart of excellent customer experience. Efficient and effective earnings models are required for ensuring the long- term success of service innovation in the marketplace. Innovative culture and leadership are needed to enable continuous innovation and learning. Technology, and particularly ICT, is increasingly important element of new services. This track offers researchers and practitioners an opportunity to present and discuss latest research on service innovation and design.

Topics include, but are not limited to:-

- Service concept development: methods in understanding and anticipating customers needs, involving customers in service innovation process, earnings models, processes, resources, stakeholders, service recovery approaches, testing and prototyping services, integration with existing service portfolio, etc.
- Designing service interaction and customer experience
- Technology in service innovation
- Managing the service innovation process, innovative culture and leadership, enhancement of creativity
- Cases of innovation in different services industries: industrial services, professional and knowledge intensive services, creative industries, travel and leisure, public services, IT-services, banking, etc.
- Education in service innovation and design

Publication opportunity

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN and ECIE proceedings are listed in the Thomson ISI Index Social Sciences & Humanities Proceedings (ISSHP/ISI Proceedings), the Thomson Index to Social Sciences & Humanities Proceedings (ISSHP) and indexed by the Institution of Engineering and Technology in the UK.

As well as full academic papers, the following submissions are welcomed:

Research in Progress; Researchers may submit current projects whilst they are still in progress.

Case Study Submissions; Submissions should be written to publishable standards.

Poster Submissions; Welcomed in any of the areas identified in the call for papers.

Round Table Proposals; Topical subjects proposed for discussion.

Practitioner Contributions; Contributions, either presentations or demonstrations, from individuals and organisations working in the field. Presentation submissions should follow the abstract submission process. For product demonstrations, please submit a proposal of 200-300 words describing a research facilitation product you would like to demonstrate and the audience it serves. Proposals should be sent as an email attachment to [Sue Nugus](mailto:Sue.Nugus@academic-conferences.org) not later than **15 April 2010**. Demonstrations themselves are expected to be approximately 15 minutes in length.

Submission details

Abstract details: Other than product demonstrations, all submission types require a 300-500 word abstract in the first instance, to be received by **25 February 2010**. Please read the guidelines at <http://academic-conferences.org/abstract-guidelines.htm>

Submission: Only accepted by online form submission at <http://academic-conferences.org/ecie/ecei2010/ecie10-abstract-submission.htm>.

Full paper: Only required for academic submissions once the abstract has been selected, no more than 5,000 words to be received **15 April 2010**. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, [Elaine Hayne](mailto:Elaine.Hayne@academic-conferences.org) at elaine.hayne@academic-conferences.org

All full papers will be double-blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.

Important dates

Abstract submission deadline:	25 February 2010
Notification of abstract acceptance:	04 March 2010
Full paper due for review:	15 April 2010
Notification of paper acceptance (subject to any requested changes):	24 June 2010
Earlybird registration closes:	08 July 2010
Final paper due (with changes):	22 July 2010
Final author registration date:	12 August 2010

Conference Executive

Claire Auplat, Imperial College, London, UK
Professor Johan Braet, University of Antwerp, Belgium
Professor Charles Despres, Ecole Polytechnique, France
Professor Alea Fairchild, Vesalius College, Vrije Univ Brussels, Belgium
Dr Heather Fulford, Robert Gordon University, Aberdeen, UK
Brendan Galbraith, University of Ulster, Northern Ireland, UK
Professor Panagiotis Georgiadis, University of Athens, Greece
Liang Guo, La Rochelle Business School, France
Paul Jones, University of Glamorgan, UK
Dr Alexandros Kakouris, University of Athens, Greece
Professor Magnus Klofsten, Linköping University, Sweden
Professor João Leitão, Technical University of Lisbon, Portugal
Professor Jukka Ojasalo, Laurea University of Applied Sciences, Finland
Professor Neil Marriott, University of Winchester, UK
Dr Sean Pather, e-Innovaton Academy, Cape Peninsula University of Technology, South Africa
Dr Catherine L. Wang, Royal Holloway, University of London, UK

Conference Committee:

The conference programme committee consists of key people in the entrepreneurship and innovation community, both from the UK and overseas. The following people have confirmed their participation:

Amiruddin, Ahamat (Multimedia University, Malaysia); Nigel Adams (University of Buckingham, UK); Senguttuvan Annamalai (Madha Engineering College India); Robert Atkinson (The Information Technology and Innovation Foundation, Washington, USA); Ashwini Awasthi (MLSM College, Sundernagar India); Alan Barrell (Centre for Enterprise Learning, University of Cambridge, UK); Eric Bodger (University of Winchester, UK); Benjamin Botchway (American University of Nigeria, Nigeria); John Bourne (Olin College, Massachusetts, USA); Sheryl Buckley (University of Johannesburg, South Africa); Arie Buijs (Utrecht University, Netherlands); Kevin Burt (University of Lincoln, UK); Elias Carayannis (George Washington University, USA); Yanto Chandra (University of Amsterdam, Netherlands); Paulo Rupino Cunha (University of Coimbra, Portugal); Leo-Paul Dana (University of Canterbury, Christchurch, New Zealand); Charles Depres (Conservatoire des Arts et Metiers, Paris, France); Katrina Easterling (University of Winchester, UK); Vasco Eiriz (University of Minho, Portugal); Alea Fairchild (Vesalius College, Vrije

Univ Brussels, Belgium); Maria Joao Ferreira (Universidade Portucalense, Porto, Portugal); Heather Fulford (Aberdeen Business School, UK); Brendan Galbraith (University of Ulster, UK); Andrew Goh (University of South Australia, Australia); Khaled Hamid (Virginia Commonwealth University, Richmond, USA); Saskia Harkema (The Hague University of Applied Sciences, The Netherlands); Charles Hofer (University of Georgia, USA); Paul Jones (University of Glamorgan UK); Alexandros Kakouris (University of Athens, Greece); Trish Kernan (University of Winchester, UK); Fred Kiesner (Loyola Marymount University, USA); Gyeung-Min Kim (Ewha Womens University, Seoul, Korea); Sam Kongwa (Walter Sisulu University, Mthatha, South Africa); Codrin Kruijne (Utrecht University, Netherlands); Kothandaraman Kumar (Indian Institute of Management Bangalore, India); Jonathan Lean (University of Plymouth Business School, UK); João Leitão (University of Beira Interior, Covilhã, Portugal); Loykie Lominé (University of Winchester, UK); Angeline Low (University of Technology, Sydney, Australia); Sam Lubbe (University of South Africa); Neil Marriott (University of Winchester, UK); Juan Martínez (Universidad Politécnica de Cataluña, Spain); Ian McLoughlin (University of Newcastle upon Tyne, UK); Zoran Mitrovic (Cape Peninsula University of Technology, Cape Town, South Africa); Jens Mueller (Management School, Waikato University, New Zealand); Maurice Mulvenna (University of Ulster, Newtownabbey, UK); Jan Nab (Utrecht University, Netherlands); Desai Narasimhalu (Singapore Management University, Singapore); Mohand-Said Oukil (King Fahd University of Petroleum and Minerals, Dhahran, Saudi Arabia); Jatin Pancholi (Middlesex University, London, UK); Shaun Pather (Cape Peninsula University of Technology, Cape Town, South Africa) Dean Patton (University of Southampton, UK); Catarina Ramalho (University of Lisbon, Portugal); Cheryl Rodgers (University of Portsmouth, UK); Enrico Santarelli (University of Bologna, Italy); Namchul Shin (Pace University, New York, USA); David Smith (Nottingham Trent University, UK); Padma Srinivasan (ICFAI Business School, India); Thomas Thijssen (University of Amsterdam, Netherlands); Marko Torkkeli (Lappeenranta University of Technology, Finland); George Tovstiga (Henley Management College, UK); Christopher Turner (University of Winchester, UK); Catherine Wang (University of London UK); Utz Weitzel (Utrecht University, Netherlands); Shaker Zahra (University of Minnesota, USA); Peter White, (YTKO Ltd, Cambridge, Cambs).

This pdf is an abbreviated call for papers. The full call for papers can be found online at <http://www.academic-conferences.org/ecie/ecie2010/ecie10-home.htm>