

Program for ICserv2020 (tentative) **Last Updated: 2020-02-04**
 The 7th International conference on Serviceology
 March 13–15, 2020 | Osaka Seikei University, Osaka, Japan

[Day#1] 2020.3.13

Room	
14:00-16:00	PDW (Paper Development Workshop)
16:00-16:30	Coffee break
16:30-18:00	Develop your academic writing skills
18:00-	Welcome reception (Keynote speech: Jay)

[Day#2] 2020.3.14 - Concurrent session 1

Room		
Chair		
11:00-12:30	Service marketing & management Online customer experiences	Exploring Online Reservation Experience as Part of Service Scape in Hospitality
		#51: Jungwoo Lee
		Exploring the Impact of Managerial Responses to Online Reviews in the Sharing Economy: A Case of Accommodation Sharing Service
		#48: Wenlong Liu and Xiucheng Fan
		Socially-Conscious Service System Design in the Digital Era: Research Agenda
		#46: Kentaro Watanabe, Yusuke Kishita, Kaito Tsunetomo and Takeshi

Room		
Chair		
11:00-12:30	Service related human behavior Customer experience and behavior	To Err is Human: Tolerate Human Employees instead of Self-service Technologies in Service Failure
		#12: Nuova Chen, Smaraki Mohanty, Jinfeng Jiao and Xiucheng Fan
		Holistic measurement approach of customer experiences ? Findings from a Japanese new car buyer study
		#15: David Marutschke and Ted Gournelos
		Service Ecosystem Design using Social Modeling to Incorporate Customers' Behavioral Logic
		#32: Masafumi Hamano, Bach Ho, Tatsunori Hara and Jun Ota
		Corporate Social Responsibility in a Developmental State: The Case of Korea
		#34: Kyungmin Baek

Room		
Chair		
11:00-12:30	Service & Technology IoT and Data science	Maintenance Service Menu for IoT and Maintenance Knowledge Integrated Customer Cocreation Process #13: Toshiaki Kono, Yui Sugita and Tomoaki Hiruta
		A Method of Robot Service Quality Improvement #47: Yachao Pei
		Enriching Design Thinking with Data Science: Using the Taiwan Moving Industry as a Case #38: Kai-Lun Yang, Shih-Chieh Hsu and Hui-Mei Hsu

12:30-13:30	Lunch
-------------	-------

[Day#2] 2020.3.14 - Concurrent session 2

Room		
Chair		
13:30-15:00	Service marketing & management Service design	Models for Designing Excellent Service through Co-creation Environment #58: Tatsunori Hara, Satoko Tsuru, and Seiichi Yasui
		Identify Features Representing Cognitive Competency of Front-line Employees in Hospitality Industry -Discovering Concept of Serving not to Serve- #39: Ryo Fukushima, Bach Quang Ho, Tatsunori Hara, Jun Ota, Rena Kawada and Narito Arimitsu
		Improving indigenous culture traditions and nature rules in service and hospitality management #53: Pierre-Andre Krueger

Room		
Chair		
13:30-15:00	Service related human behavior customer emotion and sensory experience	Emotions in Service Encounter Experiences: Being Moved versus Being Satisfied #49: Michele Griessmair, Hisashi Masuda and Spring Han
		Differences in Customer Delight Rating linked to Customer Actions in Japanese and Foreign Residents using Restaurant Services in Japan #1: Hisashi Masuda
		Analysis of Service Staff's Observation on a customer -A Case Study of Hotel Service in Japan- #52: Satoshi Shimada, Eiko Hoshivama

Room		
Chair		
13:30-15:00	Service & Technology Product innovation	A Proposal of Methods for Classifying Twitter Users Residents and Visitors #8: Masaharu Hirota, Tetsuya Oda, Masaki Endo and Hiroshi Ishikawa
		Customer's Value Creation in a Cashless Context #17: Zhang Jing and Muramatsu Junichi
		R&D staff perception leading to product innovation: Case study on carbohydrate-free sake #42: Kengo Matsumura, Satoshi Shimada and Yoshinori Hara

15:00-15:15	Coffee break
-------------	--------------

[Day#2] 2020.3.14 - Concurrent session 3

Room		
Chair		
15:15-16:45	Special Session Smart interactive service with digital health modeling	Smart Interactive Humane Service with CPHS for Healthcare Industry #24: Toshiya Kaihara
		Consumer responses to high vivid imagery in processing of health-related messages #29: Xuhong Zhuang, Chieko Minami and Nidhi Agrawal
		Wireless IoT sensor system for measuring daily motion in the living environment #30: Tsubasa Maruyama, Mitsunori Tada, Go Nakamura, Ichiro Hirata and Yuichiro Honda
		Developing Preliminary System for Smart Welfare Interactive Service #40: Go Nakamura, Yuichiro Honda, Takaaki Chin, Mitsunori Tada, Tsubasa Maruyama, Yasunori Goto

Room		
Chair		
15:15-16:45	Service & Technology smart service	Archetypes of Service Innovation: Implications for Sustainable Development Goals #25: Anu Helkkula, Christian Kowalkowski, Bard Tronvoll and Eric Arnould
		Does Food Appear Bigger with Black? The Effect of Plate Color Lightness on Portion Size Perceptions and Evaluations of Restaurant Dishes #55: Jung Kuk Jang and Anna Mattila
		Conceptualization of a Smart Service Platform for Last Mile Logistics #43: Michael Glockner, Luise Pufahl, Bogdan Franczyk, Mathias Weske and Andre Ludwig
		The Effect of Foreign Ownership on Firm Value: Evidence from Japanese Hotel Firms #54: Charee Kwak

16:45-17:00	Coffee break
-------------	--------------

[Day#2] 2020.3.14 - Concurrent session 4

Room		
Chair		
17:00-18:30	Service marketing & management service system and process	An Examination of Channel-specific Demand Sensitivity to Delivery Lead Time and its Implication for Omni-channel Facility Network Design #7: Stanley Lim, Fei Gao and Tom Tan
		An Integrated Service System in BOP Economy #14: Md Abul Kalam Siddike, Kazuyoshi Hidaka and Jim Spohrer
		Toward Service Process Improvement in Nursing-Care Services - Application of Behavior Measurement - #35: Hiroyasu Miwa and Kentaro Watanabe

Room		
Chair		
	Service related human behavior work engagement	A Proposal for the Work Engagement Development Canvas Contributing to the Development of Work engagement #21: Ami Hamamoto, Nobuyuki Kobayashi, Hirotaka Fujino and Seiko Shirasaka
		Problems structure for employee well-being in the workplace - Personal and Organizational Well-Being - #56: Kei Shibuya, Makiko Yoshida and Bach Q Ho
		Workplace Ethics & Corporate Governance ? Role of Human Resources Management #3: Vaibhav Garg

Room		
Chair		
17:00-18:30	special session Panel discussion	

19:00-	Gala Dinner
--------	-------------

[Day#3] 2020.3.15 - Concurrent session 5

Room		
Chair		
9:00-10:30	Service marketing & management Service recovery	Dose Good Service Recovery Improve Consumer Affinity?
		#9: Shinichiro Terasaki and Keigo Taketani
		The effect of self-efficacy on co-created service recovery
		#27: Yi Hu
		Moderating Roles of a Personal and Environmental Factors on Customer Feedback
		#45: Wataru Uemoto
		An Empirical Examination of the Effectiveness of Cryptocurrencies in Service Recovery
#57: Amin Nazifi, Jana Gathke and Samantha Murdv		

Room		
Chair		
9:00-10:30	Service related human behavior Service quality	Autonomous Customer Journey through Information Content Services
		#20: Michiko Kawamoto
		Exploring the Possibility of Using Fluency in Service Quality Research
		#22: Hisaaki Watanabe
		Bridal business integration and business style chagement
		#33: Seiichi Iida

Room		
Chair		
9:00-10:30	Service & Technology IoT and Data science	How business process management approach is applied to platform business model
		#10: Takashi Sendo
		Ecosystem strategies for IoT service platform ecosystems: a case study of RFID linen tags and the Japanese linen supply market
		#16: Yuki Inoue, Takami Kasasaku, Ryohei Arai and Takeshi Takenaka
		Customer experience in the online hotel booking service: Its antecedents and consequences
		#18: Tran-Thien-Y Le and Ja-Shen Chen

10:30-11:00	Coffee break
-------------	--------------

[Day#3] 2020.3.15 - Concurrent session 6

Room		
Chair		
11:00-12:30	Service marketing & management Smart education	Understanding Continuance Intention towards Mobile-based Smart Education Service: A Uses and Gratifications Perspective #19: Biao Gao and Lin Huang
		The Application of the Cultural-Historical Activity theory and the expansive learning theory to Value co-creation process in higher education #26: Takashi Tsutsumi and Masaru Unno
		A proposal of a service design method using machine learning from the user's action data: Implementation for action distinction and feature analysis #41: Xinyue Wang, Nobutada Fujii, Toshiya Kaihara and Daisuke Kokurvo
		Proposal of training method to understand quality requirements and evaluation method of quality in use #50: Daiju Kato, Avako Okuyama and Hiroshi Ishikawa

Room		
Chair		
11:00-12:30	Service related human behavior Service improvement	Can a Marketer Compare Purchase Frequencies among Competing Service Companies? #5: Ryujii Wakuta
		Omotenashi Must Separate Hospitality and Service: The Importance of a Clinical Approach to Practice and Science in the Service Industry #36: Tetsuo Kuboyama
		Clarification of the process of value co-creation marketing - Case of manufacturing industry #44: Satoshi Seino

Room		
Chair		
11:00-12:30	Service & Technology Servitization of manufacturing	How do manufacturers sell advanced services? #6: Towako Sakama
		Multi-channel management in servitization of manufacturing: An exploratory case study of a Japanese industrial company #11: Ryota Suga
		Survey of quality improvement of user manuals (product instruction manuals) for corporations to bring customer satisfaction #23: Okuyama Avako
		Classifications of Manufacturers' Servitization Approaches in Japan: Current status and future research issues #37: Kenichi Nishioka, Chieko Minami and Ryota Suga