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Service Intelligence and Service Science: Evolutionary ...

Vicente Botti received the B.S. degree in Electrical Engineering and Ph.D. degree in Computer Science from the Polytechnic University of Valencia, Spain in 1982 and 1990 respectively. He is currently a Professor of Computer Engineering and Science at the Polytechnic University of Valencia. Since 1992 he has been the head of the Real-Time Artificial Intelligence group, leading several National ...

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"This book presents the emerging fields of service intelligence and service science, positioning them as the most promising directions for the evolution of service computing, demonstrating the critical role such areas play in supporting service computing processes"--Provided by publisher.

The second volume of this successful handbook represents varied perspectives on the fast-expanding field of Service Science. The novel work collected in these chapters is drawn from both new researchers who have grown-up with Service Science, as well as established researchers who are adapting their frames for the modern service context. The first Handbook of Service Science marked the emergence of Service Science when disciplinary studies of business-to-customer service systems intertwined to meet the needs of a new era of business-to-business and global service ecosystems. Today, the evolving discipline of Service Science involves advanced technologies, such as smartphones, cloud, social platforms, big data analytics, and artificial intelligence. These technologies are reshaping the service landscape, transforming both business models and public policy, ranging from retail and hospitality to transportation and communications. By looking through the eyes of today's new Service Scientists, it is anticipated that value and grand challenges will emerge from the integration of theories, methods, and techniques brought together in the first volume, but which are now rooted more deeply in service-dominant logic and systems thinking in this second volume. The handbook is divided into four parts: 1) Service Experience--On the Human-centered Nature of Service; 2) Service Systems--On the Nature of Service Interactions; 3) Service Ecosystems--On the Broad Context of Service; 4) Challenges--On Rethinking the Theory and Foundations of Service Science. The chapters add clarity on how to identify, enable, and measure service, thus allowing for new ideas and connections made to physics, design, computer science, and data science and analytics for advancing service innovation and the welfare of society. Handbook of Service Science, Volume II offers a thorough reference suitable for a wide-reaching audience including researchers, practitioners, managers, and students who aspire to learn about or to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation.

The first scholarly book to present an in-depth exploration of the historical relationships between covert intelligence work and information/computer science. The book first examines the pivotal strides made during World War II to utilize technology in the gathering and dissemination of government/military intelligence. Next, it traces the evolution of the relationship between spymasters, computers, and systems developers through the years of the Cold War—a period notable for the parallel development of high-tech spyware and powerful systems for encoding, decoding, storing, and manipulating intelligence data.

Dr. Jay Liebowitz Orkand Endowed Chair in Management and Technology University of Maryland University College Graduate School of Management & Technology 3501 University Boulevard East Adelphi, Maryland 20783-8030 USA jliebowitz@umuc.edu When I first heard the general topic of this book, Marketing Intelligent Systems or what I'll refer to as Marketing Intelligence, it sounded quite intriguing. Certainly, the marketing field is laden with numeric and symbolic data, ripe for various types of mining—data, text, multimedia, and web mining. It's an open laboratory for applying numerous forms of intelligentsia—neural networks, data mining, expert systems, intelligent agents, genetic

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algorithms, support vector machines, hidden Markov models, fuzzy logic, hybrid intelligent systems, and other techniques. I always felt that the marketing and finance domains are wonderful application areas for intelligent systems, and this book demonstrates the synergy between marketing and intelligent systems, especially soft computing. Interactive advertising is a complementary field to marketing where intelligent systems can play a role. I had the pleasure of working on a summer faculty fellowship with R/GA in New York City—they have been ranked as the top interactive advertising agency worldwide. I quickly learned that interactive advertising also takes advantage of data visualization and intelligent systems technologies to help inform the Chief Marketing Officer of various companies. Having improved ways to present information for strategic decision making through use of these technologies is a great benefit.

This book constitutes the proceedings of the 9th International Conference on Exploring Services Science, IESS 2018, held in Karlsruhe, Germany, in September 2018. The 30 papers presented in this volume were carefully reviewed and selected from 67 submissions. The book is structured in six parts, each featuring contributions describing current research in a particular domain of service science: Service Design and Innovation; Smart Service Processes; Big Data in Services; Service Topics Open Exploration; Design Science Research in Services. The book offers an extended, ICT-focused vision on services and addresses multiple relevant aspects, including underlying business models, the necessary processes and technological capabilities like big data and machine learning. The academic work showcased at the conference should help to advance service science and its application in practice.

The International Conference on Informatics and Management Science (IMS) 2012 will be held on November 16-19, 2012, in Chongqing, China, which is organized by Chongqing Normal University, Chongqing University, Shanghai Jiao Tong University, Nanyang Technological University, University of Michigan, Chongqing University of Arts and Sciences, and sponsored by National Natural Science Foundation of China (NSFC). The objective of IMS 2012 is to facilitate an exchange of information on best practices for the latest research advances in a range of areas. "Informatics and Management Science" contains over 600 contributions to suggest and inspire solutions and methods drawing from multiple disciplines including: Computer Science Communications and Electrical Engineering Management Science Service Science Business Intelligence Communications and Electrical Engineering Management Science Service Science Business Intelligence Management Science Service Science Business Intelligence Service Science Business Intelligence Business Intelligence Communications and Electrical Engineering Management Science Service Science Business Intelligence Management Science Service Science Business Intelligence Service Science Business Intelligence Business Intelligence Management Science Service Science Business Intelligence Service Science Business Intelligence Business Intelligence Service Science Business Intelligence Business Intelligence Business Intelligence

This book constitutes the proceedings of the 10th International Conference on Exploring Service Science, IESS 2020, held in Porto, Portugal, in February 2020. The 28 papers presented in this volume were carefully reviewed and selected from 42 submissions. The book includes papers that extend the view on different concepts related to the development of the Service Science domain of study, applying them to frameworks, advanced technologies, and tools for the design of new, digitally-enabled service systems. This book is structured in six parts, based on the six main conference themes, as follows: Customer Experience, Data Analytics in Service, Emerging Service Technologies, Service Design and Innovation, Service Ecosystems, and Service Management.

Get the Right IT Services, on the Right terms, Without Hassles or Overpaying To gain the full benefits of technology--and avoid the staggering costs of technology failure--you must manage IT with vision, direction, and expertise. Only one set of methods is robust enough to do this: IT Service Management (ITSM). In Service Intelligence, ITSM pioneer Sharon Taylor shows business managers how to make the most of it. You'll learn how to ensure service quality, anticipate vulnerabilities, improve reliability, and link IT directly to business performance. Taylor explains ITSM from a true business point of view, cutting through jargon and helping you drive value without becoming overly technical. She gives you powerful tools for negotiating IT services more effectively, improving IT ROI, and escaping "captivity" to either internal or external IT providers. Coverage includes

- * Recognizing what excellent IT service looks like and assessing what you're getting now
- * Selecting the best IT service providers and services for your needs
- * Spotting and rectifying trouble with internal or external supplier relationships
- * Making sure you don't pay for services you don't need
- * Negotiating services, requirements, levels, price, quality, and delivery
- * Leveraging ITSM practices without losing focus on the business
- * Creating business-focused service reports and scorecards that focus on what matters most

A service economy era is coming! As the basic discipline of service dominant era, service science mainly studies common rules of service activities, aiming to provide theoretical bases for creating service value in the new era. The book, which integrates knowledge of service management, operational management, logistics and supply chain management, constructs a research system for this emerging discipline. Service science research system constitutes service philosophy, resource allocation, operational management and service technology. Many cases about China's service enterprises are incorporated in the book, in the hope of providing readers an insight into not only service science but also the development of China's service economy.

"This multi-volume reference examines critical issues and emerging trends in global business, with topics ranging from managing new information technology in global business operations to ethics and communication strategies"--Provided by publisher.

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