



**31<sup>ST</sup> CONFERENCE**  
**THE DISRUPTIVE**  
**ROLE OF DATA, AI**  
**AND ECOSYSTEMS IN**  
**SERVICES NEXT GEN**

Heilbronn, Germany  
14<sup>th</sup> – 15<sup>th</sup> October 2021  
[www.reser21.de](http://www.reser21.de)



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Image: Roland Halbe

# FACTS ON THE 31<sup>ST</sup> RESER CONFERENCE 2021

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## Introduction

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The Covid-19 pandemic clearly demonstrates that future services and business models will strongly rely on direct digital interactions between service providers and customers. This applies to restaurants, retail, and many other services formerly known as typical physical service settings. Even such service branches as arts, culture and tourism need to provide new forms of virtual customer experience.

Thus, the service-economy »Next Gen« leads to a stronger digital integration of customers, partners, and service providers. In each interaction, new data is produced, which can be used to improve the existing service and to develop a new range of services. Linear value chains are split and reconfigured within complex ecosystems.

Therefore, the transformation of the service economy accelerates dramatically. At the same time, efficient tools for the analysis of huge amounts of data are available, and self-learning systems based on AI become more and more important. This implies both chances and risks for society.

This year's RESER-conference takes a closer look at these fundamental economic, social and technological transformation processes. Using a broad and holistic understanding of artificial intelligence, the key question is how service society and service economy changes when data and data analytics become the main drivers for service innovation and the provision of services.



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## Date & Venue

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The 31<sup>st</sup> RESER Conference will take place on October 14<sup>th</sup>–15<sup>th</sup> 2021 on Bildungscampus in Heilbronn, Germany.

The host of the upcoming RESER Conference is the Fraunhofer Institute for Industrial Engineering IAO and its new branch office in Heilbronn, the Research and Innovation Center for Cognitive Service Systems KODIS.

The city of Heilbronn is currently one of the most dynamic places in Germany. With a strong regional economy, the city has rapidly grown scientific institutions and built a completely new designed educational campus. Thus, Heilbronn will provide an ideal environment for this year's RESER conference.

### Programm overview:

**October 12<sup>th</sup> - 13<sup>th</sup>:** Makeathon (*practical implication on conference themes*)

**October 14<sup>th</sup> - 15<sup>th</sup>:** 31<sup>st</sup> RESER Conference

**October 16<sup>th</sup>:** RESER General Assembly and Social Event



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## Title & Topics

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**Title** "The disruptive Role of Data, AI and Ecosystems in Services Next Gen"

### Topics:

#### Innovation in Services

- Service Innovation
- Smart Services
- General Aspects of Service Innovation
- Service Innovation Theory
- Service Creation and Creativity

#### Digital Transformation in Services

- New Knowledge & Qualification
- Talent Management & Service Competencies
- Service Ecosystems and Cooperation
- Digital Service Culture
- Technological Transformation
- Transformation of Service Value Chains

#### AI in Front Stage Service Interactions

- Digital Service Interactions
- Emotional Aspects of Digitalization
- High Tech versus High Touch
- AI supported Service Interactions
- Integration of AI into Physical Service Settings

#### From Industry 4.0 to Service 5.0 – Servitization of Specific Industries

- Automation in Services
- Industrial Services
- Machine Learning and Deep Learning Approaches
- Use of AI in Public and Private Services
- Digital Solutions for Specific Industries

#### Geographic, Social and Ethic Aspects of AI

- Spatial Aspects of Services
- Gender & Service Innovation
- Service Culture & Service Society
- Ethical and Legal Aspects of AI

#### Macroeconomics and AI

- Political and Geopolitical Aspects of Digitalization
- Third Sector and Social Innovation Services
- Service Growth Theory
- Macro Data based Service Studies

#### AI driven Service Ecosystems and Value Chains

- Transformation of Value Chains
- Digital Ecosystem and Cooperation
- Public Private Partnerships

#### AI and New Service Development

- Data driven Customer Integration
- Customer Integration in New Service Development
- Cloud Service Development
- New digital Public Services

#### Data based Service Products

- Product-Service Integration
- Digital Service Products and Offerings
- Value Creation by Data Analytics

#### What's next? Innovative Service Research

- Innovative Research Methods
- Service Innovation Theory
- Emerging Fields of Service Research
- Inter- & Transdisciplinary Approaches



# SUBMISSION, REVIEW AND PUBLICATION GUIDELINES

The 31<sup>st</sup> RESER conference focuses on the current state of research on Artificial Intelligence and correlations of its applications in the field of services as well as its implementation. In the parallel sessions, research projects and findings will be presented and discussed. It is a part of the tradition that RESER conferences spotlight practical aspects of research. This particularly applies to this year's conference: The goal of the conference is to introduce the current multidisciplinary research to the various AI applications to gain benefit for both researchers and practitioners. For this purpose, a two-days-makeathon will be organized: Solutions from the makeathon will be presented and discussed at the conference. In addition, sessions with practitioners' talks will be integrated into the conference programme. The latter will be excluded from the review process that applies to academic articles.

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## **Facts about RESER 2021 participation**

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### **Contributors:**

Researchers and practitioners are welcome to contribute to the conference.

### **Review Conditions:**

Scientific contributions will be double blind reviewed. The reviews are based on abstracts.

Abstracts must include meaningful content to:

- problem/goal,
- methodology,
- results

The length of an abstract is between 2000 and 2500 characters.

There is no review of the practitioners contributions.

### **Scientific board**

The reviews will be carried out by members of the RESER community and topic related institutions.

### **Types of contributions:**

Authors of accepted submissions can choose the type of presentation and publication. The initial abstracts will be available in the online conference programme, but it will be possible to the authors to revise this abstract afterwards, based on reviewers' comments e.g.. The authors can choose between:

- Presentation and extended abstract (6000 – 8000 characters): the latter will be published in an online conference proceeding (ISBN, e-book, Fraunhofer Verlag) and both will also be available at [www.reser.net](http://www.reser.net)
- Presentation only: Authors can choose whether their presentation will be published at the [www.reser.net](http://www.reser.net) or not.
- Abstracts not accepted for regular presentation can be presented in a poster session.

### **Submission and handling**

All contribution will be submitted via an integrated online tool which handles submission, reviews, registration, payment, and conference scheduling.



Image: Roland Halbe

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## Important Dates

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<b>Initial abstract submission deadline:</b>	June 7 <sup>th</sup> 2021
<b>Notification of acceptance:</b>	July 2 <sup>nd</sup> 2021
<b>Extended abstract submission deadline:</b>	September 30 <sup>th</sup> 2021

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## Conference Fees

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Type of fee	Makeathon only	Conference
<b>Until July 9<sup>th</sup> on-site</b>		
Regular access	50 €	300 €
Students / PhD		150 €
<b>After July 9<sup>th</sup> on-site</b>		
Regular access	100 €	400 €
Students / PhD		200 €
<b>Virtual participation</b>		
Regular access		100 €
Students / PhD		50 €

### RESER membership:

The conference fees include RESER membership fees for one year.

### Conference Package:

There is no extra charging for the Makeathon in case you are also participating at the RESER Conference.

## Contact

### 31<sup>st</sup> RESER Conference 2021

Organising Committee  
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[www.reser21.de](http://www.reser21.de)