

# 6th Annual meeting of Society of Serviceology

Value co-creation from service of heart, people, region, and future

March 10 Saturday and March 11 Sunday, 2018

Venue: Meiji University Tokyo JAPAN

## March 10 Saturday

• General Session Liberty Hall

10:00 am ~ 10:10 am Greetings from Conference Chair Takamichi Inoue (Meiji University)

10:10 am ~ 11:40 am

Guidance from Co-chair Keiko Toya (Meiji University)

Panel Session "Practice on Value Co-creation"

Hiroki Takayanagi (President, Webinpack)

Yuta Mitsubori (President, Unicast)

Ryotaro Nakayama (President, Makukea)

Moderator Kazuyoshi Hidaka (Tokyo University of Technology)

Keiko Toya (Meiji University)

Lunch Break

12:35 pm ~ 12:45 pm Greeting from Chairperson of Society of Serviceology  
Shoji Yamamoto (Kwansei Gakuin University)

12:45 pm ~ 1:00 pm Message from Ministry of Economy, Trade and Industry

1:00 pm ~ 2:00 pm

Keynote Speech

Koichiro Watanabe

(Chairperson, Dai-ichi Life Insurance Company Holdings)

2:00 pm ~ 2:30 pm

From Editor of Journal of Serviceology

3月10日(土)

3:00pm ~ 4:30p,

Room 1 (1153)	Room2 (1154)	Room3 (1156)	Room4 (1165)	Room5 (1166)
Service Quality (1) Chair Yamamoto	Servitaization (1) Chair Shimomura	Service Design (1) Chair Nagaoka	Big Data Chair Ikeda	OS(Service Productivity) Chair Saito
<p>[1-1-01] Studying Key Factors in Elderly Care for ICT and RT development (Fukuda, Nishikiori, Nishimura, Takenaka)</p> <p>[1-1-02] Customer Orientation and Hygiene Factors in Service Quality – Examples from Infrastructure Industries (Ueda, Hidaka)</p> <p>[1-1-03] Validation of Multidimensional Customer Engagement Model (Kanda)</p>	<p>[2-2-01] Business deployment of the rental/lease services by manufacturers (Kuzawa)</p> <p>[2-2-02]Service-oriented firms : The push effect of risks in the supply chain (Trung, Hara)</p> <p>[2-2-03] Development of warning system for not leaving challenged children in a car at institution (Danno, Gogou, Shiraishi)</p>	<p>[3-3-01] Social Implementation of New Public Transportation System Service (Matsubara, Nakashima, Hirata, Suzuki, Noda, Sano, Kanamori, Matsudata, Ochiai, Tayanagi)</p> <p>[3-3-02] Consideration for social implementation of MaaS (Mobility as a Service) model in Japan (Hidaka)</p> <p>[3-3-03] S-D Logic Used Dynamic Perspectives of the Service Ecosystems Aimed for Regional Vitalization (Nakamura, Sakamoto, Dejan)</p>	<p>[4-4-01] Personal data for user oriented services (Tane)</p> <p>[4-4-02] Trial automatic specification of surgical methods for operation scheduling in an acute hospital (Takagi, Kitagawa, Shigeno)</p> <p>[4-4-03] The Consideration of IoT Service Business to be oriented toward the Visualization of the Risk to manage the Personal Data (Kitamura)</p>	<p>[OS1-01] International comparisons of labor productivity (Takizawa, Miyakawa)</p> <p>[OS1-02] Misunderstandings on Service Sector Productivity (Morikawa)</p> <p>[OS1-03] Improving service productivity and expectation for serviceology. (Abe)</p> <p>[OS1-04] Japanese Excellent Services (Matsui)</p> <p>[OS1-05] A new viewpoint of service productivity (Toya)</p>

March 10

4:30pm ~ 6:00p,

Room 1 (1153)	Room2 (1154)	Room3 (1156)	Room4 (1165)	Room5 (1166)
Service Quality (2) Chair Kikuchi	Value Cocreation Chair Imamura	Service Ecosystem Chair Hashimoto	OS (Sightseeing Information) Chair Kasahara	OS(Service Productivity) Chair Saito
[1-5-01] A Study on Service Quality, Customer Satisfaction and Royalty in Third-Party Logistics (Oshita)	[2-6-01] A discussion regarding value co-creation management study in chain store typed service industry (Hoshida)	[3-7-01] Exploration of characteristics of a local community-based business model in rural area (Masuda, Mori)	[OS2-01] UGC Mining for Personalized and Distributed Sightseeing (Ma)	(continued)
[1-5-02] Relationship between Service Failure and Customer Behavior: Relational Factors Perspective (Uemoto, Sera)	[2-6-02] Reexamination of Value Co-creation Models in Health Care (Yamada)	[3-7-02] Pricing on platform ecosystem which intermediates services (Inoue, Takenaka, Kurumatani)	[OS2-02] Smart tourism service development in destination region (Kasahara, Iiyama, Minoh)	
	[2-6-03] Practice of Dialog model to Alleviate Value conflict with Customer in System Development Service (Ogawa, Shirahada)		[OS2-03] (Kato, Araki, Hirota, Ishikawa)	
			[OS2-04] (Hirota, Endo, Kato, Ishikawa)	

• Networking Event (6:15pm~8 : 00) 23F KISHIMOTO Hall

Greeting From President of Meiji University Keiichiro Tsuchiya

March 11

9 : 00 am ~ 10 : 30 am

Room 1 (1153)	Room2 (1154)	Room3 (1156)	Room4 (1165)	Room5 (1166)
Service Quality (3) Chair Fujimura	Service Design (2) Chair Hidaka	Service Operation (1) Chair : Kaihara	OS(Servitaization) Chair Hosono	OS(Caring Service) Chair Kuwahara
<p>[1-8-01] Economic implications of customer satisfaction: Evidence from firm-level panel data (Ishikawa, Edamura, Takizawa, Miyakawa, Miyagawa)</p> <p>[1-8-02] why is the excessive service quality insensible? (Wang)</p> <p>[1-8-03] The influences of self-efficacy for health behavior in medical services (Morito)</p>	<p>[2-9-01] Practice of service design: Proposal of smart shopping in fresh food supermarket (Tsumita, Ono, Ryu, Ohkubo, Koshimizu)</p> <p>[2-9-02] Social Implementation of tour planning service from the viewpoint of serviceology (Hara, Kurata, Ho)</p> <p>[2-9-03] A Proposal of a Visualization Method for Service Vision (Sakaguchi)</p>	<p>[3-10-01] Study on Incentive Remuneration Design for Functional Recovery Care (Unno, Xu, Tsutsumi, Mori)</p> <p>[3-10-03] Analysis on hotel staffs who contribute to customer satisfaction (Takagi)</p> <p>[3-10-02] Analysis on hotel staffs who contribute to customer satisfaction (Shimada, Hoshiyama, Hara)</p>	<p>[OS3-01] Concept diagram for service standard (Toya)</p> <p>[OS3-02] International Standardization on Health&amp;Care Services (Ichikawa)</p> <p>[OS3-03] International standardization of service excellence (Mochimaru, Toya)</p> <p>[OS3-04] International standardization of sharing economy certification (trust mark) standards(Ishihara)</p> <p>[OS3-05] (Endo)</p> <p>[OS3-06] Development of Global Standard of Refrigerated Parcel Delivery Service (Takano)</p>	<p>[OS4-01] Indoor blimp system aiming at tracking faces of humans in caring facilities (Veerachart, Kuwahara, Yamashita, Ogata, Shirafuji, Ota)</p> <p>[OS4-02] Development of the Database to Record Thoughts of the Elderly (Watanabe, Miwa, Nishimura, Fukuda, Nishimura)</p> <p>[OS4-03] Proposal of the strategy dealing with inconsistent utterance by dementia person (Abe)</p> <p>[OS4-04] A user study for a recording support system in care houses (Sugihara, Okamoto)</p> <p>[OS4-05] New training and certification system for memory supporter to instruct the healthy elderly how to deal with forgetfulness (Yasuda)</p>

	Room4 (1165)	Room5 (1166)
	OS(Servitaization) Chair Hosono	OS(Caring Service) Chair Kuwahara
	[OS3-07] Revision of Japanese Industrial Standardization Act and Service Standards(Yago)  [OS3-08] Scheme for Service Standardization (Tsuru)  [OS3-09] Service Management System in General Contractor (Obara)	[OS4-06] A study of the system that records the experiences of elderly people and nursing care staffs, and esablishes good relationship between them (Kuwahara)  [OS4-07] Tactile expression mechanism by pneumatic actuator array for wearable stuffed toy robot (Yamazoe, Yonezawa)

**March 11** 10 : 30 am ~ 12 : 00 pm

Room 1 (1153)	Room2 (1154)	Room3 (1156)	Room4 (1165)	Room5 (1166)
Service Model Chair Mizuno	Service Design (3) Chair Hara	Employee Service Chair Shimada	OS(Servitaization) Chair Hosono	Service Innovation (1) Chair Inoue
<p>[1-11-01] The Application of Nonlinear Factor Analysis to Measurement Scales (Sato)</p> <p>[1-11-02] Construction of service characteristic indicator based on physical distance (Mukai, Nishino, Kurata, Okuma)</p> <p>[1-11-03] A study on quantitative evaluation for waiting and time to spare in service process based on human behavior sensing (Nishida, Ichikari, Chang, Okuma, Kurata, Hakurai, Misugi)</p>	<p>[2-12-01] Designing Process of Service Encounter (Urata)</p> <p>[2-12-02] Context design that connects heart, people, zone, future with coffee (Goto, Hirose)</p> <p>[2-12-03] A Study on Support Method of Consulting Service using Text Mining (2nd part) (Watanabe, Fujii, Kokuryo, Kaihara, Abe, Santou)</p>	<p>[3-13-01] SNS based information sharing for better team care in elderly care facilities (Fukuda, Ohta, Fujieda, Nishimura)</p> <p>[3-13-02] Service Intelligence for enhancing human ability in service fields (Nishimura)</p>	<p>(continued)</p>	<p>[5-14-01] Service Innovation Strategy on B2B Corporation (Fujioka)</p> <p>[5-14-02] Financial Service Innovation with Open APIs (Kato)</p> <p>[5-14-03] Issues and solution for advancing self-independence care for elderly people (Tsutsumi)</p>

• General Session 1F Liberty Hall

1:15 pm ~ 2:45 pm Keynote Speech

Stephen L. Vargo (University of Hawaii at Manoa)

2:45 pm ~ 3:00 pm Message from Ministry of Education

Satonobu Matsunaga

(Japan Ministry of Education, Culture, Sports, Science and Technology)

March 11

3 : 10 pm ~ 4 : 40 pm

Room 1 (1153)	Room2 (1154)	Room3 (1155)	Room5 (1166)
Service Operation (2) Chair Watanabe	Servitaization (2) Chair Mochimaru	Service Innovation (2) Chair Kosaka	OS(Serviceology) Chair Tamio Arai
[1-15-01] A Study on Intermediate Models for Promoting Digitalization of Services  (Watanabe)	[2-16-01] User Study of Low Speed Mobility in a Resort Facility (Araki, Watanabe, Fujii, Mikome, Kobayashi, Tanno, Usami, Toya)	[3-17-01] A case study in the soy sause industry to test the model that classify "the value creation model of management as a mechanism design" (Wada)	[OS5-01] Report on Reference Model of Serviceology (Arai)
[1-15-02] Design process of value co-creation and organizational factors to realize value co- creation  (Mori)	[2-16-02] Hindrance to servitization and service paradox of Japanese companies (Toya)	[3-17-02] A causal loop analysis that supports the growth of global IT companies - Structural analysis by system thinking – (Nakazato, Koda, Uchihira)	[OS5-02] The Purpose and Overview of "Benchmark Standards of Serviceology" (Nishio)
[1-15-03] Analysis and Consideration of Emotional Experience in School Trips (Nakajo)	[2-16-03] The perspective of Servitization from viewpoint of "Pivot" (Mori)	[3-17-03] Service Ecosystem and Platform Theory (Takahashi)	[OS5-04] Development of the Serviceology Curriculum at Graduate School of Management, Kyoto University (Hara)
			[OS5-05] Curriculum in MBA program for Serviceology and the role of Society of Serviceology to reference model (Yamamoto)

March 11

4:40 pm ~ 6:10 pm

Room 1 (1153)	Room2 (1154)	Room3 (1155)
Service Operation (3) Chair Yamamoto	Servitaization (3) Chair Kamou	Service Design (4) Chair Muramatsu
[1-18-01] Can e-books replace traditional books? (Hata)	[2-19-01] Action Research for Servitization of Industrial Robot/IoT Business: A Case Study in Robot Study Group in Yamagata, Japan (Aoto)	[3-20-01] The Relationship between Services Marketing and Marketing (Matsui)
[1-18-02] The realization of service robots for "Hospitality" (Pei, Nagai)	[2-19-02] Servitization method using a concept of demand chain (Sakai)	[3-20-02] An Approach toward Typology of Serviceology (Hidaka, Toya, Mochimaru)
[1-18-03] Theoretical Investigation on the relationship between service ecosystem and value cocreation (Shoji)		[3-20-03] Consideration of evaluation information platform in service business (Kondo)



March 11

Poster Session (Yashiro Hall, Liberty Tower 23F), 9:00 am - 3:00pm

Core Time (Discussion Time) 12:10pm - 1:05 pm

- [PO-01] The framework for value co-creation of service and serviceology researches (Murakami)
- [PO-02] Analyzing performance and barriers on the servitization of manufacturing (Tanno, Kimita, Toya)
- [PO-03] Design Method of Mutual Support Services Based on S-D Logic (Ho, Hara, Kim)
- [PO-04] Application of safety analysis method for parking guidance operation by FRAM (Ito, Nishi)
- [PO-05] Vision creating that takes into account social and technology changes (Matsuba, Furukawa, Akiguchi, Nemoto)
- [PO-06] Development of field research method to capture user's behavior in service that designer did not anticipate (Hirose, Mizuno)
- [PO-07] Study of standard design method for Japanese CCRC administration (Takahashi, Park, Teramura)
- [PO-08] Learning Materials to Promote Cabin Attendants' Service Awareness of Passenger's Minds (Tachioka, Fukushima, Ho, Hara, Ota, Tsuzaka, Arimitsu)
- [PO-09] Investigation of the factors leading to customer participation focused on customer characteristics in logistics service (Murae, Ho, Hara, Okada)
- [PO-10] Comparison of estimation accuracy in shelf environment of attachable environment-aware indoor positioning beacon (Shimbayashi, Arai, Aoki, Zempo, Okada)
- [PO-11] Designing for charge distribution of ride-share services by customers being bound for the same event (Minami, Horikawa, Sato, Watanabe, Yoshida, Yano, Shigeno)
- [PO-12] Use of Emotion recognition AI in marketing interview sessions (Ogawa)
- [PO-13] Behavior change technique based on personality and context for dissemination of new services (Horikawa, Sato, Ooki, Kakitani)
- [PO-14] Developing and Implementing a Problem Discovery Engine for Evidence-based health policy (Sasaki, Anazawa, Tsukao, Chijiki, Kuno, Okada)
- [PO-15] On a service of interpreting sound environments using environmental sound analysis (Tomita, Kawamoto)
- [PO-16] Towards Keyword Based Topic Modeling for Microblog Data (Sashima, Kurumatani)
- [PO-17] Analysis of Competitive relationship among fashion items using blog information (Higashikozono)
- [PO-18] A pilot project for Co-creating various value on dynamic map (Ono, Teshima)
- [PO-19] Insight into the consumption context in the progress of the Nordic school's research (Imamura)
- [PO-20] Experimental Study of Satisfaction in Tourism Produces Co-Experience by using of Platform type SNS (Ogino, Kubota, Osada, Nagata, Sugiyama)
- [PO-21] Measurement and externalization of customer's purchase journey for redesigning retail shop (Hara, Kawanaka, Sunami, Tachioka, Kato, Maruo, Kohama, Ooiwa)
- [PO-22] Regional revitalization through promoting the tourism industry (Lin)
- [PO-23] Study on business model applied service concept (Seino, Oyabu, Jing, Sato, Muramatsu)
- [PO-24] Modeling of Customer Flow and Buying Intention in Retail Stores (Yoshizawa, Shimbayashi, Zempo, Okada)
- [PO-25] Discussion of Modeling Service Satisfaction by Case-Based Decision Theory and its Application (Takahashi, Nishino, Takenaka, Ishikawa)

March 11 (日)

Poster Session (Yashiro Hall, Liberty Tower 23F), 9:00 am - 3:00pm

Core Time (Discussion Time) 12:10pm - 1:05 pm

[PO-26] Business Process Re-engineering by observation and analysis of transport work in hospital and utilization of autonomous transfer robot (Sasai)

[PO-27] An applied study about U-index in post-license driver training (Hagiwara, Ogawa, Okada)

[PO-28] Service quality study for driving training service for enterprises (Ishii, Ogawa, Okada)

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Webpage <http://ja.serviceology.org/events/domestic2018.html>

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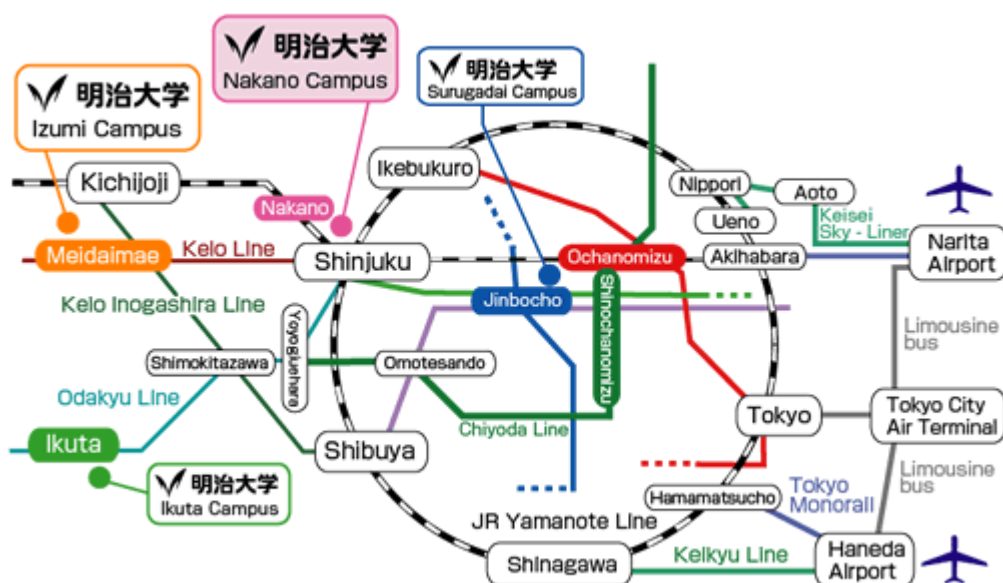
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