

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)

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[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)

6th Annual meeting of Society of Serviceology

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

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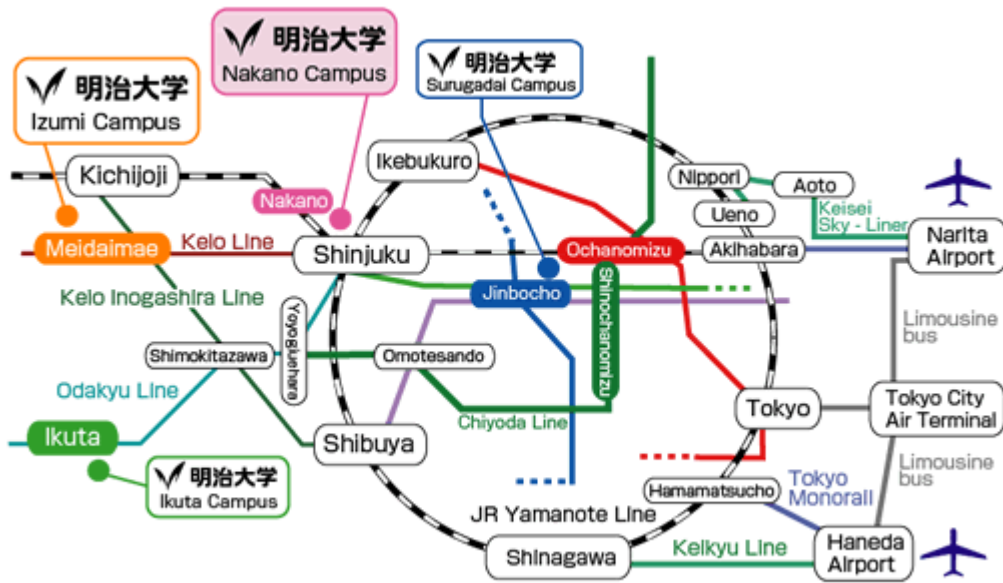
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