

# SERVSIG 2020

The future of human service: high tech and high touch

## Wednesday, 8 July 2020

A Beachside Affair: Student Research Colloquium Dinner at Southbeach Social, Southbank, South Brisbane

## Thursday, 9 July 2020

### STUDENT RESEARCH COLLOQUIUM

#### KEYNOTE PRESENTATION

**WHAT IS AND WHAT IS NOT A THEORETICAL CONTRIBUTION TO SERVICE RESEARCH?**  
Professor Mike Brady, Florida State University, USA

### PRE-CONFERENCE WORKSHOPS

#### WORKSHOP 1

**SERIOUS PLAY**  
Dr Stephen Dann, Australian National University, Australia

Morning Tea

### STUDENT PRESENTATION SESSION

Roundtable presentations

Full presentations

#### WORKSHOP 2

**THRIVING IN THE DIGITAL AGE: ENABLING OPPORTUNITIES THROUGH PROACTIVE SERVICE DELIVERY**  
Professor Marek Kowalkiewicz, QUT, Australia

Lunch

### ACADEMIC HOTSEAT

An opportunity for a discussion between all Faculty mentors and Research Students

#### WORKSHOP 3

**HOW TO CREATE CHATBOTS – A PRACTICAL GUIDE TO DESIGNING AND BUILDING FOR NON-CODERS**  
Mr Rob Hudson, SpoutLogic, Australia

Afternoon Tea

FACULTY MENTOR PRESENTATIONS	WORKSHOP 4
<p><b>OVERCOMING DOUBT TO CARVE OUT A RESEARCH PROFILE</b>            Professor Liliana Bove, The University of Melbourne, Australia            Professor Mark Rosenbaum, St Xavier University, USA</p>	
<p><b>HOW TO MAKE YOURSELF ATTRACTIVE TO EMPLOYERS- AN INTERNATIONAL PERSPECTIVE</b>            Professor Mark Rosenbaum, St Xavier University, USA            Professor Annouk Lievens, University of Antwerp, Belgium            Professor Sabine Benoit, University of Surrey, UK            Professor Janet McColl-Kennedy, The University of Queensland, Australia</p>	<p><b>SERVICE DESIGN</b>            Professor Gaby Odekerken-Schröder &amp; Dr Martina Čaić, Maastricht University, Netherlands</p>
<p><b>Registration opens</b>  <b>The Cube, QUT Gardens Point Campus</b></p>	
<p><b>Conference Welcome Reception / SERVSIG Marketplace</b>  <b>The Cube, QUT Gardens Point Campus</b></p>	

Friday, 10 July 2020	
<p><b>Registration opens</b></p>	
<p><b>Conference Opening Ceremony</b></p>	
<p><b>KEYNOTE PRESENTATIONS - THE FUTURE OF SERVICES: A TECHNOLOGY PERSPECTIVE</b></p>	
<p><b>Session Facilitator: Professor Dr Gaby Odekerken-Schröder, Maastricht University, Netherlands</b></p>	
<p>Distinguished Professor Dietmar Hutmacher, QUT, Australia</p>	
<p>Ms Monica Bradley, Purposeful Capital, Australia</p>	
<p>Mr Nic Marchesi &amp; Mr Jay Almaraz, Orange Sky Laundry, Australia            Unique delivery of service and partnership with SERVSIG through Sergeant in Arms initiative</p>	
<p><b>Morning Tea &amp; Networking</b></p>	
<p><b>Concurrent Session 1</b></p>	
<p>Cutting-edge research from the SERVSIG community</p>	
<p><b>Lunch: ERB Meeting Journal of Service Management (JoSM)</b></p>	
<p><b>Concurrent Session 2</b></p>	
<p>Cutting-edge research from the SERVSIG community</p>	
<p><b>Afternoon Tea &amp; Networking</b></p>	
<p><b>Concurrent Session 3</b></p>	
<p>Cutting-edge research from the SERVSIG community</p>	
<p><b>PANEL SESSION - THE MORAL LIMITS OF SERVICE MARKETS: JUST BECAUSE WE CAN, SHOULD WE?</b></p>	
<p><b>Session Facilitator: Professor Maria Raciti, University of the Sunshine Coast, Australia</b></p>	
<p>Dr Abi Foluké Badejo, Griffith University, Australia</p>	
<p>Associate Professor Sarah Kelly, University of Queensland, Australia</p>	

Professor Michael Schuetz, Jamieson Trauma Institute, Australia

**A Night at the Museum: Casual Conference Dinner**  
Queensland Museum, South Brisbane

## Saturday, 11 July 2020

**Registration opens**

**Breakfast: ERB Meeting Journal of Service Theory and Practice (JSTP)**

**KEYNOTE PRESENTATIONS - THE FUTURE OF SERVICES: A HUMAN PERSPECTIVE**

**Session Facilitator: Professor Janet R. McColl-Kennedy, The University of Queensland, Australia**

Professor Mike Brady, The Florida State University, United States

Mr Marty Janssen, NSW Health, Australia

Ms Alison Oborn, Adelaide's Haunted Horizons, Australia

**Morning Tea & Networking**

**Concurrent Session 4**

Cutting-edge research from the SERVSIG community

**Lunch: ERB Meeting Journal of Services Marketing (JSM)**

**Meet the Editors Session**

Professor Mike Brady, Journal of Service Research

Professor Jay Kandampully, Journal of Service Management

Associate Professor Chatura Ranaweera & Professor Marianna Sigala, Journal of Service Theory and Practice

Professor Rebekah Russell-Bennett & Professor Mark Rosenbaum, Journal of Services Marketing

**Special Sessions**

**Opportunities for Ethnography in B2B Service Research**

Professor Daniel Prior & Associate Professor Joonas Keranen

**Building a Pattern Library for Service System Transformation**

Ms Kaisa Koskela-Huotari, Associate Professor Josina Vink, Professor Bo Edvardsson & Professor Per Kristensson

**Creating Large Scale Transformative Service Research Projects**

Professor Ray Fisk

**Sharing Smart Cities 2020**

Dr Tom Chen, Professor Dr Dominik Georgi, Professor Byron Keating & Professor Rebekah Russell-Bennett

**2019 SERVSIG Best Dissertation Award Presentations**

Delphine Caruelle, Jonas Heller, Andreas Lechner & Josina Vink

**Afternoon Tea & Networking**

**PANEL SESSION - HOW CAN WE INNOVATE BY KEEPING HUMANITY AT THE CENTRE OF SERVICE?**

**Session Facilitator: Ms Cara Walsh, Transformer of consumer insights into profitable products and experiences**

Professor Ray Fisk, Founder of SERVSIG and SERVCollab, Texas State University, USA

Professor Jonathan Roberts, Australian Centre for Robotic Vision, QUT, Australia

Ms Julie Salisbury, Department of Main Roads and Transport, Australia

Conference Closing Ceremony

Gala Dinner  
Howard Smith Wharves, Brisbane City

**Sunday, 12 July 2020**

Optional Post-conference Cultural Tours