


Number	T - 06		
Name	Designing Innovative Digital Services		
Co-Chairs			
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Descriptor	<p>Advances in technology have given rise to the digital service economy (versus manufacturing economy) where much of the value in any given virtual exchange is derived from stable, reliable, and state-of-the-art service systems. Google, Apple, Amazon, Expedia, Verizon, Salesforce, Spotify, Facebook, and World of Warcraft are, among others, leading digital service systems that have transformed commerce and business processes. Moreover, service systems are becoming increasingly sophisticated with consumers playing a more proactive and prominent role in the creation, delivery, and consumption of digital services. This in turn gives rise to an emerging genre of digital prosumers. Crowdsourcing and social networks are but two examples of how entire business ecologies have emerged from the prosumption of value-added digital services.</p> <p>Given the far-reaching business implications of service systems in today's economy, further research is necessary to advance our knowledge of how technology can be leveraged by both consumers and organizations in the design and innovation of digital services. This track embraces both retrospective and progressive views of how digital services have evolved or would transform in the face of disruptive technologies. We especially welcome papers that identify and address knowledge gaps in: (1) challenges and opportunities associated with the design and innovation of digital services; (2) emerging business models anchored on the delivery of value-added digital services; (3) issues pertaining to the trend of prosumption in the production and consumption of digital services, and/or; (4) inter-disciplinary perspectives to designing innovative digital services. Other topics that touch on design and/or innovation matters regarding digital services are equally welcome as well.</p> <p>The track is open to all methodological approaches.</p> <p>Topics of interest include but are not limited to:</p> <ul style="list-style-type: none"> ▪ Design and innovation of digital services in and across various contexts (e.g., crowdsourcing, digital payments, e-commerce, e-government, e-health and social networks) ▪ Digital service business models and value propositions ▪ Digital service ecologies and value co-creation ▪ Prosumption in digital service innovation ▪ Functional and hedonic design of digital services ▪ Big data analytics in design and innovation of digital services ▪ Cloud computing in design and innovation of digital services ▪ Context awareness in design and innovation of digital services ▪ Gamification in design and innovation of digital services ▪ Mobility in design and innovation of digital services ▪ Privacy and security in design and innovation of digital services ▪ Performance evaluation of digital services 		

	<ul style="list-style-type: none">▪ Failure and recovery of digital services
Track Associate Editors	List of Track Associate Editors