

Agenda

First German Services Science Conference

April 6, 2006

Catholic University Eichstaett-Ingolstadt

Ingolstadt School of Management

Ingolstadt, Germany

Wednesday, April 5

Check in at conference hotel

Shuttle bus pick up at conference hotels to AUDI

from 4:00 pm

Tour through the production facilities of the main AUDI plant

4:30 pm

Shuttle bus pick up at AUDI to conference hotels

6:00 pm

Shuttle bus pick up at conference hotels to AUDI

from 7:30 pm

Dinner at "AVUS" restaurant (AUDI Forum Ingolstadt)

8:00 pm

Internal Service Provider – A Challenging Task

Dr. Peter F. Tropschuh, *Head of the AUDI General Services, AUDI AG*

Shuttle bus pick up at AUDI to conference hotels

11:00 pm

Thursday, April 6

Reception (*Foyer – Old Building*)

8:00-9:00 am

Welcome and Message of Greeting (*Room 101 – New Building*)

9:00-9:15 am

Prof. Max Ringlstetter, *Dean of Ingolstadt School of Management*

Prof. Bernd Stauss, *Chair of Services Management, Ingolstadt School of Management*

Services Science - A Transdisciplinary Paradigm

9:15-9:45 am

Prof. Dieter Spath, *Head of the Institute for Human Factors and Technology Management (IAT) and the Fraunhofer Institute for Industrial Engineering (IAO)*

Open discussion

9:45-10:00 am

The Challenges of Doing Business in Today's Global Service Economy

10:00-10:30 am

Jim Spohrer, *Director, Almaden Services Research*

Open discussion

10:30-10:45 am

Coffee break (*Foyer – Old Building*)

10:45-11:15 am

Thursday, April 6 (contd.)

Services Science – Focus Research (Room 101 – New Building)

International Services Research – Status Quo and Developments 11:15-11:45 am
Prof. Bernd Stauss, *Chair of Services Management, Ingolstadt School of Management*

Open discussion 11:45 am-12:00

Panel Discussion 12:00-1:00 pm

Starting with short statements of panellists on the following issues:

- > What are the current weaknesses of services research?
- > How does Services Science understand services?
- > What are the key elements and research principles of Services Science?
- > Which elements of the content have to be stressed and what are its limitations?
- > Do we need independent Services Science research?
- > What role do services play with regard to innovations and how are service innovations generated?
- > What are the methodical implications?
- > Which promising approaches do we have in traditional services research that could be extended to Services Science?

Chair: Prof. Anders Gustafsson (Karlstad University)

Panellists: Prof. Martin Bichler (Technische Universitaet Muenchen), Walter Ganz (Fraunhofer Institute for Industrial Engineering IAO), Dr. Metka Stare (RESER) and Prof. Bernd Stauss (Catholic University Eichstaett-Ingolstadt)

Lunch (*Canteen - Canisiuskonvikt*) 1:00-2:00 pm

Services Science – Focus Teaching (Room 101 – New Building)

Teaching Services Science at Universities: Deficits and New Perspectives 2:00-2:30 pm
Prof. Jos Lemmink, *Professor of Marketing and Dean of the Faculty of Economics & Business Administration, Universiteit Maastricht Business School*

Open discussion 2:30-2:45 pm

Panel Discussion 2:45-3:45 pm

Starting with short statements of panellists on the following issues:

- > What are the current weaknesses of service education and training?
- > Is there a need for independent Services Science education at universities?
- > What topics should an academic Services Science education address?
- > How much sectoral and intersectoral content should Services Science include?
- > What are the challenges of establishing Services Science at academic institutions?
- > How can Services Science be anchored within the context of continuing academic education?
- > Which role should business play in establishing Services Science as an academic discipline?

Thursday, April 6 (contd.)

Chair: Prof. Anton Meyer (Ludwig-Maximilians-University Munich)
Panellists: Prof. Klaus-Peter Fähnrich (University of Leipzig), Prof. Jos Lemmink (University of Maastricht), Markus Schwarz (AFSMI), Dr. Gerhard Heckelmann (ABB Automation GmbH)

Coffee break (*Foyer – Old Building*) 3:45-4:15 pm

Services Science – Focus Collaboration (*Room 101 – New Building*)

Services Science as a Field of Cooperation between Theory and Practice 4:15-4:45 pm
Stefan Schaible, *Head of CC Public Services, Roland Berger Strategy Consultants*

Open discussion 4:45-5:00 pm

Panel Discussion 5:00-6:00 pm

Starting with short statements of panellists on the following issues:

- > What are the weaknesses of current collaborative efforts between universities and companies?
- > What role do services play with regard to innovation and how is service innovation generated in business?
- > What types of collaboration can achieve the best possible cooperation between academia and business?
- > What kind of communication structure has to be established for the ideal transfer between science and business?
- > How should cooperation between academia and business be institutionalized?

Chair: Prof. Helmut Krömer (Technische Universität München)
Panellists: Prof. Anders Gustafsson (Karlstad University), Stefan Schaible (Roland Berger Strategy Consultants), Uwe Hermann (Siemens AG), Matthias Hartmann (IBM Deutschland GmbH)

Conference Summary 6:00-6:15 pm

Prof. Bernd Stauss, *Chair of Services Management, Ingolstadt School of Management*

Speakers, Panel Discussion Chairs and Panellists:

- > Prof. Dr. Martin Bichler, Chair of Internet-based Information Systems (IBIS), Roland Berger & O₂ Germany Chair, Department of Informatics, Technische Universitaet Muenchen.
- > Prof. Dr.-Ing. habil. Dipl.-Math. Klaus-Peter Fähnrich, Department of Business-oriented Information Systems, Department of Computer Science, Faculty of Mathematics and Computer Science, University of Leipzig.
- > Walter Ganz M.A., Fraunhofer Institute for Industrial Engineering IAO.
- > Prof. Dr. Anders Gustafsson, Service Research Center, Karlstad University, Sweden.
- > Matthias Hartmann, IBM Deutschland GmbH, Business Consulting Services.
- > Dr. Gerhard Heckelmann, Service, ABB Automation GmbH, ABB Group.
- > Uwe Hermann, Center for Knowledge Interchange, Siemens AG.
- > Prof. Dr. Helmut Krcmar, Chair for Information Systems, Department of Informatics, Technische Universitaet Muenchen.
- > Prof. Dr. Jos G.A.M. Lemmink, Universiteit Maastricht Business School, Faculty of Economics & Business Administration, Universiteit Maastricht, Netherlands.
- > Prof. Dr. Anton Meyer, Institute for Marketing, Munich School of Management, Ludwig-Maximilians-University Munich.
- > Prof. Dr. Max Ringlstetter, Chair of Organizational Theory and Human Resource Management, Ingolstadt School of Management, Catholic University Eichstaett-Ingolstadt.
- > Stefan Schaible, Roland Berger Strategy Consultants.
- > Markus Schwarz, AFSM International, The Association for Services Management International, German Chapter e.V.
- > Prof. Dr.-Ing. Dieter Spath, Institute for Human Factors and Technology Management IAT and Fraunhofer Institute for Industrial Engineering IAO.
- > James C. Spohrer, Ph.D., Almaden Services Research & Innovation Champion, Almaden Research Center, USA.
- > Dr. Metka Stare, Member and Secretary of the RESER Council (European Network for REsearch on SERvices), and Senior Research Fellow, Center for International Relations, University of Ljubljana, Slovenia.
- > Prof. Dr. Bernd Stauss, Chair of Services Management, Ingolstadt School of Management, Catholic University Eichstaett-Ingolstadt.
- > Dr.-Ing. Peter F. Tropschuh, AUDI General Services, AUDI AG.