

Call For Papers

The 2008 Logic and Science of Service

The New Wealth and Wellbeing of Nations

June 19-21, 2008

**Shidler College of Business
University of Hawai'i at Manoa
Honolulu, Hawaii**

Conference Co-Chairs

Stephen L. Vargo, University of Hawaii at Manoa

Robert F. Lusch, University of Arizona

As the global economy continues to evolve, advancing information technologies lower the cost and increase the speed of communication and, at the same time, increase the dynamics and complexities of exchange. Today, information technology links organizations and customers located in diverse parts of the world and the ubiquity of information draws increasing attention toward the competitive role of operant resources (e.g., knowledge and skills). Understanding exchange and its implications in this information-intensive, interdependent, global context and assessing its impact on individuals, firms, nations, and cultures requires a transdisciplinary, service-oriented perspective. It also points toward the need to rethink issues of wealth and wellbeing.

These issues in turn require rethinking the logic of exchange and the market, which has traditionally been grounded on concepts of national wealth and wellbeing that existed at the time when Adam Smith wrote the *Wealth of Nations*, which became the foundation for the development of economic science. One reformulation of the foundation logic has been suggested by Vargo and Lusch and has become known as service-dominant logic. It identifies service – defined as the application of competences for the benefit of another party – as the basis for exchange. Alternative logics have also been suggested.

The annual Logic and Science of Service Conference began in 2005 as the Art and Science of Service, responding to the need for this transdisciplinary approach by addressing business issues in service and providing a forum for discussion and learning among both scholars and practitioners. The conference is co-sponsored by the IBM Almanden Research Center, which has been actively promoting the development of “Service Science.” The 2008 conference continues this development and expands the discussion of service science by emphasizing changes in the global economy such as globalization, competing through knowledge and service, the pervasive growth of outsourcing, and the increasing interdependence among organizations and individuals.

Academics and practitioners are invited to submit **abstracts of not more than one (single-spaced, 12-point type)**. We are especially interested in abstracts of papers that explore the changes in the global economy highlighting the cause, nature and scope of the new wealth and wellbeing of nations. **Topics of interest include, but are not limited to:**

- the reciprocal role of firm activity on firm and national wellbeing
- the role of information technology in value creation, exchange, and wellbeing.
- the application of S-D logic on the development of service science
- the process of value co-creation
- the role of service logic and/or service science in understanding value creation and furthering, individual, firm wellbeing
- the role of technology in supporting, enhancing and developing operant resources
- the role of entrepreneurship in innovation and national wellbeing
- methods for assessing, tracking, determining global value co-creation
- application of novel research methods to any of the above topics or other service science topics
- industry, government, and/or firm illustrations of the application of service science and/or S-D logic

Submission Deadline: Jan 31, 2008. All abstracts should be submitted to lss2008@hawaii.edu. Accepted authors will be notified by approximately March 1, 2008.

To foster discussion, attendance will be limited. Authors of accepted abstracts will have priority. However, if you would like to attend the conference without presenting a paper and/or would like to be a discussant or serve in some other role, please let us know of your interest.

Please direct inquiries to: lss2008@hawaii.edu

Or contact:

Steve Vargo: svargo@hawaii.edu, or
Bob Lusch: rlusch@email.arizona.edu