

Preface

We are pleased to welcome you to the proceedings of the 14th edition of the International Conference on Exploring Service Science (IESS 2.4), which took place in Brno (CZ) from February 7-9, 2024.

Service science is a multidisciplinary field that aims to promote the creation of transdisciplinary services by exploring new value co-creation activities involving actors from all layers of society. Since 2010, the IESS conference series have brought together researchers and practitioners from various disciplines and provide a multicultural and multidisciplinary scientific framework to share their achievements and build new collaborations.

The IESS 2.4 conference had a special theme “**Service Science to promote Intelligence Augmentation**” that will bring together academics and service practitioners in a collegial and stimulating environment. This topic is to enlighten the potential actions to enhance human intelligence that can be achieved through Service Science, which offers a great opportunity:

- to continue to deepen the previous topics of the last IESS 2.2 and IESS 2.3 conferences: Service Innovation Roadmaps and Responsible Entities Learning, Service Science to ground Sustainable Development Goals
- and to discover sustainable ways of setting up resilient and sustainable ecosystems by means of transdisciplinary, trans-institutional, and transnational service systems.

Authors were invited to contribute to the following topics:

- Open Topics for Exploration in Service Science
- Service Design and Innovation
- Service Business Models
- Digitalization of Services
- Smart Citizens for Smart Cities: approach, attitude, awareness, sensitiveness, engagement, participation

We thank all members of the conference committee for their help in promoting IESS 2.4, spreading the call and organizing the evaluation of submitted papers.

IESS 2.4 received several contributions reflecting the current state of the IESS community, its research concerns, trends and vision, and its inspirations in the field of Service Science. In the same way, many organizations in Europe and in the rest of the world are trying to push the multidisciplinary of service science even further, by crossing different analytical perspectives, interpretative models, backgrounds, languages, and so on. All of this has inspired the IESS community to pay attention to producing many pieces of evidence to show how relevant, topical, and influential Service Science Management, Engineering and Design (SSMED) can be.

Articles in this volume contribute to:

Smart Society, Smart Cities & Smart Citizens

- Citizens' Engagement in Smart City
- Context-driven Methodology
- AI-Based Trust Management in Smart Cities

Smart Healthcare & Pharmacy

- Cope Alert-Fatigue Phenomenon in Intensive Care Units
- Co-elevation in healthcare
- Patient Centered Smart Pharmacy Ecosystem

Smart Tourism & Local commerce

- Smart tourism ecosystem
- Museum business model
- Local Commerce and e-commerce

Smart HR, Recruitment & Education

- Smart recruitment for workers with disability
- Technology for Sustainability in the Educational Context
- Digital revolution in education
- blockchain-based system for human resources digitalization

Value-driven & data-driven applications

- Value-Driven Industry Transformation
- Customer journeys and process mining
- Empowering Service Systems through Intelligence Augmentation

POSTER SESSION

- Waste Management Smart Solutions

We are grateful to the program committee members for their fair and valuable contribution in evaluating and selecting papers for publication in these proceedings. We thank all the authors for sharing their work and findings in the field of Service Science and all the attendees for their lively participation and constructive feedback to the authors.

A special thank you goes to those who believed in us and helped with many pieces of advice: Michel Léonard, Jim Spohrer, Diem Ho, Marco de Marco as IESS Advisory Board Members, and João Falcão e Cunha, Jorge Teixeira, Jolita Ralyté as IESS Steering Committee Members.

We hope you will enjoy reading this volume and that you will find inspiration for your future research.

Brno, February 2024

IESS 2.4 Conference Chairs

Luca Carrubbo, Thăng Le Dinh, Monica Drăgoicea, Leonard Wallezký