

Preface

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1 Context

Welcome to the proceedings of the second workshop affiliated to the annual International conference on Exploring Service Science (IESS 2.4), which was held at the Faculty of Informatics of Masaryk University, in Brno, Czech Republic, from 7 to 9 February 2024.

Centered around ongoing projects, the IESS 2.4 workshop seeks to delve into the pivotal role of **Startups** in shaping the evolution of Entities and Societies. This exploration aims to foster transdisciplinary service ecosystems, addressing pressing global social and business challenges.

2 Content

This highly interactive workshop was designed with the following objectives in mind:

- Inspiring: Share authentic stories, successes, and hurdles practitioners encounter, offering practical insights.
- Integrating and Collaboration: Unite diverse stakeholders – government bodies, NGOs, academia, and businesses – to foster and sustain an ecosystem conducive to startup creation.
- Roadmapping: Collaborate to define strategies for integrating startups to effectively meet social and business challenges.
- Service Science Awareness: Improve awareness and understanding of the latest advancements in service science and its practical applications.

All contributors explore ways to develop entities and society through digital services. Their achievements offer new perspectives of several important facets on service science in action. Some of them decide to write papers to enrich knowledge in consciousness in Service Science in action. These papers concern the following facets:

- From experience with start-ups, a financial enlightenment of the dark side of entrepreneurship associated with the risk/return equation (*Carlos Casanueva, Aristides Senra*).
- The role of service design used by startups and SMEs by applying service science, to mitigate the barriers to adoption and use that are created by the introduction of new products, processes, services, and methods (*Nick Coutts*).
- From the case of a museum, an analytical framework to implement customer intelligence among Small and Medium-sized Enterprises (SMEs) and non-profit organizations, despite the lack of consensus in the literature (*Thăng Le Dinh, Nguyen Anh Khoa Dam, Hédia El Ourabi, William Menvielle, Léo Trespeuch, and Saïd Zouiten*).
- A glimpse into the realm of a center for research and education in IT service-oriented startups across diverse sectors, highlighting their impact on media, sports, energy, manufacturing, maintenance, chips design, and cybersecurity and defense while showing the evolution as part of the global movements (*Tomáš Pitner*).
- Valuable insights into the strategic use of service science in the contemporary, digitally enabled marketplace for both scholars and practitioners, from the case of a mattress company which transformed its traditional product-centric paradigm by adopting a service-dominant logic (*William Menvielle, Thang Le Dinh, and Manh-Chiên Vu*).

3 Validation process

The workshop program committee validates all published papers, in particular to be in line with normal academic practice. The workshop program committee was composed of:

- Diem Ho, United Solutions, LLC, USA.
- Michel Léonard, University of Geneva, Switzerland.

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