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Call for Papers: SRII India ICSEM 2012 Conference
SRII India – 3rd International Conference on Services in Emerging Markets
Dec 12-15, 2012
Infosys Campus, Mysore, Karnataka, India.

Hosted by Infosys Limited and IIIT Bangalore

URL: http://tinyurl.com/sriiindia2012

Submission Link:

https://www.easychair.org/conferences/?conf=sriiindiaicsem2012

THEME

The Service Research and Innovation Institute (www.thesrii.org) is a professional organization led by senior leaders from major ICT companies in close partnership with research organizations, academia and government from around the world.

The SRII mission is to drive innovation for *"IT-Enabled Services"* for a better world.

SRII's major focus is on how ICT can provide further growth and productivity for major Service sectors such as Government, Education, Health Care, Telecom, Manufacturing, etc, grow the economy and provide a better quality of life for people around the globe.

SRII-India is the local chapter of SRII. Like the global organization, its role is to drive innovation for IT-Enabled Services, but with a focus on emerging economies. This conference is the third in the series with focus on Services Innovation in Emerging Economies ICSEM series). It builds upon the ICSEM 2010 and ICSEM 2011conferences.

The conference will include
- keynotes by international and Indian thought leaders

- panel sessions on topics of importance,
- research papers and industry track submissions
- tutorials
- SIG workshops
- innovation showcase

Topics

A focus on emerging markets is key to presentation of paper/case study. Topic of Conference include, but are not limited to:

Research Paper Topics

Verticals
IT-enabled services in service sectors such as
- Health Care Services
- e-Government/Public Sectors
- Education Services
- Telco/Mobile Services
- Engineering/ Manufacturing Services
- Environmental Services
- Agriculture Services

New Technologies based services
- Intelligent Services, Knowledge Management, Data Mining
  - Analytics based services
- Internet for Services – Applications and Management
- Mobile Services
  - Enterprise Mobility based services
- Cloud Computing and new service models
- Social Technologies for services

Horizontal Topics
- Services Lifecycle (Planning, Implementation, Delivery, Operation, Management, etc.)
- Service Innovation including technology, business, and customer perspectives
- Service Engineering including methods, tools, and standards
- Service Quality including concepts and models for user centric design and quality metrics of services
- Cross Enterprise Collaboration (CeC): Process, Tools, Standards
- Security and Privacy Issues in Services

A clear role of IT in these application areas and an angle of emerging economies is crucial.

Types of Submissions

You can submit the papers under any of the three broad categories: Refereed research track, Refereed industry track, Services Innovation Challenge.

Refereed research track

Submissions to the research track should present original results and describe substantial new work. Research track full paper submissions should be maximum 14 pages as per Springer LNCS. One can also submit a short paper describing emerging research up to 8 pages in length as per Springer LNCS. All papers will be peer reviewed. Accepted full and short papers in camera ready form will be published in conference proceedings.

Please submit your paper to Easychair : https://www.easychair.org/conferences/?conf=sriiindiaicsem2012

Refereed industry track

Submissions to the industry track should present original demonstration of a specific technology to solve a specific business problem. Critical is demonstration of the benefit describing quantitative results in the case study. The idea of this track is to highlight actionable ideas which can be potentially emulated by practitioners in reasonable time frame will get a preference for acceptance. Submissions should be up to 8 pages in length as per Springer LNCS. All papers will be peer reviewed. Accepted short papers in camera ready form will be published in conference proceedings.

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Service Innovation Challenge

The Service Innovation Challenge is open for startups and to teams of up to four graduate or undergraduate students. The Challenge will involve showcasing technological and scientific innovations and their use in improving services. Participants are required to submit a two page extended abstract of the problem under study and a description of the innovative solution by Sept 1, 2012.
Short-listed proposals will enter the next phase of implementing a proof of concept of the proposed solution. Reviews by teleconference of the short listed proposals will be held in the week of October 1-10 2012. Finalists will be invited to participate in the conference in December 12-15, 2012 where the winner(s) will be announced. Entries will be evaluated by a jury on various aspects such as novelty, innovation, technology quotient, and the relevance of the solution to emerging-market services. All teams submitting an entry will be invited to discuss their work with mentors from the services and computer science research community. The top 3 teams will be invited to demonstrate their innovation during the ICSEM 2012 Conference.

Please submit your paper
to Easychair : https://www.easychair.org/conferences/?conf=sriiindiaicsem2012

Call for Tutorials

Proposals are invited for tutorials of 3 hours duration on any of the topics as in the call for papers, pertaining to IT enabled services for emerging markets. Specific detailed walkthrough of a speciific topic is expected, with detailed illustrations and examples. A two page proposal consisting of the abstract of the proposed topic, relevance of the topic to the conference, expected audience profile, along with proposed structure of the tutorial and a detailed profile of the speakers, can be sent to the tutorial chair jai_ganesh01 AT infosys.com before Sept 1, 2012.

Important dates

Refereed Research/Industry Track Papers

Abstracts : Sept 1 2012
Full Paper Submission deadline: Sept 8, 2012
Notification date: October 15, 2012
Camera Ready November 4, 2012

Service Innovation Challenge

Abstract submission deadline Sep 1, 2012
Notification of short listed abstracts Sept 9, 2012
Intermediate review period Oct 1-10, 2012
Final submission deadline Oct 20, 2012
Announcement of finalists Nov 30, 2012
Presentation of awards Dec 12-15, 2012

Team

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Services Innovation Challenge

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Sandipan Sengupta, IBM India
Shyam Kumar Doddavula, Infosys Labs

Social Media Engagement Chair

Ajay Kolhatkar, TMTC, Pune, India

Submission

For all categories submit
at Easychair : https://www.easychair.org/conferences/?conf=sriiindiaicsem2012

For details of conference contact Dr Srinivas Padmanabhuni at srinivas_p AT infosys.com or Dr Rajiv Narvekar at rnarvekar AT tata.com