# Advances in
# The Human Side of
# Service Engineering

# Advances in Human Factors and Ergonomics 2014

## 5th International Conference on Applied Human Factors and Ergonomics

## 20 Volume Set: Proceedings of the 5th AHFE Conference 19-23 July 2014

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# The Human Side of

# Service Engineering

*Edited By*

**Louis Freund**
**and**
**Wojciech Cellary**

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# Table of Contents

**Section 4: Software as a Service: Achieving Security via Usability, Trust, and Privacy for the Internet of Services**

**Section 5: Managing the Complexity in Transformative Service Design**

## Section 9: The Education of Service Innovators: Bridging the Gaps Between Business and Academia

## Section 10: Context-Related Service: Lessons in Humanisms

## Section 11: Service Innovation and Governance: Reframing the Concept of Service Innovation

## Section 12: Service Fascination

## Section 13: Innovation in Healthcare Intelligence and Smart Communities

**Section 14: System Innovations: A New Perspective in Servitization**

# Preface

This book is concerned with an emerging field we refer to as "The Human-Side of Service Engineering." If there is any one element to the engineering of service systems that is unique, it is the extent to which the suitability of the system for human use, human service, and excellent human experience has been and must always be considered. Contributors to this book explore the wide range of ways in which Human Factors Engineering, Ergonomics, Human Computer Interaction (HCI), Usability Testing, Attitude and Opinion Assessment, Servicescape Designs and Evaluations, Cognitive Engineering, Psychometrics, Training for Service Delivery, Co-Creation and Co-Production, Service Levels and Cost Effectiveness, Call Center Engineering, Customer Support Engineering, and many other areas relate to and impact the human-side of engineering service systems.

The book is organized into fourteen sections that focus on the following subject matters:

1. Integrating Human and Artificial Services
2. UX as a Service (UXaaS)
3. New Directions in Teaching and Learning Services
4. Software as a Service: Achieving Security via Usability, Trust, and Privacy for the Internet of Services
5. Managing the Complexity in Transformative Service Design
6. Practice Based Innovation: Collaborate and Learn in Innovating
7. Quality Management in Service Engineering
8. Research on Human Behavior, Ethics and Decision Making in Smarter Service Systems
9. The Education of Service Innovators: Bridging the Gaps Between Business and Academia
10. Context-Related Service: Lessons in Humanisms
11. Service Innovation and Governance: Reframing the Concept of Service Innovation
12. Service Fascination
13. Innovation in Healthcare Intelligence and Smart Communities
14. System Innovations: A New Perspective in Servitization

Each of the chapters of this book were either reviewed or contributed by the members of Editorial Board. For this, our sincerest thanks and appreciation goes to the Board members listed below:

This book will be of special value to a large variety of professionals, researchers and students interested in the human-side of service engineering from multiple perspectives ranging from industry sectors (healthcare) to tools and methods (service innovation, service design, organization & change) to broader issues (societal factors, service system frameworks, value co-creation). We hope this book will excite curiosity in many discipline areas and lay a foundation to attract others to contribute to this emerging area of research and practice. We want to thank the contributors, and encourage the readers to get involved - there is much work to do, and great opportunities to make lasting contributions!

July 2014

Louis E. Freund

San José State University

San Jose, CA USA

Wojciech Cellary

Poznan University of Economics

Poznan, Poland

Editors