

Connecting Worlds Summit 2024 Program

An initiative of the Service Innovation Alliance (SIA)
School of Business
The University of Queensland



Welcome to the Connecting Worlds Summit

A warm welcome to our 2024 Connecting Worlds Summit, to be held 9-12 July.

Lead by Professor Janet McColl-Kennedy and Associate Professor Christoph Breidbach, the Service Innovation Alliance (SIA) is an interdisciplinary research hub comprised of 31 faculty across five of the Business School's disciplines, including business information systems, international business, marketing, strategy and entrepreneurship, and tourism within our Faculty of Business, Economics and Law.

This event is by invitation only. There is no registration fee and meals will be provided throughout the event.

We are thrilled that you accepted our invitation to co-author a research paper at this event and expect to have seven papers resulting from our work together here, targeted for publication in a Special Issue of the *Journal of Service Management* on Service Transformation. The Special Issue editors are Professor Janet McColl-Kennedy, Associate Professor Christoph Breidbach and Professor Jochen Wirtz.

We look forward to working with you at the Summit.



Professor Janet McColl-Kennedy
SIA Co-Lead



Associate Professor
Christoph Breidbach
SIA Co-Lead



Dr Fiona Willer
SIA Senior Research Assistant



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About the Service Innovation Alliance

As one of the world's leading service innovation groups, UQ Business School's SIA offers a 'one-stop shop' for research and training – encouraging debate, providing insights, educating leaders, and informing the future of service organisations.

Our research is internationally recognised in the following three areas of excellence:

- customer experience
- service workers
- sustainable service innovation

The SIA aligns with UQ's research strengths in healthy ageing, technology for tomorrow, and transforming societies. We work with diverse government and industry partners including visitor attractions, hotels, resorts and service providers worldwide.

We help businesses improve productivity, train and manage their workforce, measure and manage customer experience, explore new ideas, and successfully introduce new technologies.

Our mission

Co-create transformative solutions with impact by undertaking innovative, timely, high-quality research and training that informs the future of service organisations, translating research findings to practice.

Our vision

Be the leading inter-disciplinary service innovation hub in the Asia-Pacific and within the top three in the world by 2025.



Summit Papers

The role of AI in shifting cybersecurity market's two main forces: attacks-as-a-service and defence-as-a-service

Leads: **Dr Priyanka Singh** (UQ) and **Dr Elinor Tsen** (UQ)

Team: **Professor Ryan Ko** (UQ), **Dr Ivano Bongiovanni** (UQ), **Dr Andy Lee** (UQ), **David Goyeneche** (UQ), **Omar Jarkas** (UQ) and **Edidiong James** (UQ)

Service transformation: Market shaping with the circular economy

Leads: **Emeritus Professor Rod Brodie** (University of Auckland Business School, NZ) and **Dr Alexandria Gain** (UQ)

Team: **Dr Claudia Gonzalez** (Pontificia Universidad Católica de Chile, Chile), **Dr Joya Kemper** (University of Canterbury, NZ), **Dr Macarena Tabilo** (UQ) and **Ellen Derbyshire** (UQ)

Servicing together: Understanding dishonesty among AI, employees and customers

Leads: **Professor Lars Witell** (Linköping University, Sweden) with **Associate Professor Hannah Snyder** (BI Norwegian Business School, Norway)

Team: **Professor Allard van Riel** (Hasselt University, Belgium), **Dr Tom Magor** (UQ), **Dr Ursula Bougoure** (UQ), **Shannon Lutze** (UQ) and **Joanna Pilawa** (Linköping University, Sweden)

Digital twins: A game changer in customer experience (CX)

Leads: **Professor Janet McColl-Kennedy** (UQ) with **Professor Mohamed Zaki** (University of Cambridge, UK) and **Professor Tor Andreassen** (NNH Norwegian School of Economics, Norway)

Team: **Associate Professor Len Coote** (UQ), **Dr Edgar Brea** (UQ), **Dr Fiona Willer** (UQ) and **Joel Andrade** (UQ)

Investigating AI consciousness

Leads: **Associate Professor Christoph Breidbach** (UQ) with **Professor Paul Maglio** (University of California, USA) and **Professor Jochen Wirtz** (NUS Business School, Singapore)

Team: **Professor Daniel Beverungen** (Paderborn University, Germany), **Lars-Erik Casper** (UQ) and **Alex Twigg** (UQ)

The impact of AI on frontline service workers: Evolving roles and skillsets in the digital age

Leads: **Professor David Solnet** (UQ) with **Dr Stefan Jooss** (UQ)

Team: **Dr Caroline Knight** (UQ), **Dr Tapani Rinta-Kahila** (UQ), **Asha Worsteling** (UQ) and **Annissa Hansen** (UQ)

Innovating together: Industry and academia in step

Leads: **Professor Martie-Louise Verreynne** (UQ) and **Professor Marta Indulska** (UQ)

Team: **Associate Professor Nicole Hartley** (UQ), **Dr Alexandra Kriz** (UQ), **Dr Selena Cao** (UQ), **Dr Jerad Ford** (UQ) and **Associate Professor Viktor Vegh** (UQ)

Program

Tuesday 9 July 2024

Welcome Event **7pm - 8.30pm**

Join us at Customs House in the Charitable Trusts Room for canapes overlooking the iconic Brisbane River.

Customs House, 399 Queen Street, Brisbane

Wednesday 10 July 2024

Opening Address **9am - 10am**

Professor Janet McColl-Kennedy and Associate Professor Christoph Breidbach, Co-Leads of the Service Innovation Alliance will provide an overview of the summit and orientation to the summit venues. Morning tea will be served directly afterwards outside the venue.

Sir Llew Edwards Building, Room 14-115, UQ St Lucia Campus

Team Working **10.30am - 4pm**

A boxed lunch and afternoon tea will be provided to your working rooms at about 1pm so that you may choose your own time and location to eat.

Team leads will be provided with the room allocations

Preliminary Paper Presentations **4pm**

We will reconvene to share our work so far.

Sir Llew Edwards Building, Room 14-115, UQ St Lucia Campus

Dinner **6pm - 7.30pm**

Enjoy an Aussie Barbeque with us on the beautiful UQ St Lucia Campus.

St Lucia Campus

Thursday 11 July 2024

Team Working **9am - 3pm**

A boxed morning tea and lunch will be provided to your working rooms at about 11am so that you may choose your own time and location to eat.

Team leads will be provided with the room allocations

Team Presentations **3pm - 5pm**

Present your work for discussion to the summit delegates and industry guests. Afternoon tea provided. After the session, delegates will travel by CityCat from St Lucia Campus to Brisbane City for dinner.

The Terrace, 6th Floor, Sir Llew Edwards Building, St Lucia Campus

Dinner **7pm - 9pm**

We will enjoy a range of delicious Middle Eastern dishes at Babylon Restaurant overlooking Brisbane River.

Babylon Restaurant Brisbane, 145 Eagle St, Brisbane City

Friday 12 July 2024

Although the Summit will have officially concluded, teams are welcome to secure a working room for the day to continue their work. Please reach out to Dr Fiona Willer if you would like to take advantage of this option.





