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# 4<sup>th</sup> ISIDC

International Service Innovation  
Design Conference

# 2014

## MALAYSIA

## THEME

### CO-CREATION

CO-CREATING SERVICES / OPEN INNOVATION /  
SERVICE EDUCATION / SERVICE PROCESS

### SERVICE SCIENCE

SERVICE ECONOMICS / SERVICE AESTHETICS /  
SERVICE EVALUATION / SOCIAL IMPACT OF  
SERVICES

### HOLISTIC EXPERIENCE

CONTENT DEVELOPMENT / USER EXPERIENCE  
DESIGN / SELF-SERVICE DESIGN / SERVICESCAPE  
/ CASE STUDIES / SERVICE DESIGN / CREATIVITY  
/ SUPPORT SYSTEMS / PRODUCT SERVICE  
SYSTEMS / SERVICE INNOVATION AND DESIGN /  
SERVICE CONCEPT DEVELOPMENT

### SERVICE MANAGEMENT

SERVICE MARKETING / SERVICE BUSINESS  
MODELS / SERVICE STRATEGY / BUSINESS  
SUPPORT SERVICES

### SERVICE TECHNOLOGY

TOOLS AND SYSTEMS FOR SERVICE / SERVICE  
PROTOTYPING / DISTRIBUTION AND LOGISTICS  
SERVICES / SERVICE AND MANUFACTURING  
INDUSTRY

## NEW CULTURE AND VALUE

## CALL FOR PAPER

### Abstract submission

April 10, 2014

### Note of Acceptance

May 5, 2014

### Full Paper Submission

August 1, 2014

### Full Paper Result

August 25, 2014

### Final version Full paper

September 10, 2014

### Online registration

Sept 11 to October 10, 2014

### Conference Date

21-23 October 2014

### Location

DeTAR, UNIMAS (Workshop)

Damai Puri Resort & Spa (Conference)



## OBJECTIVES

- To provide an avenue and bring together multidisciplinary experts from various parts of the world to exchange, develop new knowledge, share experiences and expertise, management theories & techniques and deliberate collective ideas and research methods relating to the service design and innovation issues.
- To create networking and explore future research opportunities and collaboration.
- To determine future direction of the service design and innovation area globally.

## PARTICIPANTS

The conference is planned to accommodate about 100 participants comprising of academicians, researchers, scientist, innovators practitioners, designers, entrepreneurs in service industry, implementer, policy makers, design agencies, students from higher education institution and anyone with in interest in the area of service design and innovation.

There is a three-tier of numbers of participants targeted to join this conference plus the registration fees that will be implemented:

### Early bird Registration (before 10 September, 2014)

- Authors : USD 350 per person
- Authors + Workshop : USD 400 per person
- Students Authors : USD 200 per person
- Audience : USD 100 per person perday

### Late Registration (before 10 October, 2014)

- Authors : USD 450 per person
- Authors + Workshop : USD 500 per person
- Students Authors : USD 300 per person
- Student Authors + Workshop : USD 350 per person
- Audience : USD 100 per person per day

## MODE OF PAYMENT

Cheques, money orders or bank drafts made payable to:  
BENDAHARI UNIMAS

and mail to :

The Secretariat  
4th International Service Innovation Design Conference 2014  
(4th ISIDC 2014)  
Institute of Design and Innovation (INDI)  
UNIVERSITI MALAYSIA SARAWAK  
94300 Kota Samarahan, Sarawak, Malaysia

(Attention: Pn. Adeline Ann Lubi/ Pn. Mazlini bte. Jemali)

Please note: Closing date for registration is 5th October 2014

For further enquiry please contact

The Secretariat  
4st International Service Innovation Design Conference  
(4st ISIDC 2014)  
Institute of Design and Innovation (INDI)  
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Fax : +6082-581247  
Email : isidc2014@eventunimas.my  
URL : www.indi.unimas.my/ISIDC2014/

## HOTEL AND ACCOMODATION INFORMATION

1. Damai Puri Resort & Spa  
[www.damaipuriresort.com](http://www.damaipuriresort.com)
2. Damai Beach Resort (10 minute walk to conference location)  
[www.damaibeachresort.com](http://www.damaibeachresort.com)
3. Permai Rainforest Resort (10 minute walk to conference location)  
[www.permairainforest.com](http://www.permairainforest.com)

## REGISTRATION FORM

Name: Prof /Assoc Prof/ Dr / Mr / Ms \_\_\_\_\_

Address \_\_\_\_\_

Occupation \_\_\_\_\_

Nationality \_\_\_\_\_

Telephone/ Fax No \_\_\_\_\_

Email \_\_\_\_\_

Category ☐ Authors ☐ Authors + Workshop ☐ Student Authors ☐ Audience

Fees ☐ Local Participant

