CCIS-CE 2023

Serving (with) the Invisibles

CO-CREATION IN SERVICE AND CUSTOMER ENGAGEMENT SYMPOSIUM

26-28 November 2023

Mandoon Estate

Swan Valley Wine Region

Westen Australia

Australia

CCIS-CE EXPERIENCE AND HISTORY

CCIS-CE EXPERIENCE

The aim of the symposium is to bring together leading and emerging scholars to advance dialogue and research in the fields of co-creation and customer engagement in a highly intimate, productive environment. As well as key presentations, the symposium will be comprised of roundtable discussions and workshop sessions.

SYMPOSIUM HISTORY

CCIS-CE stands for "Co-creation in service and customer engagement". The inaugural symposium was born in 2013 and became CCIS-CE in 2015.

The CCIS symposium initiated by Tom Chen and Alison Dean was first held in the Hunter Valley in 2013. The event was sponsored by the Faculty of Business and Law, University of Newcastle. Prof. Christian Grönross, the world's leading scholar in service research, facilitated the inaugural event.

ABOUT CCIS-CE

Mission

The mission of our symposium is to foster dialogue and diffuse ideas related to co-creation and engagement.

It is a research workshop based event where participants conduct collaborative research based on the theme of the symposium each year. Past symposium facilitators include Professor Christian Grönross (the facilitator of the inaugural CCIS symposium), Professor Rod Brodie and Professor Stephen Vargo who are esteemed researchers in the field.

Each year we invite participants from around the world to engage in research activities that help generate new interests and to advance our understanding of co-creation and customer engagement.

The CCIS-CE symposium will continue to fulfil its mission by fostering dialogue on co-creation and engagement for theorising and advancing our understanding of service-dominant marketing and market practices. *Serving (with) the Invisibles* is the predominant theme of CCIS-CE 2023.

WHERE FROM HERE

Building betterment with research in co-creation and engagement

In pursuit of academic excellence, research institutions around the world, including Australia and New Zealand, are encouraging their staff to increase the impact of their work, and to gain funding grants from external providers. By bringing together professors with international reputations and driven academics with expertise in the thematic field, CCIS-CE Symposium will provide a premier platform to enable the coming together of strong collaborations capable of making successful grant applications, and publishing high quality journals to ensure both participants and their institutions are able to benefit from this important conference.

CCIS-CE 2023

Mandoon Estate, Swan Valley, WA

PROGRAM

SUNDAY 26 NOVEMBER | DAY 1

09:00	Check in & Registration
09:30	Morning Tea
10:00	Opening and Keynote

Service Robots, AI & Intelligent Automation: Discussion, Research, Implications

11:00	Roundtable 1 – Serving with the Invisibles in the Era of AI
12:00	Lunch
13:30	Presentations
~ 15:30	
15.00	Afternoon Tea
15:30	Special Session

Demystifying Research Funding - The Other Side of Research No One Talks About

18:00	Social Event (Group Photo)
19:00	Celebration Fine Dinner (Dress Code: Casual Elegant)
22:00	End of Day 1

MONDAY 27 NOVEMBER | DAY 2

07:30	Breakfast
08:30	Keynote

The Tech-Enabled Touch: Reaching the Unseen in Service Industries

09:30	Roundtable 2 – Serving the Invisibles in the Era of AI
10:00	Workshop Session 1
10:30	Morning Tea
12:00	Lunch
13:30	Workshop Session 2
15:00	Afternoon Tea
16:30	Social Event (Group Photo)
19:00	Gala Dinner
22:00	End of Day 2

TUESDAY 28 NOVEMBER | DAY 3

07:30	Breakfast (Check out by 11 am)
09:00	Invisible Workshop Session
10:00	Morning Tea
11:00	Check out by 11 am
11:00	Workshop Session 3
12:00	Lunch
13:00	Workshop Presentations
15:00	Closing (Group Photo)
15:15	Departure to Perth

DAY 1 PRESENTATIONS

Presentation 1 (20 mins)
Professor Sanjit Roy
ECU
Customer Dignity in Service Encounter

Presentation 2 (20 mins)
Darren How
UC

Effects Of Customer Volitional Resource Investment on Engagement Processes

Presentation 3 (20 mins)
Dr Ava Yu
UWA
Unveiling Web 3 Platforms: Understanding Adoption Dynamics and User Perspectives

Presentation 4 (20 mins)
Dr Jing Ren
SUSS

Replacement or Collaboration? Transformation of the Service Labor Market under the Development of Generative AI

Presentation 5 (20 mins)
Professor Steve D'Alessandro
ECU

On the Path to a Decolonised Approach to Marketing and Health

Day One Keynote

Service Robots, AI & Intelligent Automation: Discussion, Research, Implications

Speaker

Professor Jochen Wirtz
Vice Dean, National University of Singapore

Day Two Keynote

The Tech-Enabled Touch: Reaching the Unseen in Service Industries

Speaker

Aaron Berghuber
Chief Operating Officer, Collective Shift

Special Session

Demystifying Research Funding - The Other Side of Research No One Talks About

Speaker

Professor Piyush Sharma
John Curtin Distinguished Professor, Curtin University

Roundtable Session 1
Serving with the Invisibles in the Era of AI

Roundtable Session 2
Serving the Invisibles in the Era of AI

CCIS-CE 2023
SYMPOSIUM CO-CHAIRS

Sanjit Roy
sanjit.roy@ecu.edu.au

Tom Chen
Tom.Chen@canberra.edu.au