2021 INFORMS Conference on Service Science
AI and Analytics for Smart Cities and Service Systems
(Conference website http://icss2021.servicescienceglobal.org)

CALL FOR PAPERS or ABSTRACTS
Aug. 10-12, 2021, Beijing, China[*]

Beijing, with a population of over 21-million residents, is the capital of the People's Republic of China. It is the political, educational and cultural center of the country. Beijing has a lot of historical sites, including seven UNESCO World Heritage Sites—the Forbidden City, Temple of Heaven, Summer Palace, Ming Tombs, Zhoukoudian, and parts of the Great Wall and the Grand Canal. Siheyuans, the city's traditional housing style, and hutongs, the narrow alleys between siheyuans, are major tourist attractions and are common in urban Beijing. Beijing was host to the 2008 Summer Olympic Games, and will also host the 2022 Winter Olympic Games, the first only city to host both these events. **Welcome to Beijing!**

Conference Scope and Theme
2021 INFORMS Conference on Service Science (ICSS 2021) program committee is committed to organizing a quality program with diverse participants who will share their visions, knowledge and experience in Service Science Research, Education, and Applications. The conference theme is *AI and Analytics for Smart Cities and Service Systems*.

This conference presents an excellent opportunity for you to present your Service Science related research, education, and implementation work, to learn about the emerging technologies and applications, and to network with international leaders and professionals in the field. We sincerely invite you to submit a paper/abstract.

Abstract or Paper Submission/Areas of Interest
Abstracts or Papers are welcome in any area of Service Science Research and Applications including but not limited to:
- Service Theories and Development; Service Research, Education, and Practice
- Service Management, Operations, Engineering, Design, and Marketing
- Smart Cities, Sustainable Systems, IT and Service System Analytics, and Self-service Systems
- Public Health Service, Policy, Administration, Response, and Systems
- Smart and Intelligent Service, Healthcare Analytics, FinTech, Learning Analytics, and Others
- Big Data, Machine Learning, Artificial Intelligence, and Data-driven Decision Making
- Systems Modeling, Management, and Simulation in Manufacturing, Supply Chain, Logistics, and Others
- AI, Data Analytics, and Data-driven Applications in Health, Energy, Finance, Transportation, Sport, Governmental/Public Services, etc.

Submission & Publication
The conference welcomes submissions of both original unpublished research (full paper or 1 page abstract) or published work (abstract only). All full paper submissions must be written in English, at most **ten (10)** pages long (including figures, tables, and references) and submitted as a word or PDF file. All full paper submissions will be peer reviewed. Accepted full paper will be published in the conference proceedings, which will be submitted for potential inclusion in CPCI (Web of Science). Accepted abstracts will be arranged for oral presentations, but not included in the conference proceedings.

This year's conference will be organized using Tracks. Please select the Track for which you think your paper has the best fit. We are accepting Track proposals (see Important Dates below) but currently, we have the following Tracks: 1) Data Analytics and AI, 2) Financial Services, 3) Healthcare, 4) Information-Driven Service OM, 5) Smart City and Energy, 6) Supply Chain Design and Operations, and 7) Service Marketing.

- The conference will organize (1) Best Student and (2) Best Conference paper awards competitions. Only full papers are qualified for the awards. The finalists selected by the award committee must present their work at the conference to compete for the awards.

Important Dates
- March 15, 2021   Deadline for submission of an invited track proposal
- April 30, 2021   Deadline for paper or abstract submission
- May 31, 2021   Acceptance/Rejection notification
- June 30, 2021   Final camera-ready papers and copyright transfer form

Special Tracks
If you are interested in organizing an invited track. Please contact Prof. Weiwei Chen by email wchen@business.rutgers.edu.

General Inquiry
Email: servicescienceglobal@gmail.com

[*] The safety and well-being of all conference participants is our highest priority. The conference might be held in either a hybrid or virtual format due to the safety need and travel restrictions.