



## **Call for Papers**

### **ICServ 2025: Green Economy and Service Innovation - Shaping the Future of Business and Society**

*Host: European Institute of Japanese Studies,  
Stockholm School of Economics, 1-3 December 2025*

#### **Description**

The Society for Serviceology, in collaboration with the European Institute of Japanese Studies at Stockholm School of Economics, Sweden, is thrilled to announce ICServ 2025: Green Economy and Service Innovation: Shaping the Future of Business and Society. This distinguished international conference will take place in Stockholm, Sweden, serving as a dynamic platform to bring together leading researchers, industry practitioners, policymakers, and thought leaders from around the globe.

The conference will delve into the transformative potential of AI-driven service innovation and its alignment with green economy principles, addressing some of the most pressing challenges of our time. It will explore how service innovation can drive sustainable development, foster environmental responsibility, and reshape industries to support more equitable and sustainable societies. ICServ 2025 aims to bridge academic research and real-world applications by emphasizing interdisciplinary collaboration, paving the way for innovative solutions that combine technological advancement with ecological and societal well-being.

Participants will have the opportunity to engage in stimulating discussions, share groundbreaking research findings, and network with professionals who are shaping the future of service systems and sustainable practices.

The event will include keynote speeches from world-renowned experts, engaging panel discussions, and interactive sessions designed to inspire new perspectives and collaborative opportunities.

Join us at ICServ 2025 for an inspiring and thought-provoking exploration of how green economy principles and service innovation can shape the future of business and society. Together, we will explore how emerging technologies and sustainable practices can create lasting positive impacts for the planet and its people. Let's come together to envision and co-create a more sustainable and equitable future.

## **Topics**

ICServ 2025 welcomes contributions on the following subjects, but not limited to, which have a wide multidisciplinary and international perspective:

- Sustainable and green for social impact
- Green energy for social impact
- Servitization / Product-Service Systems
- Service-led Growth of Society and Economy
- Service Ecosystem and Value Co-Creation
- Service Culture
- Service Internationalization
- Service Engineering & Technology
- Service System
- Service Innovation
- Service Marketing & Management
- Human Aspects in Service
- Industry Practices
- AI-Enhanced Service Design and Delivery
- Ethics, Privacy, and Trust in AI-Driven Services
- Transforming Business Models with AI in Service
- Emerging Technologies and the future of service
- Service Capability
- Service Design
- Service Digitalization
- Service Disruption

## **Special sessions**

### Panel Discussions on Green Economy and Servitization

Explore the transition of traditional product-based business models to integrated product-service systems, examining their impact on efficiency, innovation, and sustainability.

### Happiness, Wellbeing and Welfare (tbd)

Discuss how service innovations can enhance individual and societal well-being, focusing on metrics such as welfare and happiness as essential indicators of progress.

## **Important dates**

Conference Dates: December 1st - 3rd, 2025

Important dates and calls for papers will be announced: February 1st, 2025

The abstract submission site will be open: April 1st

The notification of acceptance will be sent: July 1st

The camera-ready manuscript should be submitted: August 31st

The registration site will be open: September 1st

The conference program will be released: November 1st

More information about: <http://www.serviceology.org/>

Conference website:

<https://www.hhs.se/en/research/institutes/eijs/icserv-2025/>