Submit your abstract by **May 15**, 2013 on [meetings.informs.org/minneapolis2013](http://meetings.informs.org/minneapolis2013/).

We would like to invite you to submit an abstract for presentation for the Service Science Cluster at the INFORMS 2013 Annual Meeting, to be held from October 6-9, 2013, at Minneapolis, Minnesota, USA.

In the last 100 years, the importance of service in all facets of the economy has dramatically increased, leading to the current industry-led imperative on service science. Service science is an emerging field that requires an interdisciplinary approach to the study of service. It may integrate domain knowledge and methodologies from disciplines such as *operations management, marketing, service research, information systems and computing, economics, and organization*. Topics of interest include, but are not limited to:

- The concepts, principles, paradigms, and theories of service science
- Methodologies, modeling, techniques, and tools for service science
- Service innovations and business transformation
- Service management and marketing
- Service operations and productivity
- Service value networks
- IT service, customer service, and service satisfaction
- Service economics and pricing
- Service engineering, systems, and computing
- The dynamics of service-oriented system

Submit a short abstract (50-100 words) to the conference website by **May 15, 2013**.

Visit [http://meetings.informs.org/minneapolis2013](http://meetings.informs.org/minneapolis2013/) or contact informs2013.ssc@gmail.com for more information regarding the meeting and submission guidelines.

*Submit Early, Capacity Limited*: In recent years, the INFORMS Annual Meeting has grown significantly, making it difficult to accommodate all the talks submitted. It may be necessary to accept submissions in the order in which they are received if there is not sufficient capacity to schedule all the talks submitted by May 15. Therefore we encourage you to submit early, well before the May 15 deadline.

**Ming-Hui Huang**
Distinguished Professor, National Taiwan University
Vice Chair, INFORMS Service Science Section/Cluster Chair, INFORMS 2013 Annual Meeting