Paul P. Maglio

Ernest and Julio Gallo Management Program
Department of Management of Complex Systems
School of Engineering
University of California, Merced
5200 N. Lake Rd.
Merced, CA 95343

Tel: 831-588-7354
Email: pmaglio at ucmerced.edu
http://faculty.ucmerced.edu/pmaglio

Academic Appointments

2012–	Professor	Management, UC Merced
2012–	Professor	Cognitive Science, UC Merced
2007–2012	Associate Adjunct Professor	Cognitive Science, UC Merced
1998–1999	Research Associate	Psychology, UC Santa Cruz
1993–1994	Graduate Student Instructor	Cognitive Science, UC San Diego

Administrative Appointments

2018–	Director, Division of Management and Information	School of Engineering, UC Merced
2018–2019	Chair, Management of Innovation, Sustainability and Technology Graduate Group	School of Engineering, UC Merced
2017–	Chair, Management of Complex Systems Department	School of Engineering, UC Merced
2017–2018	Chair, EECS Graduate Group	School of Engineering, UC Merced
2015–2018	Associate Dean, Academic Personnel	School of Engineering, UC Merced

Work Experience

2015–2017	Consultant	IBM Research - Almaden
2004–2009	Research Senior Manager	IBM Research - Almaden
2000–2012	Research Manager	IBM Research - Almaden
1997–2015	Research Staff Member	IBM Research - Almaden
1995–1997	Postdoctoral Researcher	IBM Research - Almaden
1992–1995	Technical Staff Member	Jet Propulsion Lab, Cal Tech
1988–1989	Research Scientist	Artificial Intelligence Lab, MIT
1986–1988	Technical Staff Member	MITRE Corporation

Education

1995	Ph.D.	Cognitive Science	University of California, San Diego
1991	M.S.	Cognitive Science	University of California, San Diego
1986	S.B.	Computer Science and Engineering	Massachusetts Institute of Technology

Authored and Edited Books

Maglio, P. P., Kieliszewski, C. A., Spohrer, J. C., Lyons, K., Patricio, L. & Sawatani, Y. (Eds.). (2019). *Handbook of service science, Volume II.* New York: Springer.

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Edited Conference Proceedings

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Maglio, P. P. & Chou, W. (Eds.) (2017). *Proceedings of 2017 IEEE International Conference on Cognitive Computing (ICCC).* New York: IEEE. Available at http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=8027144.

Noelle, D. C., Dale, R., Warlaumont, A. S., Yoshimi, J., Matlock, T., Jennings, C. D. & **Maglio, P. P**. (Eds.) (2015). *Proceedings of the 37th Annual Meeting of the Cognitive Science Society, CogSci 2015.* Austin, TX: Cognitive Science Society. Available at https://mindmodeling.org/cogsci2015/.

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Refereed Journal Articles

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Breidbach, C. F., Choi, S., Ellway, B, P., Keating, B. W., Kormusheva, K., Kowalkowski, C., Lim, C., & **Maglio, P. P.** (2018). Operating without operations: How is technology changing the role of the firm? *Journal of Service Management*, 29(5), 809-833.

Lim, C., Kim, K. & **Maglio, P. P.** (2018)**.** Smart Cities with Big Data: Reference Models, Challenges, and Considerations. *Cities,* 82, 86-99.

Lim, C. & **Maglio, P. P**. (2018). Data-driven understanding of smart service systems through text mining. *Service Science,* 10(2), 154-180.

Lim, C., Kim, K. K., Kim, M. J., Heo, J. Y., Kim, K. J., & **Maglio, P. P.** (2018). From data to value: A nine-factor framework for data-based value creation in information-intensive services. *International Journal of Information Management*, 39, 121-135.

Lim, C., Kim, M., Kim, K., Kim, K. & **Maglio, P. P.** (2018). Using data to advance service: Managerial issues and theoretical implications from action research. *Journal of Service*

Theory and Practice, 28, 99-128.

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Peters, C., **Maglio, P. P.**, Badinelli, R., Harmon, R. R., Maull, R., Spohrer, J. C., Tuuanen, T., Vargo, S. L., Welser, J. J., Demirkan, H., Griffith, T. L., & Moghadam, Y. (2016). Emerging digital frontiers for service innovation. *Communications of the Association for Information Systems,* 39, article 8.

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attentive information systems. *Knowledge-Based Systems, 14*, 103–110.

Ihde, S., **Maglio, P. P**., Meyer, J., & Barrett, R. (2001). Intermediary-based transcoding framework. *IBM System*s *Journal, 40*, 179–192.

Maglio, P. P. & Barrett, R. (2000). Intermediaries personalize information streams. *Communication*s *of th*e *ACM, 43(8)*, 96–101.

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Maglio, P. P. & Kieliszewski, C. (2015). The new scientific study of service. In J. Bryson & P. Daniels (Eds.), *The Handbook of Service Business*. Cheltenham, UK: Edward Elgar, pp. 49-59.

Maglio, P. P. & Breidbach, C. F. (2014). Service Science: Toward systematic service innovation. In A. Newman & J. Leung J (Eds.), *Bridging Data and Decisions: Tutorials in Operations Research*. Catonsville, MD: INFORMS, pp. 161–170.

Spohrer, J. & **Maglio, P. P.** (2010). Toward a science of service systems: Value and symbols. In P. P. Maglio, C. A. Kieliszewski & J. C. Spohrer (Eds.), *Handbook of service science*. New York: Springer.

Spohrer, J. & **Maglio, P. P.** (2010). Service science: Toward a smarter planet. In W.

Karwowski & G. Salvendy (Eds.), *Introduction to service engineering.* New York: Wiley & Sons, pp. 3-30.

Maglio, P. P., Kandogan, E., & Haber, E. (2008). Distributed cognition and joint activity in computer-system administration. In M. S. Ackerman, C. Halverson, T. Erickson, & W. A. Kellogg (Eds.), *Resources, co-evolution, and artifacts: Theory in CSCW.* New York: Springer, pp. 145-166.

Spohrer, J., McDavid, D., **Maglio, P. P.**, & Cordata, J. W. (2006). NBIC Convergence and technology coevolution: Towards a services science to increase productive capacity. In W. S. Bainbridge & M. C. Roco (Eds.), *Managing Nano-Bio-Info-Cogno Innovation*s *in Society*. New York: Springer, pp. 227-254.

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Maglio, P. P. & Matlock, T. (2003). The conceptual structure of information space. In K. Höök, D. Benyon & A. Munro (Eds.), *Designing information spaces: The social navigation approach*. London: Springer-Verlag, pp. 385–403. (Reprinted from *Social navigation of information space*).

Maglio, P. P. & Matlock, T. (1999). The conceptual structure of information space. In A. Munro, K. Höök, & D. Benyon (Eds.), *Social navigation of information space,* London: Springer-Verlag, pp 155-173.

Refereed Conference Papers

Lim, C. & **Maglio, P. P.** (2017). Toward a unified model of service systems. *Proceedings of the 8th International Research Symposium in Service Management (IRSSM-8).* Seoul Korea.

Ekman, P., Jonas, J., **Maglio, P. P.**, Reynolds, D., & Röndell, J. (2017). Customer Value Through Resource Integration: The Role of the Institutional Solution Space: An Abstract. In *Academy of Marketing Science Annual Conference* (pp. 495-496).

Winkler, D. A., Beltran, A., Esfahani, N. P., **Maglio, P. P.** & Cerpa, A. E. (2016). FORCES: feedback and control for occupants to refine comfort and energy savings. *Proceedings of the 16th ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp 2016).* Heidelberg, Baden-Wurttemberg, Germany. ACM Press.

Krishnamurthy, U. & **Maglio, P. P.** (2016) PAVES: Partnering with Autonomous Vehicles, Environments, and Systems. *Proceedings of 2016 IEEE International Conference on Systems, Man and Cybernetics.* Budpest, Hungary. IEEE Press.

Lim, C, **Maglio, P. P.**, Kim, K., Kim, M., Kim, K. (2016). Toward Smarter Service Systems through Service-oriented Data Analytics. *Proceedings of IEEE-INDIN 14th International Conference on Industrial Informatics*, Futuroscope-Poitiers, France.

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Anya, O., Moore, B., Kieliszewski, C., **Maglio, P. P.** & Anderson, L. (2015). Understanding the practice of discovery in enterprise big data science: An agent-based approach, *6th International Conference on Applied Human Factors and Ergonomics (AHFE 2015)*.

Breidbach, C. F. & **Maglio, P. P.** (2015). A Service Science Perspective on the Role of ICT in Service Innovation. *European Conference on Information Systems (ECIS)* 2015.

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Breidbach, C. F., **Maglio, P.** (2014). Innovation as Service System Reconfiguration: Implications for IS Research. *ICIS 2014 Special Interest Group on Service Workshop*

Breidbach, C. F., **Maglio, P. P.** & Selinger, P. (2013). A service science perspective on big data and the evolution of business models. *ICIS 2013 Special Interest Group on Service Workshop*.

Tan, W. C., Haas, P. J., Mak, R. L., Kieliszewski, C. A., Selinger, P., **Maglio, P. P**., Glissmann, S., Cefkin, M. & Li, Y. (2012). Splash: A platform for analysis and simulation of health. *Proceedings of ACM SIGHIT International Health Informatics Symposium (IHI 2012)*, New York: ACM Press, 543-552.

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Other Papers (Invited Contributions, Abstracts, Workshops)

Turner, M. A., Bernacchi, L., Matlock, T., & **Maglio, P. P.** (2018, December). How regulations strangle business: Lessons for science communication based on violence metaphors in the 2016 presidential election. In *AGU Fall Meeting Abstracts.*

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In Press, Submitted, and In Preparation

Breidbach, C. F. & **Maglio, P. P.** (2020). Accountable Algorithms? The Ethical Implications of Data-driven Business Models. Accepted, *Journal of Service Management.*

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Patents

Barrett, R., Kellem, D., & Maglio, P. *Communication network system and architecture for*

recording and displaying history of information accessed. US Patent number: 5,727,129. March, 1998.

Barrett, R., Kellem, D., Maglio, P., & Selker, T. *System and method for displaying a graphical representation of an entity along with a related parameter of the entity.* US Patent Number: 5,908,467. June, 1999.

Cohen, A., Sheldon, M., Maglio, P. P., & Barrett, R. *Method and system for summarizing topics of documents browsed by user.* US Patent Number: 6,356,898. March, 2002.

Cohen, A., Sheldon, M., Maglio, P. P., & Barrett R. *Method and system for conveying expertise based on document usage.* US Patent Number: 6,377,983, April, 2002.

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Barrett, R., Maglio, P. P. & Selker, E. J. *Managing networked information using physical objects.* US Patent Number: 6,549,933, April, 2003.

Flickner, M. D., Lu, Q., Maglio, P. P., Selker, E. J., Morimoto, C. H., & Koons, D. B. *Method and system for relevance feedback through gaze tracking and ticker interfaces.* US Patent Number: 6,577,329, June, 2003.

Barrett, R. & Maglio, P. P. *Digital persona for providing access to personal information.* US Patent Number: 6,581,059, June, 2003.

Maglio, P. P. & Matlock, T. G. *Character input interface for compact electronic devices.* US Patent Number: 6,744,427, June, 2004.

Barrett, R., Maglio, P., & Underwood, G. *Method and system for pushing information to a client an information processing system.* US Patent Number: 6,820,084 B2, November, 2004.

Campbell, C. S. & Maglio, P. P. *System and method for detecting reading and skimming from eye movements.* US Patent Number: 6,873,314 B1, March 2005.

Campbell, C. S. & Maglio, P. P. *A system and method for posting, transferring, and moving digital information.* US Patent Number: 7,046,213 B2, May, 2006.

Campbell, C. S. & Maglio, P. P. *A method of rewarding the viewing of advertisements based on eye-gaze patterns.* US Patent Number: 8,538,816 B2, September 2013.

Haas, P., Kieliszewski, C A., Maglio, P. P., Mak, R., Selinger, P., Tan, W-C. *Composite modeling simulation and analysis.* US Patent Number: 9,805,145 B2, October 2017.

Barberis, N., Haas, P., Maglio, P. P., Phoungphol, P., Selinger, P., Tan, W-C., Terrizzano, I. *System for design and execution of numerical experiments on a composite simulation.* Filed, October, 2013.

Grants and External Funding

Co-PI, "Cognitive Computing via Synaptronics and Supercomputing (C2S2)," DARPA Contract No. 11-09-C-0002. October 2008 – July 2009, $4.9M.

Co-PI, "Cognitive Computing via Synaptronics and Supercomputing (C2S2)," DARPA Contract No. 11-09-C-0002. July 2009 – January 2011, $15M.

Co-PI, "Cognitive Computing via Synaptronics and Supercomputing (C2S2)," DARPA Contract No. 11-09-C-0002. January 2011 – July 2012, $25M.

PI, "California Center for Service Science," UC Research Opportunities Fund. May 2013, $30,000.

PI, "Workshop to Develop a Research Agenda for Service Innovation," NSF CMMI-1353337, August, 2013, $47,713.

PI, "Workshop to Develop a Research Agenda for Service Innovation," NAS UIDP, Dec 2013, $5,000.

PI, "Service and Project Collaboration and Leadership," UC Online Education, Innovative Learning Technology Initiative Grant, Jan, 2014, $117,000.

Co-PI, "PFI:BIC: Human-in-the-Loop: A Critical Link to Enable Smart Control of Building Infrastructure in a Complex Service System," NSF IIP-1430351, August 2014, $800,000.

Co-PI "Reducing Attrition of Underrepresented Minority and First-Generation Graduate Students in Interdisciplinary Computational Sciences," DGE-1633429/NRT-IGE, July, 2016, $352,578

PI, "Service Science – Online Course," UC Merced Online Education, Innovative Learning Technology Initiative Grant, Feb, 2017, $99,790.

Co-PI, "UC Merced Blackstone LaunchPad Program", Blackstone Charitable Foundation, March 2019, $550,000.

University Courses Taught

"Technology-enabled Service," Master of Management, UC Merced, Fall 2019

"MIST Speaker Series/Graduate Seminar" MCS PhD, UC Merced, Fall 2019

"Foundations – Management of Complex Systems" MCS PhD, UC Merced, Fall 2019

"Technology-enabled Service," Master of Management, UC Merced, Spring 2019

"Service Science," Management/Cognitive Science, UC Merced, Fall 2016

"Service Innovation," Management/Engineering, UC Merced, Fall 2015

"Service Innovation," Management/Engineering, UC Merced, Spring 2015

"Service Science," Management/Cognitive Science, UC Merced, Fall 2014

"Service Science," Management/Cognitive Science, UC Merced, Fall 2013

"Information Systems and Service Design," Management/CSE, UC Merced, Spring 2013

"Service Science," Management/Cognitive Science, UC Merced, Fall 2012

"Service Science," Management/Cognitive Science, UC Merced, Fall 2011

"Cognitive Science Graduate Seminar", UC Merced, Fall 2010,

"Service Science," Management/Cognitive Science, UC Merced, Fall 2009

"Service Science," Management/Cognitive Science, UC Merced, Fall 2008

"Service Science," Management/Cognitive Science, UC Merced, Fall 2007

"Artificial Intelligence Programming (Lab)," Cognitive Science, UCSD, Fall 1993

"Artificial Intelligence Programming (Lab)," Cognitive Science, UCSD, Fall 1992

Distinguished and Keynote Lectures

"Developing Service Science", Keynote, Doctoral Consortium at The Naples Forum on Service, Ischia, Italy, June 2019.

"On Value Creation in the Age of Digital Services", Keynote, Karlsrhue Service Summit, Karlsrhue, Germany, September, 2018.

"On Value Creation in the Age of Autonomous Service Systems", Keynote, International Conference on Exploring Service Science (IESS) 1.7, Rome, Italy, May, 2017.

"Service Science and Human–centered Service Systems", Sigma Xi Distinguished Scientist Lecture, UC Merced, California, May 2016.

"Service Science: Enabling Systematic Service Innovation", Keynote, Third International Conference on Serviceology (ICSERV 2015), San Jose, California, July 2015.

"A Service Science Perspective on Big Data and Business Model Evolution", Keynote, 6th International Conference on Intelligent Networking and Collaborative Systems (INCoS 2014) and 17th International Conference on Network-Based Information Systems (NBIS 2014), Salerno, Italy, September, 2014.

"A Service Science Perspective on Big Data and Business Model Evolution", Knowledge Service Engineering Distinguished Seminar, KAIST, Korea, March 2014.

"Modeling Complex Service Systems: Trying to Understand People, Interactions, and Emergence," International Conference on Management of Emergent Digital EcoSystems (MEDES 2011), San Francisco, California, November, 2011.

"On the Role of Symbolic Processes in Value Cocreation," Keynote, 2010 International Conference on Service Science (ICSS 2010), Hangzhou, China, May, 2010

"Toward a Science of Service Systems for a Smarter Planet and a Smarter Workforce," Service Science Forum, National Tsing-Hua University, Hsinchu City, Taiwan, March, 2009.

"An Approach to Service Science," Cevora ICT Symposium, Brussels, Belgium, February, 2009.

"Global Integration and Service Innovation," Keynote, Seventh Global Mobility Roundtable Conference on Innovative Services Through Mobile Technologies, University of Auckland, New Zealand, November, 2008.

"Service Research, Education, and Innovation – The Future of Service Science," Third IBM Australia/New Zealand SSME Conference, Sydney, Australia, November, 2008.

"Toward a Research Agenda for Service Science," SSME Research Workshop, Georgia Institute of Technology, October 2008.

"Why IBM Needs a Multidisciplinary Service Science," Aachener Dienstleistungsforum, Aachen University, Germany, September, 2008.

"Steps Toward a Science of Service Systems," Dean's Lecture Series, Golisano College of Computing and Information Sciences, Rochester Institute of Technology, February, 2007.

"Steps Toward a Science of Service," Keynote, 2006 Asia-Pacific Symposium on Service Science, Management, and Engineering, Tsinghua University, Beijing, China, December 2006.

"Services Sciences, Management, and Engineering," Wachovia Distinguished Speaker Series, Pamplin College of Business, Virginia Tech, February 2006.

Invited University Course, Seminar, and Colloquium Lectures

"Intelligent Agents or the Future of Human-Computer Interaction", Introduction to Cognitive Science, Invited Lecture, UC Merced, April 2018.

"Taming Information Technology", HCI Seminar, UCSC, April 2018.

"On Value Creation in the Age of Autonomous Service Systems", Psychology Colloquium, UCSC, April 2018.

"Some thoughts on computer-related metaphors," Metaphor and Thought, Invited Lecture, UC Merced, November, 2016.

"Applied Cognitive Science," Cognitive Science Research Methods, Invited Lecture, UC Merced, May, 2015.

"Some thoughts on computer-related metaphors," Metaphor and Thought, Invited Lecture, UC Merced, November, 2013.

"A Service Science Perspective on Big Data and Business Model Evolution," iSchool, University of Toronto, October 2013.

"Service Science: An Opportunity for UC," Rady School of Management, UCSD, May, 2013.

"Service Science: Entrepreneurship and Innovation," Levin Institute, State University of New York, November, 2012.

"Metaphors We Surf the Web By," Metaphor and Thought, Invited Lecture, UC Merced, October 2012.

"A Perspective on the Future of Services," Roundtable on the Future of Services: The Digital Economy. Warwick University, UK, September 2012.

"Service Science," Service Engineering, Invited Lecture, University of California, Santa Cruz, April 2012.

"Service Science, Management, and Engineering," Engineering Professional Seminar, UC Merced, March 2012.

"Taming Information Technology," CogSci Graduate Seminar, UC Santa Barbara, March, 2012.

"Splash: A computational platform for collaborating to solve complex health problems," EECS Seminar, UC Merced, March, 2012.

"Splash: A computational platform for collaborating to solve complex health problems," Center for Public Health Colloquium, Stanford University, May, 2011.

"Splash: A computational platform for collaborating to solve complex health problems," Computer Science Department Colloquium, Georgia State University, April, 2011.

"Service Science," Service Engineering, Invited Lecture, University of California, Santa Cruz, January 2011.

"From Cognitive Science to Service Science: Distributed Cognition in System Administration," Mind, Technology, & Society Lecture, UC Merced, November, 2009.

"Progress Toward Service Science," Talks on Computing Systems, Carnegie Mellon Silicon Valley, September, 2009.

"Toward a Science of Service Systems for a Smarter Planet and a Smarter Workforce," Anderson School of Management, University of New Mexico, April 2009.

"Human-Computer Interaction." Cognitive Science 1, Invited Lecture, University of California, Merced, November, 2008.

"The Future of Service Science." CITRIS Research Exchange, University of California, Berkeley, October, 2008.

"Progress toward Service Science." Department of Information Technology Management Seminar, University of Hawaii at Manoa, April 2008.

"Progress toward Service Science." Service Engineering, Invited Lecture, University of California, Santa Cruz, January 2008.

"IBM, Service, and Service Science." Service Management, Invited Lecture, Stanford Graduate Business School, January 2008.

"Human-Computer Interaction." Cognitive Science 1, Invited Lecture, University of California, Merced, November, 2007.

"What I Know about Strategic Planning." Management 191, Invited Lecture, University of California, Merced, November, 2007.

"Service Science, Management, and Engineering." Information Systems and Technology Management 270, Invited Lecture, UC Santa Cruz, January 2007.

"Service Science, Management, and Engineering." Service Science Lecture Series, Invited Lecture, Information School, UC Berkeley January 2007.

"Human-Computer Interaction." Cognitive Science 1, Invited Lecture, University of California, Merced, December, 2006.

"Service Science, Management, and Engineering," Engineering Systems Division Graduate Seminar, Invited Lecture, MIT, November, 2006.

"Service Sciences, Management, and Engineering," Bocconi University, SDA, Italy, May, 2006.

"Service Sciences, Management, and Engineering," University of Pavia, Italy, May 2006.

"Service Science, Management, and Engineering," Engineering Systems Division Graduate Seminar, Invited Lecture, MIT, April, 2006.

"Services Sciences, Management, and Engineering," Skills Session for Service Learning, UC Merced, March, 2006.

"Services Sciences, Management, and Engineering," Frontiers in Computer Science Lecture Series, University of California, San Diego, January 2006.

"Human-Computer Interaction." Cognitive Science 1, Invited Lecture, University of California, Merced, December, 2005.

"Services Sciences, Management and Engineering." School of Information Science and Technology, Penn State University, October, 2005.

"Service Science: Increasing innovation and work system productivity." Stern School of Business, New York University, February, 2005.

"Service Science: An approach to increasing innovation and work system productivity." Computer Systems Laboratory Colloquium, Stanford University, January, 2005.

"What middleware administrators do." Class Seminar, College of Creative Studies, UC Santa Barbara, May, 2003.

"What middleware administrators do." CS Distributed Systems Seminar, Stanford University, April, 2003.

"Attentive user interfaces." Media Lab Colloquium, MIT. November, 2000.

"Web Intermediaries (WBI)" Computer Science Department, University of Salerno, Italy. April, 2000.

"Tradeoffs in displaying peripheral information." Psychology Department Colloquium, UC Santa Cruz. April, 1999.

"Applications for intermediaries on the web." Human-Centered Computing Seminar, UC Berkeley. October, 1998.

"How people think about the web." IEEE Seminar, EE Department, University of Memphis,

October, 1998.

"How to make web surfing easier." Psychology Department Colloquium, UC Santa Cruz. March, 1998.

"Beyond embodiment: Cognition as interactive skill." Psychology Department Colloquium, UC Santa Cruz. May, 1997.

Other Invited Presentations

"On the impact of Bob Lusch and Service-Dominant Logic", [Discussant] Paul D. Converse Award Symposium, Urbana-Champaign, April 2016.

"Toward a T-shaped management curriculum at the University of California", T-Summit, Washington DC, March 2016.

"Service Science and Human–centered Service Systems", Information Science Department, University of Colorado, Boulder, January, 2016.

"Service and value cocreation", Workshop on Understanding the Notion of Value in the Service Economy, Trento, Italy, March 2016.

"Cloud-first Workshop", UC Merced IT Department, June, 2015.

"Service Science: Toward systematic service innovation", Tutorial presentation at INFORMS Annual Meeting, San Francisco, CA, November, 2014.

"A Service-Dominant Logic Perspective on Service Innovation: The Role of Big Data Analytics". Presentation at Forum on Markets and Marketing, University of Karlstad, Sweden, June 2014.

"Toward a research agenda for service science," Panel presentation at ICSSI, Taipei, Taiwan, June 2014.

"My undergraduate service science course," Decision Sciences, San Francisco, CA, November, 2012.

"Is big data a big opportunity for service?" Euroma Service Forum, University of Cambridge, Cambridge, UK, September, 2012.

"A Perspective on the Future of Services in a Connected World: Modeling Service Systems," Panel presentation at Euroma Service Forum, University of Cambridge, Cambridge, UK, September, 2012.

"Service Systems are Cognitive Systems," Human Side of Service Engineering Conference, San Francisco, CA, July 2012.

"Distributed Cognition in Computer System Administration," Human Side of Service Engineering Conference, San Francisco, CA, July 2012.

"Comments on the role of anthropology in service science," Discussant at Human Side of Service Engineering Conference, San Francisco, CA, July 2012.

"Comments on 'Service Competition and Product Quality in the US Auto Industry'," Discussant at Manufacturing and Service Operations (MSOM) Conference, Columbia University, NY, June 2012.

"What is service science anyway?" Sigma Xi Symposium, UC Merced, April 2012.

"Splash: A computational platform for collaborating to solve complex problems," Panel presentation at Conference on Understanding Complex Services through Different Lenses, University of Cambridge, UK, September 2011.

"Splash: A computational platform for collaborating to solve complex health problems," BIT Symposium, Anderson School of Management, UCLA, July, 2011.

"Simulating the Health System through Model Composition." Second Symposium on Healthcare Advancements in Research and Practice SHARP 2.0, Minnesota State University, Moorhead, MN, April 2011.

"Panel: The Futurists." Connected Health Symposium, Partners Healthcare, Boston MA, October, 2010

"Challenges in Service Science." Roundtable and Townhall Meeting on Service Research. University of Cambridge, United Kingdom, September, 2010.

"Service Science and Service Systems." International Symposium on Service Innovation, Tokyo Institute of Technology, Tokyo, Japan, March 2010.

"Five years of Service Science." Art & Science of Service V, Waltham, MA, June, 2009.

"Toward a Science of Service Systems." Fifth Agoria Roundtable on Service Innovation, Brussels, Belgium, February 2009.

"Service Science, Today and Tomorrow." IV Annual Conference on the Logic and Science of Service. Honolulu, Hawaii, June 2008.

"Progress toward Service Science." Department of Management Information Systems, University of British Columbia, Vancouver, May 2008.

"Some Thoughts on Service System Modeling," SSME Workshop, University of Alberta, Edmonton, Canada, March, 2008.

"Service Science is the Study of Service Systems," Frontiers in Information Technology and Applications (FITA 2008), Eller College of Management, Tucson, Arizona, February, 2008.

"Service Education, Service Research, Service Innovation," Panel on Service Science at DSI Annual Meeting, Phoenix, AZ, November, 2007.

"Service Education, Service Research, Service Innovation," Advisory Board Meeting, IBM Center for Advanced Study, Toronto, Canada, October, 2007.

"Service Science Aims to Understand Service Systems," Workshop: Towards a Research Tradition in Services Science, Management, and Engineering at CASCON, Toronto, Canada, October, 2007.

"Toward a Science of Service Systems," Panel on Research in Services-Oriented Technology and Management at Ninth annual Conference on Electronic Commerce (ICEC), Minneapolis, MN, August 2007.

"Categorization in Practice," Symposium on Semantics in the Wild presented at the Twenty-ninth Annual Conference of the Cognitive Science Society, Nashville, TN, August 2007.

"Toward a Science of Service Systems," Panel on IT Industry Mega Trends/Challenges—Software/Service Focus – CTO's perspectives" at the Silicon Valley CTO Forum, Santa Clara, CA, July 2007.

"Steps Toward a Science of Service Systems," DSI Mini-Conference on Service Science, Pittsburgh, PA, May 2007.

"Steps Toward a Science of Service Systems," New Software Industry Conference, Mountain View, CA, April, 2007.

"Steps Toward a Science of Service Systems," Xerox Innovation Group, Webster, NY, February, 2007.

"The Revolution's Coming… or It's Here… or Something…", Panel on The Algorithmic

Revolution in Service held at the Second Annual Conference on Globalization of Services, Stanford University, December 2006.

"Measuring Service Work," Contributed session at INFORMS, Pittsburgh, PA, November 2006.

"Service Industry Panel," Sponsored Session at INFORMS, Pittsburgh, PA, November 2006.

"Service Science, Management, and Engineering," CASCON Workshop on Service Science, Toronto Canada, October, 2006.

"Service Science, Management, and Engineering," Invited talk at First Technical Meeting for Systems and Services Sciences, Grenoble, France, September 2006.

"Service Science, Management, and Engineering," Invited talk at CRIC Innovation in Service Conference, Manchester UK, June 2006.

"Services Sciences, Management, and Engineering," School of Engineering, UC Merced, February, 2006.

"Service Innovation and the Organization of Work." eBRC Workshop on Service Innovation. Penn State University, June 2005.

"What do system administrators do?" Panel held at Usenix LISA Conference, San Diego CA, October, 2003.

"Autonomic computing meets middleware administrators." IBM Make IT Easy (MITE) Conference, Toronto, October, 2003.

"The art and science of system administration." High Performance Transaction Systems Workshop (HPTS), Monterey CA, October, 2003.

"What the practices of middleware administrators mean for admin console design." Sun Labs, Mountain View, CA, September, 2003.

"What the practices of middleware administrators mean for admin console design." Autonomic Computing Seminar, Watson Research Center, Hawthorne, New York, August, 2003.

"The art of system administration." IBM Autonomic Computing Advisory Board Meeting, New York, April, 2003.

"User experience of middleware administration." ROC Lab Meeting, Computer Science Department, UC Berkeley, February, 2003.

"On the role of action in human-computer interaction." Stanford Language Users Group (SLUGS), Psychology Department, Stanford University, November 2002.

"Designing interactions for attentive user interfaces." Communications Department, Stanford University. December 2001.

"On the display of peripheral information." CSLI Workshop on Cognitive Aspects of Visualization, Stanford University. October, 2001.

"Gaze and speech in attentive environments." Pervasive Computing Conference, IBM Watson Research Center, New York. September, 2000.

"Attentive user interfaces." Human-Computer Interaction Lab Seminar, UC San Diego. January, 2000.

"WebPlaces: How to add people to the web." Swedish Institute of Computer Science, Stockholm, Sweden. July, 1999.

"WBI: How to program the web with intermediaries." Second Workshop on Adaptive Systems and User Modeling on the World Wide Web (WWW8), Toronto. May, 1999.

 "Toward a model of web surfing." Human Factors Group Seminar, NASA Ames Research
   Center. September 1997.

Journal Editor and Editorial Board

Co-guest Editor, *IEEE Transactions on Service Computing*, Special section In Search of a New
   Alignment in Service Research, Vol 10 no 6, 2017.

Scientific Board, *Systems Management* Book Series, Routledge, 2016 –

Scientific Board, *European Review of Service Economics and Management/Revue Européenne
   d'Economie et Management des Services*, 2016 –

Editor-in-Chief, *Service Science*, 2016 – 2018

Editor-in-Chief, *Service Science*, 2013 – 2015

Senior Editor, *Information Systems and eBusiness Management,* 2013 –

Associate Editor, *Journal of Innovation Management,* 2013 –

Co-guest Editor, *International Journal of Cooperative Information Systems*, Special issue:
   Service Oriented computing (ICSOC), Vol 21, no 1, 2012.

Editorial Board, *Service Science*, 2011 – 2013

Co-guest Editor, *Information Systems and eBusiness Management*, Special Issues on Service
   Science, Management, and Engineering. Vol 9, no 2, 2011.

Editorial Board, *LNCS Subline in Services Science*, Springer-Verlag, 2009 –

Editorial Review Board, *Journal of Service Research*, Sage Publications, 2009 –

Co-guest Editor, *Information Systems and eBusiness Management*, Special Issues on Service
   Science, Management, and Engineering. Vol 7, no 4, and Vol 8, no 1, 2009-2010.

Co-guest Editor, *IBM Systems Journal*, Special Issue on Service Science, Management, and
   Engineering. Vol 47, no 1, February 2008.

Editorial Review Board, *Journal of Service Research*, Sage Publications, 2007 – 2009

Conference General Chair and Program Chair

Proceedings Co-Chair, *INFORMS International Conference*, Taipei Taiwan, June 2018

Program Co-Chair, *IEEE International Conference on Cognitive Computing*, Honolulu, HI, June,
   2017

General Co-Chair, *IEEE Services Computing Conference*, San Francisco, CA, June 2016.

General Co-Chair, *37th Annual Conference of the Cognitive Science Society*, Pasadena, CA, July
   2015.

Program Co-Chair, *IEEE Services Computing Conference*, New York, NY, June 2015.

General Co-Chair, *International Conference on Service Science and Innovation*, Taipei, June
   2014

General Co-Chair, *The Art and Science of Service*, San Jose CA, June 2011

Program Co-Chair, *International Conference on Service-Oriented Computing (ICSOC 2010)*, San
   Francisco, CA, December, 2010.

Co-chair, *Almaden Institute: Smarter Health through Modeling and Simulation*. IBM Almaden
   Research Center, April, 2010.

Co-chair, *Frontiers in Service*, San Francisco CA, October, 2007

General Co-Chair, *Sixteenth International Conference on Management of Technology (IAMOT 2007)*, Miami Beach, FL, May, 2007

General Co-chair, *First ACM Symposium on Computer-Human Interaction for Managing Information Technology (CHIMIT '07)*, Cambridge MA, March 2007

Co-chair, *Service Science, Management and Engineering: Education for the 21st Century*, Palisades, NY, October 2006.

Co-chair, *Conference on Human Impact and Application of Autonomic Computing Systems*, sponsored by the IBM Academy of Technology. IBM TJ Watson Research Center, Yorktown Heights, New York, April, 2004.

Co-chair, *Almaden Institute: Work in the Era of the Global, Extensible Enterprise*. IBM Almaden Research Center, March, 2004.

Co-chair, *Conference on Human Interaction with Autonomic Computing Systems*, sponsored by the IBM Academy of Technology. IBM Almaden Research Center, San Jose, California, June, 2003.

Workshop Chair, Track Chair, and Panel Chair

Co-chair, *Service Science,* Minitrack at HICSS, January 2020.

Co-Chair, *Service Science*, Track at ICIS, December 2019

Co-chair, *Service Science,* Minitrack at HICSS, January 2019.

Co-chair, *Service Science,* Minitrack at HICSS, January 2018.

Co-chair, *Service Science,* Minitrack at HICSS, January 2017.

Co-chair, *Service Science*, Minitrack at HICSS, January 2016.

Co-chair, *Human-machine Symbiosis 50 Years Later,* Invited Symposium at 37th Annual Cognitive Science Society Meeting, July, 2015

Co-chair, *Service Science, Management, Engineering*, Minitrack at HICSS, January 2015.

Co-chair, *Service Science, Management, Engineering*, Minitrack at HICSS, January 2014.

Co-chair, *Service Science, Management, Engineering*, Minitrack at HICSS, January 2013.

Co-chair, *Service Science, Management, Engineering*, Minitrack at HICSS, January 2012.

Co-chair, *Five years of Service Science at HICSS: Looking Back and Looking Ahead*, Workshop at HICSS, January 2012.

Co-chair, *Service Science, Management, Engineering*, Minitrack at HICSS, January 2011.

Co-chair, *Applications and Industry Practice*, Track at the *International Conference on Service Science and Innovation* (ICSSI 2010), August 2010.

Co-chair, *Service Science, Management, Engineering,* Minitrack at HICSS, January 2010

Co-chair, *Service Science, Management, Engineering,* Minitrack at HICSS, January 2009

Co-chair, *AMCIS Minitrack on Information Systems in Service Research*, August 2008

Co-chair, *Service Science, Management, Engineering,* Minitrack at HICSS, January 2008

Co-chair, *PICMET Symposium: Technology Management in the Service Sector*, Portland, OR, August, 2007

Co-chair, Service Industry Panel, *INFORMS*, Pittsburgh, PA, November 2006.

Co-chair, Service Science Workshop, *CASCON*, Toronto, Canada, October, 2006.

Co-chair, *Workshop on Education for Service Innovation*, National Academies Building,

Washington DC, April 2006.

Co-organizer, *System Administrators are Users Too.* Workshop held at ACM CHI Conference, Fort Lauderdale, Florida, April, 2003.

Other Appointments and Professional Service

Faculty Member, Center for Service Leadership, Arizona State University, 2019 –

Faculty Member, Service Innovation Alliance, University of Queensland, Australia, 2019 –

Habilitation Committee for Prof. Lia Patricio, University of Porto, Portugal, February 2020

University Service

Academic Restructuring Working Group (Co-chair), UC Merced, 2017 – 2018

Ad hoc Unit-formation Policy Working Group, UC Merced, 2017

Workforce Planning Faculty-Administration Working Group – Organizational Effectiveness, UC Merced, 2017 – 2018

School Restructuring Faculty-Administration Working Group, UC Merced, 2016 – 2017

Search Committee (Co-chair), Management, UC Merced, 2016 – 2017

Program Review Committee, Academic Personnel Office, UC Merced, 2016 – 2017

Chair, Executive Committee, School of Engineering, 2016 – 2017

Chair, Academic Personnel Committee, School of Engineering, UC Merced, 2016 – 2017

Ad hoc Administrator Review Committee, UC Merced, 2016

CCGA Proposal Reviewer, UC, 2016

Search Committee (Co-chair), Management, UC Merced, 2015 – 2016

Search Committee (Member), Natural Resource Management, UC Merced, 2015 – 2016

Chair, Academic Personnel Committee, School of Engineering, UC Merced, 2015 – 2016

Executive Committee (Member), School of Engineering 2015-2016

Panelist, UC VCR/CIO Summit, UCLA, March 2015

Search Committee (Chair), Management, UC Merced, 2014 – 2015

Search Committee (Member), Natural Resource Management, UC Merced, 2014 – 2015

Chair, Academic Personnel Committee, School of Engineering, UC Merced, 2014 – 2015

Executive Committee (Member), School of Engineering 2014-2015

Vice-chair, Committee on Privilege and Tenure, UC Merced, 2014-2015

Judge, Mobile App Challenge, UC Merced, Spring 2014

Search Committee (Chair), Natural Resource Management, UC Merced, 2013 – 2014

Search Committee (Member), Design and Manufacturing (Mech Eng), UC Merced, 2013 – 2014

Advisory Search Committee, Associate Vice Chancellor for Research and Economic Development, UC Merced, 2013 – 2014

Chair, Academic Personnel Committee, School of Engineering, UC Merced, 2013 – 2014

Merced Representative to Assembly of the Academic Senate, UC System, 2013 – 2014

Executive Committee (Member), School of Engineering 2013-2014

Search Committee (Chair), Natural Resource Management, UC Merced, 2012 – 2013

Member At Large, Divisional Council, UC Merced, 2012 – 2014

Vice chair, Academic Personnel Committee, School of Engineering, UC Merced, 2012 - 2013
Faculty Assessment Organizer, Management Program, UC Merced, 2012-2014
Faculty Assessment Organizer, Service Science Minor, UC Merced, 2012-2014
Search Committee, Visiting Professors of Management, UC Merced, 2012 - 13
Advisory Search Committee, Vice Chancellor of University Relations, UC Merced, 2011 – 2012
Search Committee, Cognitive and Information Sciences, UC Merced, 2011 – 2012
Search Committee, Cognitive and Information Sciences, UC Merced, 2010 – 2011
Search Committee, Management/Marketing, UC Merced, 2010 – 2011
Future of Cognitive Science Workshop Committee, UC Merced, 2009
School of Management Project, UC Merced, 2007 – 2009

Honors and Awards

Elected Council Member – INFORMS Service Science Section, 2020-2021

Evert Gummesson Outstanding Service Research Award, The Naples Forum on Service, June 2019. http://www.naplesforumonservice.it/public/index.php?node=260

Emerald Literati Outstanding Paper of the Year, Journal of Service Theory and Practice (Emerald), "Managerial issuesand theoretical implications from action research", April, 2019. http://emeraldgrouppublishing.com/authors/literati/awards.htm?year=2019&journal=jstp

Volunteer Service Award, Institute for Operations Research and the Management Sciences (INFORMS), November 2018. https://www.informs.org/Recognizing-Excellence/INFORMS-Prizes/Volunteer-Service-Award

Highly Commended Paper – IRSSM 2017, Sponsored by the *Journal of Service Management* – "Toward a model of service systems", August 2017.

Best Paper Award – American Marketing Association SERVSIG Conference, 2016, "Data-driven customer process management: A new paradigm for co-creating value with customer data," June 2016.

Sigma Xi Distinguished Scientist Award, Sigma Xi UC Merced Chapter, 2015

Elected President, Sigma Xi UC Merced Chapter, 2012-2013

Invited Expert, Workshop on Intelligent Human-Machine Collaboration, The National Academies. Workshop held in Washington DC, June 2012.

Elected Council Member - INFORMS Service Science Section, 2012-2014

Best Paper Award – Conference on Understanding Complex Service Systems through Different Lenses, "On modeling value constellations to understand complex service system interactions," September 2011.

Best Paper (3rd Place) – Vision and Challenges Track at Very Large Databases Conference, "Data is dead… without 'what if' models," August 2011.

Elected Vice President, Sigma Xi UC Merced Chapter, 2011-2012

Invited Expert, Workshop on Realizing the Value of Big Data, Board on Global Science and Technology, The National Academies. Workshop held in Singapore, March 2011.

Distinguished Scientist, Association for Computing Machinery, August 2010.

Major Outstanding Innovation Achievement Award – IBM, "Contributions to SSME." August,

2010.

Research Division Award – IBM, "Fringe – Research Contributions to Lotus Connections." March, 2008.

Outstanding Innovation Achievement Award – IBM, "SSME Global Creation and Thought Leadership." April, 2007.

Supplemental Patent Award – IBM, "Top 10% of Patents Issued in 2006." February, 2007.

Supplemental Patent Award – IBM, "Top 10% of Patents Issued in 2003." July, 2004.

Award of Merit – Society for Technical Communication (International), Scholarly or Professional Articles, "Intermediaries: An approach to manipulating information streams", May 2001.

Award of Distinction – Society for Technical Communication (New York), Scholarly or Professional Articles, "Intermediaries: An approach to manipulating information streams", April 2001.

Outstanding Technical Achievement Award – IBM, "Contributions to Websphere Transcoding Publisher", August 2000.

Best Poster Award – Eighth International World Wide Web Conference, "WebPlaces: Adding people to the web", May 1999.

Research Division Award – IBM, "WBI in KidDesk", June 1998.