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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

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|-----------|---|----------------------------------|
| 2018– | Director, Division of Management and Information | School of Engineering, UC Merced |
| 2018– | 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

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|-----------|-------------------------|----------------------------------|
| 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

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|------|-------|----------------------------------|---------------------------------------|
| 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

- Kandogan, E., **Maglio, P. P.**, Haber, E. & Bailey, J. (2012). *Taming information technology: Lessons from studies of system administrators*. New York: Oxford University Press.
- Maglio, P. P.**, Kieliszewski, C. A., & Spohrer, J. C. (Eds.). (2010). *Handbook of service science*. New York: Springer. (Japanese translation, 2014, by K. Hidaka. Tokyo Denki University Press.)

Edited Conference Proceedings

- Maglio, P. P.**, & Qiu, R. (2018). *Proceedings of INFORMS International Conference: A Better World through O.R., Analytics, and A.I.* Catonsville, MD: INFORMS. Available at <https://www.informs.org/Publications/International-Meeting-Proceedings>.
- 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/>.
- Maglio, P. P.**, Paik, I. & Chou, W. (Eds.) (2015). *Proceedings of the 12th IEEE International Conference on Services Computing, SCC 2015*. New York: IEEE. Available at <http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=7194374>.
- Maglio, P. P.**, Weske, M., Yang, J. & Fantinato, M. (Eds.). (2010). *Service oriented computing: Proceedings of the 8th International Conference, ICSOC 2010*. Berlin: Springer-Verlag. Available at <http://www.springer.com/us/book/9783642173578>.

Refereed Journal Articles

- 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.
- Breidbach, C. F. & **Maglio, P. P.** (2016). An analysis of technology-enabled value co-creation. *Industrial Marketing Management*, 56, 73-85.

- Peters, C., **Maglio, P. P.**, Badinelli, R., Harmon, R. R., Maull, R., Spohrer, J. C., Tuunanen, 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.
- Storbacka, K., Brodie, R. J., Böhmman, T., **Maglio, P. P.** & Nenonen, S. (2016). Actor engagement as a microfoundation for value co-creation. *Journal of Business Research*, 69(8), 3008-3017.
- Maglio, P. P.** & Lim, C. (2016). Innovation and big data in smart service systems. (Letter) *Journal of Innovation Management*, 4(1), 11-21.
- Maglio, P. P.**, Kwan, S. J. & Spohrer, J. (2015). Toward a research agenda for human-centered service system innovation. (Commentary) *Service Science*, 7(1), 1-10.
- Matlock, T., Castro, S., Fleming, M., Gann, T. & **Maglio, P. P.** (2014). Spatial metaphors of web use. *Spatial Cognition and Computation*, 14(4), 306-320.
- Akaka, M., Corsaro, D., Lusch, R., Kelleher, C., **Maglio, P. P.**, Seo, Y. & Vargo, S. (2014). The role of symbols in value co-creation. *Marketing Theory*, 14(3), 311-326.
- Maglio, P. P.**, Sepulveda, M-J. & Mabry, P. L. (2014). Mainstreaming modeling and simulation is essential for public health innovation. *American Journal of Public Health*, 104(7), 1181-1186.
- Maglio, P. P.** & Spohrer, J. (2013). A service science perspective on business model innovation. *Industrial Marketing Management*, 42, 665-670.
- Kieliszewski, C. A., **Maglio, P. P.** & Cefkin, M. (2012). On modeling value constellations to understand complex service system interactions. *European Management Journal*, 30(5), 438-450.
- Bigus, J. P., Campbell, M., Carmeli, B., Cefkin, M., Chang, H., Chen-Ritzo, C.-H., Cody, W. F., Ebadollahi, S., Evfimievski, A., Farkash, A., Glissmann, S., Gotz, D., Grandison, T. W. A., Gruhl, D., Haas, P. J., Hsiao, M. J. H., Hsueh, P.-Y. S., Hu, J., Jasinski, J. M., Kaufman, J. H., Kieliszewski, C. A., Kohn, M. S., Knoop, S. E., **Maglio, P. P.**, Mak, R. L., Nelken, H., Neti, C., Neuvirth, H., Pan, Y., Peres, Y., Ramakrishnan, S., Rosen-Zvi, M., Renly, S., Selinger, P., Shabo, A., Sorrentino, R. K., Sun, J., Syeda-Mahmood, T., Tan, W.-C., Tao, Y. Y., Yaesoubi, R. & Zhu, X. (2011). Information technology for healthcare transformation, *IBM Journal of Research and Development*, 55(5), 6:1-6:14.
- Haas, P. J., **Maglio, P. P.**, Selinger, P. G. & Tan, W. C. (2011). Data is dead... Without what-if models. *Proceedings of the VLDB Endowment*, 4, 1486-1489.
- Campbell, C. S., **Maglio, P. P.** & Davis, M. M. (2011). From self-service to super-service: How to shift the boundary between customer and provider. *Information Systems and eBusiness Management*, 9(2) 173-191.
- Kandogan, E., **Maglio, P. P.**, Haber, E. & Bailey, J. (2011). On the roles of policies in computer system management. *International Journal of Human-Computer Studies*, 69(6), 351-361.
- Haber, E., Kandogan, E. & **Maglio, P. P.** (2011). Collaboration in system administration. *Communications of the ACM*, 54(1), 46-53.
- Maglio, P. P.**, Nusser, S., & Bishop, K. (2010). A service perspective on IBM's brand.

Marketing Review St. Gallen, 6, 44-48.

- Daim, T. U., Jetter, A., Demirkan, H. & **Maglio, P. P.** (2010). Perspective: technology management in the service sector. *International Journal of Services Technology and Management*, 13, 3-19.
- Maglio, P. P.**, Vargo, S. L., Caswell, N. & Spohrer, J. (2009). The service system is the basic abstraction of service science. *Information Systems and e-business Management*, 7, 395-406.
- Ordanini, A. & **Maglio, P. P.** (2009). Market orientation, internal process and external network: Key decision nodes in new service development. *Decision Sciences*, 40, 601-625.
- Demirkan, H., Kauffman, R. J., Vayghan, J. A., Fill, H. G., Karagiannis, D. & **Maglio, P. P.** (2008). Service-oriented technology and management: Perspectives on research and practice for the coming decade. *Electronic Commerce Research Applications*, 7, 356-376.
- Glushko, R. J, **Maglio, P. P.**, Matlock, T., & Barsalou, L. (2008). Categorization in the wild. *Trends in Cognitive Sciences*, 12, 129-135.
- Maglio, P. P.** & Spohrer, J. (2008). Fundamentals of service science. *Journal of the Academy of Marketing Science* (Special issue on Service-Dominant Logic), 36, 18-20.
- Maglio, P. P.**, Wenger, M. J., & Copeland, A. (2008). Epistemic actions for self-priming: Expertise and the effective use of memory. *Acta Psychologica*, 127, 72-88.
- Spohrer, J. & **Maglio, P. P.** (2008). The emergence of service science: Toward systematic service innovations to accelerate co-creation of value. *Production and Operations Management*, 17(3), 1-9.
- Vargo, S. L., **Maglio, P. P.**, and Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. *European Management Journal*, 26(3), 145-152.
- Spohrer, J., **Maglio, P. P.**, Bailey, J. & Gruhl, D. (2007). Steps toward a science of service systems. *Computer*, 40, 71-77.
- Flor, N. V., Coulson, S. & **Maglio, P. P.** (2006). Schema blending and stable structure in online social systems. *International Journal of Web Based Communities*, 2(2), 143-159.
- Maglio, P. P.**, Srinivasan, S., Kreulen, J. T. & Spohrer, J. (2006). Service systems, service scientists, SSME, and innovation. *Communications of the ACM*, 49(7), 81-85.
- Spohrer, J., **Maglio, P. P.**, Kreulen, J. T., & Srinivasan, S. (2006). Becoming a service scientist. *Information Processing*, 47(5), 461-466. (In Japanese).
- Barrett, R., **Maglio, P. P.**, Kandogan, E., & Bailey, J. (2005). Usable autonomic computing systems: The systems administrator's perspective. *Advanced Engineering Informatics*, 19(3), 213-221.
- Maglio, P. P.** & Kandogan, E. (2004). Error messages: What's the problem? *ACM Queue*, 2(8), 50-55.
- Flor, N. V., & **Maglio, P. P.** (2004). Modeling business representational activity in online technologies: A case study of a customer-centered business. *Knowledge-based Systems*, 17, 39-56.
- Maglio, P. P.**, & Campbell, C. S. (2003). Attentive agents. *Communications of the ACM*, 46(3),

47–51.

- Russell, D. M., **Maglio, P. P.**, Dordick, R., & Neti, C. (2003). Dealing with ghosts: Managing the user experience of autonomic computing. *IBM Systems Journal*, *42*, 177–188.
- Maglio, P. P.**, Barrett, R., Campbell, C. S., & Selker, T. (2001). An architecture for developing attentive information systems. *Knowledge-Based Systems*, *14*, 103–110.
- Ihde, S., **Maglio, P. P.**, Meyer, J., & Barrett, R. (2001). Intermediary-based transcoding framework. *IBM Systems Journal*, *40*, 179–192.
- Maglio, P. P.** & Barrett, R. (2000). Intermediaries personalize information streams. *Communications of the ACM*, *43*(8), 96–101.
- Barrett, R. & **Maglio, P. P.** (1999). Intermediaries: An approach to manipulating information streams. *IBM Systems Journal*, *38*, 629–641.
- Campbell, C. S. & **Maglio, P. P.** (1999). Facilitating navigation in information spaces: Road signs on the World Wide Web. *International Journal of Human-Computer Studies*, *50*, 309–327.
- Barrett, R. & **Maglio, P. P.** (1998). Intermediaries: New places for producing and manipulating web content. *Computer Networks and ISDN Systems*, *30*, 509–518.
- Underwood, G. M., **Maglio, P. P.** & Barrett, R. (1998). User centered push for timely information delivery. *Computer Networks and ISDN Systems*, *30*, 33–41.
- Kirsh, D., & **Maglio, P.** (1994). On distinguishing epistemic from pragmatic action. *Cognitive Science*, *18*, 513–549.

Refereed Book Chapters

- 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 Innovations : Converging Technologies in Society*. New York: Springer, pp. 227-254.
- Maglio, P. P.**, Barrett, R. & Farrell, S. (2003). WebPlaces: Using intermediaries to add people to the web. In K. Höök, D. Benyon & A. Munro (Eds.), *Designing information spaces: The social navigation approach*. London: Springer-Verlag, pp. 249–269.
- 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., & Rödell, 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*. Budapest, 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.
- Lim, C, **Maglio, P. P.**, Kim, M., Kim, K., Kim, K. (2016). Data-driven customer process management: A new paradigm for co-creating value with customer data. *American Marketing Association SERVSIG Conference*, Maastricht, The Netherlands.
- Fleming, M. & **Maglio, P. P.** (2015). How interaction helps performance in a Scrabble-like task. In D. C. Noelle, R. Dale, A. S. Warlaumont, J. Yoshimi, T. Matlock, C. D. Jennings, & **P. P. Maglio** (Eds.) (2015). *Proceedings of the 37th Annual Meeting of the Cognitive Science Society*. Austin, TX: Cognitive Science Society, pp. 716-721.
- 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.*
- Breidbach, C. F., Chandler, J. & Maglio, P. P. (2015). The duality of second screens: A phenomenological study of multi-platform engagement and service experiences. *48th Hawaii International Conference on Systems Science (HICSS 2015).*
- Maglio, P. P., Kandogan, E., Haber, E. M. & Bailey, J. (2015). How tangential problems constrain innovation in IT-based service systems. *48th Hawaii International Conference on Systems Science (HICSS 2015).*
- Breidbach, C. F., Maglio, P. P. (2014). When Stores Come Alive: The Impact of Augmented Reality on Service Experiences. Proceedings of the *Fourth Australasian Symposium on Service Research & Innovation*, Canberra, Australia.
- Breidbach, C. F., Maglio, P. 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 SIGHT International Health Informatics Symposium (IHI 2012)*, New York: ACM Press, 543-552.
- Cefkin, M., Kieliszewski, C. A. & Maglio, P. P. (2011). When are calories like furniture? Modeling service systems to improve health. *Service Research and Innovation Institute Global Conference, 2011.*
- Maglio, P. P., Cefkin, M., Haas, P., & Selinger, P. (2010). Social factors in creating an integrated capability for health system modeling and simulation. In S-K Chai, J.J. Salerno, & P.L. Mabry (Eds.), *Advances in Social Computing: Third International Conference on Social Computing, Behavioral Modeling, and Prediction (SBP10)*, New York: Springer, 44-51.
- Kandogan, E, Maglio, P. P., Bailey, J., & Haber, E. (2009). Scripting practices in complex system management. In *Proceedings of the Third ACM Symposium on Computer Human Interaction for the Management of Information Technology (CHIMIT 2009).*
- Kandogan, E, Bailey, J., Maglio, P. P., & Haber, E. (2008). Policy-based IT automation: The role of human judgment. In *Proceedings of the Second ACM Symposium on Computer Human Interaction for the Management of Information Technology (CHIMIT '08).*
- Spohrer, J., Vargo, S. C., Caswell, N, & Maglio, P. P. (2008). The service system is the basic abstraction of service science. In *Proceedings of the 41st Hawaii International Conference on System Science (HICSS-41).*
- Glushko, B., Maglio, P. P., Matlock, T., Barsalou, L. (2007). Semantics in the wild. In *Proceedings of the Twenty-ninth Annual Conference of the Cognitive Science Society*, pp. 27-28.

- Bailey J., Kandogan E., **Maglio, P. P.**, & Haber E. (2007). Activity-based management of IT service delivery. In *Proceedings of the ACM Symposium on Computer Human Interaction for the Management of Information Technology (CHIMIT '07)*.
- Kandogan, E., Campbell, C. S., Khooshabeh, P., Bailey, J., & **Maglio, P. P.** (2006). Policy-based Management of an E-commerce Business Simulation: An Experimental Study. In *Proceedings of the Third International Conference on Autonomic Computing (ICAC)*.
- Kandogan, E., Haber, E., Cypher, A., & **Maglio, P. P.** (2005). A1: Spreadsheet-based scripting for web tools. In *LISA 2005*.
- Kandogan, E., Haber, E., Barrett, R., Cypher, A., **Maglio, P. P.**, & Zhao, H. (2005). A1: End-User Programming for Web-based System Administration. In *UIST 2005*.
- Campbell, C. S., Kandogan, E., November, A., Barrett, R., & **Maglio P. P.** (2005). Policity: An experimental evaluation of policy-based administration in a city simulation. In *IEEE 6th International Workshop on Policies for Distributed Systems and Networks*.
- Maglio, P. P.**, Campbell, C. S., & Kandogan, E. (2005). On the need for negotiation in policy-based interaction with autonomic computing systems. In *Proceedings of the Second International Conference on Autonomic Computing (ICAC)*.
- Barrett, R., Kandogan, E., **Maglio, P. P.**, Haber, E. M., Prabaker, M., & Takayama, L. A. (2004). Field studies of computer system administrators: Analysis of system management tools and practices. *Proceedings of the Conference on Computer-Supported Collaborative Work*, (pp. 388–395). New York: ACM Press.
- Barrett, R., **Maglio, P. P.**, Kandogan, E., & Bailey, J. (2004). Usable autonomic computing systems: The administrator's perspective. In *Proceedings of the International Conference on Autonomic Computing (ICAC)*.
- Campbell, C. S., **Maglio, P. P.**, Cozzi, A. & Dom, B. (2003). Expertise identification using email communications. In *Proceedings of ACM Conference on Information and Knowledge Management (CIKM)*.
- Campbell C. S. & **Maglio, P. P.** (2003). Segmentation of display space interferes with multitasking. In *Proceedings of the Ninth IFIP Conference on Human-Computer Interaction (INTERACT 2003)*.
- Ma, X., **Maglio, P. P.**, & Su, H. (2003). Multimodal menu interface for mobile web browsing. In *Proceedings of the Ninth IFIP Conference on Human-Computer Interaction (INTERACT 2003)*.
- Maglio, P. P.**, Kandogan, E., & Haber, E. (2003). Distributed cognition and joint activity in collaborative problem solving. In *Proceedings of the Twenty Fifth Annual Conference of the Cognitive Science Society*.
- Maglio, P. P.**, Wenger, M. J., & Copeland, A. M. (2003). The benefits of epistemic action outweigh the costs. In *Proceedings of the Twenty Fifth Annual Conference of the Cognitive Science Society*.
- Slaney, M., Subrahmonia, J., & **Maglio, P. P.** (2003). Modeling multitasking users. In *Proceedings of the Ninth International Conference on User Modeling (UM '03)*, Berlin: Springer, pp. 188-197.

- Campbell, C. S. & **Maglio, P. P.** (2003). Supporting notable information in office work. In *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems (CHI 2003)*. New York: ACM Press.
- Maglio, P. P.**, Matlock, T., Gould, S. J., Koons, D., & Campbell, C. S. (2002). On understanding discourse in human-computer interaction. In *Proceedings of the Twenty-fourth Annual Conference of the Cognitive Science Society*, Mahwah, NJ: Lawrence Erlbaum, pp. 602–607.
- Maglio, P. P.** & Wenger, M. J. (2002). On the potential of epistemic actions for self-cueing: Multiple orientations can prime 2D shape recognition and use. In *Proceedings of the Twenty-fourth Annual Conference of the Cognitive Science Society*, Mahwah, NJ: Lawrence Erlbaum, pp. 608–613.
- Barra, M., **Maglio, P. P.**, Negro, A., & Scarano, V. (2002). Group adaptive system. In *Proceedings of the Second International Conference on Adaptive Hypermedia and Adaptive Web-based Systems (AH 2002)*. Berlin: Springer-Verlag.
- Ma, X., Su, H., Chi, S., Wang, Q., & **Maglio, P. P.** (2002). Enhancing multichannel mobile internet user experience. In *Poster Proceedings of the Eleventh International World Wide Web Conference (WWW 2002)*.
- Farrell, S., Buchmann, V., Campbell, C. S., & **Maglio, P. P.** (2002). Information programming for personal user interfaces. In *Proceedings of the International Conference on Intelligent User Interfaces 2002 (IUI 2002)*. New York: ACM Press, pp. 190–191.
- Campbell, C. S. & **Maglio, P. P.** (2001). A robust algorithm for reading detection. In *Proceedings of the ACM Workshop on Perceptive User Interfaces (PUI '01)*.
- Farrell, S., **Maglio, P. P.**, & Campbell, C. S. (2001). How to teach a fish to swim. In *Proceedings of the IEEE Symposia on Human-Centric Computing Languages and Environments (HCC '01)*.
- Matlock, T., Campbell, C. S., **Maglio, P. P.**, Zhai, S., & Smith, B. A. (2001). Designing feedback for an attentive office. In *Proceedings of the Eighth IFIP Conference on Human-Computer Interaction (INTERACT 2001)*, pp. 721-722.
- Barra, M., Cillo, T., De Santis, A., Ferraro-Petrillo, U., Negro, A., Scarano, V., Matlock, T., & **Maglio, P. P.** (2001). Personal WebMelody: Customized sonification of web servers. In *Proceedings of the International Conference on Auditory Displays (ICAD 2001)*.
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- Morris, J. & **Maglio, P. P.** (2001). When buying an airline ticket online, does price really matter? In *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems (CHI 2001)*. New York: ACM Press.
- Maglio, P. P.**, Matlock, T., Campbell, C. S., Zhai, S., & Smith, B. A. (2000). Gaze and speech in attentive user interfaces. In *Proceedings of the International Conference on Multimodal Interaction*. Berlin: Springer-Verlag, pp. 1-7.
- Maglio, P. P.** & Farrell, S. (2000). LiveInfo: Adapting web experience by customization and annotation. In *Proceedings of the First International Conference on Adaptive Hypermedia*

and Adaptive Web-based Systems (AH 2000). Berlin: Springer-Verlag.

- Maglio, P. P.** & Wenger, M. J. (2000). Two views are better than one: Epistemic actions may prime. In *Proceedings of the Twenty-second Annual Conference of the Cognitive Science Society*. Mahwah, NJ: Lawrence Erlbaum.
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Other Papers (Invited Contributions, Abstracts, Workshops, etc)

- Maglio, P. P.** (2017). Toward ten years of *Service Science* (Editorial). *Service Science*, 9(4), iii-iv.
- Goul, M., **Maglio, P. P.** & Hung, P. (2017). Guest Editorial: In Search of a New Alignment in Service Research–Dual-Journal Special Sections. *IEEE Transactions on Service Computing*, 10(6), 839 – 840.
- Lim, C. & **Maglio, P. P.** (2017). Toward a unified model of service systems. *Frontiers in Service Conference*.
- Lim, C. & **Maglio, P. P.** (2017). Toward a theoretical foundation for autonomous service systems: The case of self-driving cars. *Proceedings of the 15th International Research Symposium on Service Excellence in Management (QUIS 15)*. Porto, Portugal.
- Maglio, P. P.** (2017). New directions in service science: Value cocreation in the age of autonomous service systems (Editorial). *Service Science*, 9(1), 1-2.
- Goul, M., Hung, P., **Maglio, P. P.** (2016). In search of a new alignment in service research: A unique dual-journal special section (Editorial). *Service Science*, 8(1), v-vi.
- Maglio, P. P.** (2016). *Service Science* is growing up. (Editorial) *Service Science*, 8(1), iii-iv.
- Maglio, P. P.** (2015). Metaphors of service and the framing of *Service Science*. (Editorial) *Service Science*, 7(4), iii-iv.
- Chandler, J., Breidbach, C. F. & **Maglio, P. P.** (2015). Service providers cannot always control customer engagement. *Frontiers in Service Conference*, 2015.
- Maglio, P. P.**, Montoya, A. & Matlock, T. (2015). Grounding and the service encounter. *Naples Forum on Service*, Naples, Italy.

- Maglio, P. P.**, Montoya, A. & Matlock, T. (2015). Starting strong: Some thoughts on initiating face-to-face service encounters. *Frontiers in Service Conference*, 2015.
- Maglio, P. P.** (2015). Smart service systems, human-centered service systems, and the mission of *Service Science*. (Editorial) *Service Science*, 7(2), i-ii.
- Maglio, P.** (2014). On methods, disciplines, and applications. (Editorial) *Service Science*, 6(4), 207-208.
- Breidbach, C. F., **Maglio, P.** & Selinger, P. G. (2014). How do business models evolve through big data analytics? *INFORMS Conference on Big Data*, San Jose, California.
- Breidbach, C. F. & **Maglio, P. P.** (2014). Does augmented reality enhance service experiences? *Frontiers in Service*, University of Miami, Florida.
- Maglio, P. P.** & Breidbach, C. F. (2014). A Service-Dominant Logic Perspective on Service Innovation: The Role of Big Data Analytics. *Forum on Markets and Marketing*, University of Karlstad, Sweden.
- Maglio, P. P.**, Davis, M. M. & Field, J. (2014). Value Co-Creation through Boundary Shifting: Unlocking the Capabilities of Both Service Provider and Service Customer. *2014 Western Decision Sciences Institute*, Napa Valley, California.
- Maglio, P.** (2014). Smart service systems. (Editorial) *Service Science*, 6(1), i-ii.
- Maglio, P. P.** (2013). An open letter to reviewers. (Editorial) *Service Science*, 5(4), 277-278.
- Maglio, P. P.** (2013). Value. In D. Teece & M. Augier (Eds.), *Palgrave Encyclopedia of Strategic Management*. New York: Palgrave/MacMillan.
- Akaka, M., Corsaro, D., Lusch, R., Kelleher, C., **Maglio, P.**, Seo, Y. & Vargo, S. (2013). Formation and roles of symbols in value co-creation. *2013 Naples Forum on Service*, Ischia, Italy.
- Breidbach, C. F. & **Maglio, P. P.** (2013). Does big data provide big opportunities for service research? *The 13th International Research Symposium on Service Excellence in Management (QUIS13)*, University of Karlstad, Sweden.
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- Maglio, P. P.** (2013). *Service Science 2.0*. (Editorial) *Service Science*, 5(2), 85.
- Kandogan, E., **Maglio, P. P.**, Haber, E. M. & Bailey, J. (2012). What we learned about computer system administration. *The European Business Review*, September-October.
- Haas, P. J., Barberis, N. C., Phoungphol, P., Terrizzano, I. G., Tan, W.-C., Selinger, P. G., & **Maglio, P. P.** (2012). Splash: Simulation optimization in complex systems of systems. *50th Annual Allerton Conference on Communication, Control and Computing*, pp. 414-425.
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- Davis, M. M., Field, J. & **Maglio, P. P.** (2011). Creating value by shifting the boundary between service provider and customer. *22nd Annual Production and Operations Management Society Conference*, Reno, Nevada.
- Davis, M. M., Spohrer, J. C. & **Maglio, P. P.** (2011). Guest editorial: How technology is changing the design and delivery of services. *Operations Management Research*, 4(1-2), 1-5.
- Haas, P., **Maglio, P. P.**, Tan, W. C. & Selinger, P. (2011). Data is dead... without "what-if" models. XLDB, Stanford, CA, October, 2011.
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- Kieliszewski, C. A., **Maglio, P. P.** & Cefkin, M. (2011). On modeling value constellations to understand complex service system interactions. *Conference on Understanding Complex Service Systems through Different Lenses*. University of Cambridge, UK.
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- Campbell, C. S., Chandra, A., Shaw, B., **Maglio, P. P.** & Kello, C. (2009). Neuromorphic System Testing and Training in a Virtual Environment based on USARSim. In Workshop on Robots, Games, and Research: Success stories in USARSim held at *IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS09)*, Oct. 11-15, St. Louis, MO.
- Kandogan, E. Haber, E., Bailey, J., & **Maglio, P. P.** (2009). Studying reactive, risky, complex, long-spanning, and collaborative work: The case of IT service delivery. In J. A. Jacko (Ed.), *Proceedings of the 13th International Conference on Human-Computer Interaction. Part IV: Interacting in Various Application Domains* (pp. 504–513). Berlin, Heidelberg, Germany: Springer-Verlag
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- Spohrer, J. & **Maglio, P. P.** (2008). Executive summary. In B. Hefley & W. Murphy (Eds). *Service science, management and engineering: Education for the 21st century*. New York: Springer, pp xiii – xvi.
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- Barrett, R., Chen, M. & **Maglio, P. P.** (2003). *System administrators are users too: Designing workspaces for internet-scale systems (Workshop, CHI 2003)*. Ft Lauderdale, Florida.
- Kandogan, E. & **Maglio, P. P.** (2003, April). Why don't you trust me anymore? In R. Barrett, M. Chen, & P. P. Maglio, (Chairs), *System administrators are users too: Designing workspaces for internet-scale systems (Workshop, CHI 2003)*. Ft Lauderdale, Florida.
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- Maglio, P. P.**, Farrell, S., & Barrett, R. (2000, April). How to define “place” on the web. In K. Höök, A. Wexelblatt, & A. Munro (Chairs), *Social Navigation: A Design Approach (Workshop, CHI 2000)*. The Hague, The Netherlands.
- Maglio, P. P.** & Barrett, R. (1999, May). WBI: How to program the web with intermediaries. In P. Brusilovsky & P. DeBra (Chairs) *Second Workshop on Adaptive Systems and User Modeling on the World Wide Web (WWW8)*, Toronto, Canada.
- Cohen, A., **Maglio, P. P.**, & Barrett, R. (1998, November). The expertise browser: Leveraging distributed organizational knowledge. In E. Churchill, D. Snowden, & G. Golovchinsky (Chairs), *CSCW '98 Workshop on Collaborative and co-operative information-seeking in digital environments*. Seattle, WA.
- Maglio, P. P.** & Matlock, T. (1998, October). Emergent structure in information space. In A. Cienki (Chair), *Conference on Conceptual Structure in Discourse and Language*, Atlanta, GA.

- Maglio, P. P.** & Barrett, R. (1998, June). Adaptive communities and web places. In P. Brusilovsky & P. DeBra (Chairs), *Second Workshop on Adaptive Hypertext and Hypermedia*. Pittsburgh, PA.
- Maglio, P. P.** & Matlock, T. (1998, March). Metaphors we surf the web by. In A. Munro, K. Höök, & D. Benyon (Chairs), *Workshop on Personalized and Social Navigation in Information Space*. Swedish Institute for Computer Science, Stockholm, Sweden.
- Barrett, R., **Maglio, P. P.**, & Kellem, D. (1997). WBI: Opening up the web. In *Proceedings of CompCon '97*. Los Alamitos, CA: IEEE Computer Society.
- Maglio, P. P.** (1997). Beyond embodiment: Cognition as interactive skill. *Behavioral and Brain Sciences* [Commentary], *20*, 753–754.
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In Press, Submitted, and In Preparation

- Breidbach, C. F., Choi, S., Ellway, B. P., Keating, B. W., Kormusheva, K., Kowalkowski, C., Lim, C., & **Maglio, P. P.** (2018). Operating without operations: Where does the firm fit in? Manuscript under review.
- Breidbach, C. F. & **Maglio, P. P.** (2016). Exploring the impact of big data on business models. Manuscript.
- Lim, C., Kim, M., Kim, K., Kim, K. & **Maglio, P. P.** (2016). Customer process management: A data-driven approach for customer value creation through measuring and improving customer processes. Manuscript.
- Lim, C., Kim, M., Kim, K., Kim, K. & **Maglio, P. P.** (2016). Design of data-driven services. Manuscript.
- Lim, C., Kim, K. & **Maglio, P. P.** (in press). Smart Cities with Big Data: Reference Models, Challenges, and Considerations. *Cities*.
- Lim, C. & **Maglio, P. P.** (in press). Clarifying the Concept of Smart Service Systems. In Maglio, P. P., Kieliszewski, C. A., Spohrer, J. C., Lyons, K., Patricio, L. & Sawatani, Y. (Eds.). *Handbook of service science, Volume II*. New York: Springer.
- Maglio, P. P.** & Lim, C. (in press). On the impact of autonomous technologies on human-centered service systems. In R. Lusch & S. Vargo (Eds.), *The Handbook of Service Dominant Logic*. Sage.
- Maglio, P. P.** & Lim, C. (in press). Innovation and smart service systems. In F. Gallouj & F. Djellal (Eds.), *A Research Agenda for Service Innovation* (pp. 103-115). Edward Elgar.
- Maglio, P. P.**, Kieliszewski, C. A., Spohrer, J. C., Lyons, K., Patricio, L. & Sawatani, Y. (Eds.). (in press). *Handbook of service science, Volume II*. New York: Springer.

Maglio, P. P., Kieliszewski, C. A., Spohrer, J. C., Lyons, K., Patricio, L. & Sawatani, Y. (in press). Introduction: Why another handbook? In Maglio, P. P., Kieliszewski, C. A., Spohrer, J. C., Lyons, K., Patricio, L. & Sawatani, Y. (Eds.). *Handbook of service science, Volume II*. New York: Springer.

Ng, I. C. L., **Maglio, P. P.**, Spohrer, J. & Wakenshaw, S. (in press). The science of service of systems: From system to ecosystem to ecology. In R. Lusch & S. Vargo (Eds.), *The Handbook of Service Dominant Logic*. Sage.

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.

Maglio P. P. & Barrett, R. *System and method for creating adaptive communities in information space*. US Patent Number: 6,400,381, June, 2002.

Barrett, R., Maglio, P., & Underwood, G. *User-centered push methods and system*. US Patent Number: 6,490,584, December, 2002.

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.

PI, “FW-HTF Theme 1: Collaborative Research: Cognitive Assistants as Effective Partners in Cancer Care (CA-EPICC)” NSF, June, 2018, \$3,000,000 – pending.

University Courses Taught

“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 & Service Design,” Management/Computer Science, 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

- “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”, 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 Agora 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

Advisory Boards and Steering Committees

SJSU Center for Service Systems Engineering and Innovation, 2016 –

Cornell Hospitality Research Summit, 2014

First International Conference on the Human Side of Service Engineering, 2012

Naples Forum on Service, 2011

International Joint Conference on Service Sciences (IJCSS), 2011

Vietnam National University, International Advisory Board, 2009 – 2012

European Research Institute in Service Science ERISS, 2009 –

European Workshop on Service Science (EWOSS), 2009

SRII Practitioner Award Committee, 2009

Frontiers in Services – Practitioner Award Committee, 2009

Art and Science of Service V, 2009

Special Issues on Service Management and Service Science: IJES, IJEC, 2008

International Conference on Service Science (ICSS), 2008 –

ACM Symposium on Computer-Human Interaction for the Management of IT (CHIMIT), 2007 – 2009

International Association for Management of Technology (IAMOT), 2007 – 2011

Services Research & Innovation Initiative (SRII), 2007 –2009

International SSME Workshop and Summer School, 2007 –

Masters Program in Mind, Language and Embodied Cognition. Edinburgh University, Scotland, UK. 2005 –

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*, 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.

Conference Program Committee

- INFORMS Service Science Conference, 2018
- International Conference on Information Systems (ICIS), 2018
- IEEE SmartComp, 2018
- Cognitive Science Society Conference, 2017, 2018
- Service-ology, 2015, 2016, 2017, 2018
- IESS, 2015, 2016, 2017, 2018
- ICSOC, 2011, 2012
- Service Computing Conference, 2011, 2012
- Cambridge Service Alliance Academic Conference, 2011
- User Modeling, Adaptation, and Personalization, 2011
- Cambridge Conference on Understanding Complex Service Systems, 2011
- 2nd International Workshop on Business Systems Management & Engineering, 2011
- IEEE International Conference on Services Computing, 2011
- Pacific Asia Conference on Information Systems (PACIS), 2010
- IEEE International Conference on Services Computing, 2010
- ACM CHI Student Paper Competition, 2010
- Transforming Engineering Education (IEEE), 2010

IESS 1.0, First International Conference on Exploring Services Science, 2010
 IEEE International Conference on Services Computing, 2009
 ACM CHI Student Paper Competition, 2009
 Sixth International Conference on Service Oriented Computing, 2008
 Fourth Annual Conference on the Logic and Science of Service, 2008
 Fifth International Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2008
 Sixteenth International Conference on the World Wide Web (WWW2007), 2007
 CASCON, 2006
 Frontiers in Service, 2006
 Third International Conference on Autonomic Computing, 2006
 Fourth International Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2006
 Fifteenth International Conference on the World Wide Web (WWW2006), 2006
 ACM Conference on Intelligent User Interfaces, 2006
 Third International Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2005
 Fourteenth International Conference on the World Wide Web (WWW2005), 2005
 ACM Conference on Intelligent User Interfaces, 2005
 ACM Conference on User Interface Software and Technology, 2004
 International Symposium on Multimodal Visualization, 2004
 Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2004
 Marr Prize Chair, Twenty-fifth Conference of the Cognitive Science Society, 2003
 ACM Hypertext Conference, 2003
 IFIP Conference on Human-Computer Interaction (Interact), 2003
 Workshops on Adaptive Hypermedia and Adaptive Web-based Systems, 2003
 Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2002
 Third Workshop on Adaptive Hypertext and Hypermedia, 2001
 Workshop on Awareness on the World-Wide Web at CSCW, 2000
 Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2000
 Ninth International World Wide Web Conference (WWW9), 1999
 World Conference on WWW and the Internet (WebNet), 1999
 Workshop on Adaptive Systems and User Modeling on the World Wide Web, 1999

Ad Hoc Journal and Conference Reviewer

Cognitive Research: Principles and Implications, Journal of Service Management, Production and Operations Management Journal, Proceedings of the National Academy of Sciences, BMC Health Services Research, IBM Journal of Research & Development, Journal of Strategic Information Systems, Behaviour and Information Technology, Electronic Markets, Managing

Service Quality, Transactions on Production Planning and Control, AI & Society, Service Science, Acta Psychologica, Topics in Cognitive Science, Technovation, IEEE Computer, Journal of Service Research, Cognitive Science, IEEE Systems Man and Cybernetics Part A, Human Computer Interaction, Communications of the ACM, IBM Systems Journal, ACM Transactions on Human-Computer Interaction, JASIST, Behavioral and Brain Sciences, ETRI Journal, Information Processing & Management, ACM Conference on Human Factors in Computing Systems (CHI), Symposium on User Interface Software and Technology (UIST), ACM Conference on Computer Supported Cooperative Work (CSCW), ACM Conference on Graphics (SIGGRAPH), Cognitive Science Society Conference

Grant Reviewing

Netherlands Organisation for Scientific Research (NWO), November 2017

National Science Foundation, June 2017

National Science Foundation, April 2015

Austrian Science Fund (FWF), July 2014

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, AP 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
Cognitive Science Graduate Group, UC Merced 2007 –

Honors and Awards

Highly Commended Paper – IRSSM 2017, Sponsored by the *Journal of Service Management* – “Toward a models 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.