



## Service Science

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### Call for Papers: Service Science Special Issue on the Impact of AI on Service Design and Delivery

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# Call for Papers: *Service Science* Special Issue on the Impact of AI on Service Design and Delivery

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The integration of artificial intelligence (AI), including both predictive AI and generative AI, into the design and delivery of services represents a fundamental shift in how services are conceived, implemented, and experienced. This special issue of *Service Science*, an INFORMS journal, aims to explore the broad and diverse impact of AI on service sectors ranging from healthcare to finance, education, and beyond. We invite papers that explore how AI technologies and algorithms are transforming service landscapes, enhancing customer experiences, and reshaping operational processes.

We are particularly interested in papers that address, but are not limited to, the following topics:

- The role of AI in innovating service design and improving service delivery
- The role of management science and principles in shaping AI development and deployment
- AI-driven personalization and customization of services
- Ethical considerations and challenges in AI-augmented services
- The impact of AI on service agent roles and skill requirements
- The role of AI in improving service accessibility and inclusivity
- Customer perceptions and trust in AI-augmented services
- Models and frameworks for understanding the impact of AI on services
- Methodological advances for studying AI in service contexts
- Innovative applications of generative AI to the service sector

We welcome submissions using analytical, empirical, experimental, and qualitative methods. Papers should not only demonstrate the role of AI in service

transformation but also discuss the implications for service theory, practice, and policy.

Authors who are considering whether their research project fits the scope of the special issue are encouraged to email a brief description (no more than one page) of their project to the special issue editors. This initial interaction is intended to provide feedback on the relevance of the project to the goals of the special issue. Although this step does not evaluate the quality of the research, it does serve to ensure alignment with the themes of the special issue. The quality and appropriateness of full submissions will be determined through a peer review process involving both the existing *Service Science* editorial board and additional experts as needed.

There is no obligation to submit a project description before submitting a full paper, but it is an available option for authors seeking preliminary feedback.

## Submission Process and Timeline

All submissions should be submitted via the *Service Science* online submission system: <https://mc.manuscriptcentral.com/serv>. All submissions will be subject to the journal's standard peer review process. Criteria for acceptance include originality, contribution, and scientific merit. For submission guidelines, please visit the journal's home page to learn more: <https://pubsonline.informs.org/page/serv/submission-guidelines>.

- Deadline for submission: October 1, 2024
- First-round decision and feedback: December 1, 2024
- Second-round submission (for those papers invited to revise): June 1, 2025
- Final decisions (subject to minor revisions): September 1, 2025

We look forward to receiving your submissions and advancing the discourse on the transformative power of AI in service design and delivery.