Nowadays a paradigm shift occurs in global economy from technology-based to knowledge-based one. Amid this transition, the service sector has had an annual growth rate of 30% in primary developing economies of several Asian countries, including Cambodia, China, India, Indonesia, Japan, Malaysia, South Korea, Thailand, Vietnam, etc. The remarkable growth of the service economy is driven not only by traditional service businesses but also by manufacturing and high-tech sectors. Such development highlights the needs of quality and innovative services for companies to succeed and prosper in the market. Increasing importance of being service-oriented has also posited a wide range of research agenda in different disciplines. In light of this emerging trend, the workshop will be held to create a joint collaboration among Asian countries. The workshop is developed and hosted by JAIST, SIT, PIM and NECTEC. This event aims to bring together many scholars, researchers and managers of various areas and industries for intellectual exchanges, research cooperation and professional development. This workshop features two tracks inviting presentations of theoretical research findings and case reports. High quality research papers and case studies are invited to be submitted electronically through the conference’s website. Areas of interest include, but are not limited to, the following:

- Service Design and Engineering
- Service Science
- Service Management
- Service Innovation
- Service Marketing
- Applications and Industry Practice
- E-Services and Service Computing
- Health Care Service Science
- Human Resource Service
- Knowledge dissemination
- Knowledge extraction
- Knowledge engineering
- Knowledge management and innovation
- Knowledge evaluation
- Knowledge metrics
- Knowledge representation and reasoning
- Knowledge integration
- Knowledge management and innovation
- Knowledge in multi-disciplines
- Knowledge oriented has also posited a wide range of research agenda in different disciplines.

**Important Dates**

- July 15, 2012: Deadline of Full Paper Submission (4-6 pages)
- Aug. 20, 2012: Notification of Acceptance of Full Paper
- Aug. 30, 2012: Deadline of Short Paper Submission (2 pages)
- Sept. 10, 2012: Notification of Acceptance of Short Paper
- Sept. 15, 2012: Camera-Ready (Full & Short) & Registration
- December 6-8, 2012: ACIS-SS 2012 Conference

**Paper Submission**

Authors are invited to submit original, unpublished research papers that are not being considered in another forum. The working language of the symposium is English. Manuscripts will be limited to on A4 size, limited within 4-6 pages (full-length papers for normal sessions) or within 1-2 pages (short papers for poster sessions). Paper templates can be downloaded from Paper Template page. Please do not forget to embed all of fonts in your PDF. All papers selected for this symposium are peer-reviewed and will be published in the proceedings. And each accepted paper must be presented at the symposium by one of the authors. Manuscripts must be submitted electronically in PDF format on the submission site as follows:

**Paper Submission Site (EasyChair)**

Prospective authors have to create your EasyChair account for free unless you have one. If you have no EasyChair account, sign up for an account. The EasyChair for ACIS-SS 2012 is as follows.

https://www.easychair.org/conferences/?conf=acis2012

The authors can select “The First International Workshop on Service Sciences” in submitting papers to ACIS-SS 2012.Any question can be sent to process, e-mail acis ss2012@sit.tu.ac.th

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