

WE ARE PLEASED TO INVITE YOU TO ATTEND THE EXCLUSIVE

Service Science Summit

MARKING THE LAUNCH OF THE NEW

California Center for Service Science

Sept. 13, 2013

11 a.m. to 5 p.m., *reception to follow*

RADY SCHOOL OF MANAGEMENT
UNIVERSITY OF CALIFORNIA, SAN DIEGO

The summit will bring together leading academics, practitioners and others from the service research community to help develop the education and research agendas for the new center.

FOR MORE INFORMATION CONTACT:

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WE LOOK FORWARD TO SEEING YOU IN SEPTEMBER.

CALIFORNIA CENTER FOR SERVICE SCIENCE

The University of California will establish a new California Center for Service Science, a virtual, cross-campus organization aimed at advancing the frontier of service research and education.

Led by the School of Engineering at UC Merced and the Rady School of Management at UC San Diego, the Center seeks to put California at the forefront of service innovation.

Although the service sector in California accounts for more than 80 percent of the jobs and more than 80 percent of the GDP, it is understudied and the service workforce is undereducated.

Several UC campuses offer service-related courses, but there has been no organized center for education and research on service at UC or in California – until now.

By creating a cross-campus center aligned with industry and government needs in the areas of knowledge-based and innovative service systems, the Center will advance service science research and education and emerge as an engine of skill, innovation and job growth for the state and the nation.

Join us for a one-day summit marking the launch of the new Center on Sept. 13, 2013, at UC San Diego. The agenda includes presentations, panels, and group discussions on topics including “Service Education for the Future of California” and “Setting a Service Research Agenda.”

If you want to help set the educational and research agendas for the Center, please attend. If you are interested in making a presentation or participating on a panel, please let us know. More information on the agenda will be posted at ccss.ucmerced.edu.

PARTICIPATION AT THE SUMMIT IS BY INVITATION ONLY. WE ARE PLEASED TO INVITE YOU TO PARTICIPATE.

Organized by Paul Maglio and Christoph Breidbach of UC Merced, and Vish Krishnan of UC San Diego, the summit is free of charge.

Please register your interest as soon as possible and no later than Aug. 12, 2013, by contacting Christoph Breidbach at cbreidbach@ucmerced.edu. A block of rooms will be available at the reduced UC rate on a first-come, first-served basis at the Estancia La Jolla, directly across the street from the Rady School. See estancialajolla.com. For accommodations, contact the hotel directly and mention code: UCSD.



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