

Introduction to the Digital and ICT Enabled Services Minitrack

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The purpose of the minitrack is to draw researchers' attention to the innovation, design, development, management, and use of *Digital and ICT Enabled Services* for both consumers and enterprises. It provides a discussion forum for researchers interested in fostering a service-based approach to these areas. It also offers an opportunity to present and debate both design and theory-based solutions to the problems facing industry in the deployment of digital and ICT enabled services [1-4]. In a broad sense, ICT enabled services can be defined as [1]: "...systems that enable value co-creation through the development and implementation of information and communication technology enabled processes that integrate system value propositions with customer value drivers."

We see that ICT enabled services go beyond the well-known web-based services. Examples that meld the worlds of bits and atoms include intelligent frequent flyer cards that facilitate check-in and identity verification, mobile ticketing services for public transport, co-creation services for music festival participants, smart television services and contents, tablet-based food and drink ordering services, and so on.

This emerging area of research raises interesting questions. For example, traditional development approaches focus on improving the efficiency and effectiveness of organizational processes. The design of ICT enabled services may, however, require an emphasis on the socio-psychological aspects, such as the value-in-use and user/consumer/co-creator experiences. As consumer and enterprise personnel became *co-creators of value*, a significant re-appraisal of our current design and development approaches is motivated. Relevant topics for this minitrack include, e.g., discovery, fuzzy-front end, innovation processes and methodologies for design, and development, analytics-supported innovation, design, and development, socio-psychological aspects of ICT enabled services and their temporo-spatial relevance, service ecosystems, social networking and location

aware services, hedonic ICT enabled services and finally understanding social and cultural contexts of consumerization of consumer and enterprise services.

The papers included in this year's minitrack cover the topics of industrial smart service systems, consumer information systems, mobile advisory services, value co-destruction behavior, and user choices in adopting hedonic IS. More specifically, the first paper looks at fuzzy exploration in the area of mobile advisory services. The second paper examines contradictions in geocaching and how users both co-create and co-destruct value. This theme is important in the third paper too, which looks at the concepts of the exploring vs. enjoying and how these impact IS user choices in post-adoption settings. Finally, we have two papers that take a closer look at the literature. First of these two papers develops a taxonomy of industrial smart service systems enabled by cyber-physical properties while the other paper develops a typology for systemic features enabling value co-creation in consumer IS.

References

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