



**Suderburg**

**Ostfalia University, Campus Suderburg**  
Faculty Trade & Social Work

In Cooperation with

**University de Chile**

**Warsaw University of Life Sciences**

**University of the Philippines (OPOU)**

**Silliman University, Philippines**

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Web: [www.ostfalia.de/en/pws/launer/](http://www.ostfalia.de/en/pws/launer/)

Suderburg, Germany, August 29, 2020

## Invitation

### 4<sup>th</sup> International Congress

### Online Conference November 10-12, 2020

### Academic Workshops & International Lectures

## DIGITAL TRUST & INTUITION @ the Workplace

We are delighted to invite you to our 4<sup>th</sup> International Service Management Congress at Ostfalia University, Campus Suderburg in cooperation with University de Chile, Warsaw University of Life Sciences, University of the Philippines and Silliman University. It is a congress with Academic Research Workshops and International Lectures. The aim is to bring together professors, researchers and students around the world for international knowledge exchange, global research team building, publishing research papers, and publishing a conference paper.

You are invited as a speaker and contributor to this conference. The Workshops and International Lectures will be held online and archived. You will be part of a global team of presenters from Asia, Europe, Africa, the USA, and Latin America.

Special topic is DIGITAL TRUST & INTUITION @ the Workplace. This is based on the two research projects "Digital Trust & Teamwork (DigVert)" and "Intuition (RHIA)" financed by the European Union and the State of Lower Saxony. The conference will be financed by the Faculty of Trade & Social Science (H) of Ostfalia University of Applied Sciences.

More information about previous Service Management Congresses you will find here:

<https://www.ostfalia.de/cms/en/pws/launer/events/>

## **Call for Paper**

The workshop invites papers on **DIGITAL TRUST & INTUITION @ the Workplace**. We will publish all contributions in a conference proceeding. Therefore, please submit a paper by October 30, 2020 by email to [Johanna.Meyer1@Ostfalia.de](mailto:Johanna.Meyer1@Ostfalia.de).

## **Online Presentation**

Please prepare a PowerPoint presentation of about 30 minutes talk to participants from all over the world and different backgrounds. We hope to receive your presentation upfront for display by November 5, 2020 in the form PowerPoint (maybe including a 3-5 minutes video) by eMail. Please acknowledge that all presentations will be live online as well as recorded and stored in an archive at Ostfalia University. We may use parts of your presentation for additional videos.

## **Formats**

- Full papers (research papers): 8-10 pages, usual review process
- Short papers (project contributions): 4–6 pages, assessment by practical relevance
- Student contributions: 4–6 pages, evaluation based on the criteria of University studies
- Interactive formats: 2–4 pages description of the topic, actors, artists and designers performances; assessment according to thematic relevance

We especially welcome student contributions. Students are invited to submit contributions both in the special category "Student contributions", as well in one of the other formats. For more information on International Lectures from and for students, please see videos here: [https://www.youtube.com/playlist?list=PLsWoe-Jrjc4JDC4Db\\_E8XNudeMDgf1cT9](https://www.youtube.com/playlist?list=PLsWoe-Jrjc4JDC4Db_E8XNudeMDgf1cT9)

Papers expected during this Workshop are diverse and open. It can be in the form of but is not limited to theoretical, exploratory, experimental, quantitative, or qualitative analysis of new ideas and concepts, current practice, debates and controversies. All papers should follow APA formatting. Ostfalia University will publish conference proceedings of the workshop that we will share with you.

## **Compensation**

For the submitted paper and presentation as well as the 30-minute live speech, Professors receive 300 Euro, Lecturers, Post Docs and Ph.D. Students 250 Euro, and Students 200 Euro from the Faculty of Trade and Social Work at Ostfalia University.

**Please let us know if you can attend online no later than September 25, 2020.**

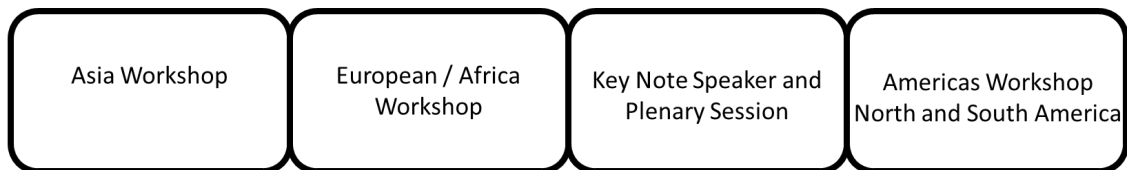
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## Program Overview 4<sup>th</sup> International Workshop

The conference is primarily aimed at building cooperations and partnerships in research and for publications. It is also intended for teaching and lectureships. It also supports the research projects at the Faculty of Trade and Social Work at Ostfalia University.

### International Time Table

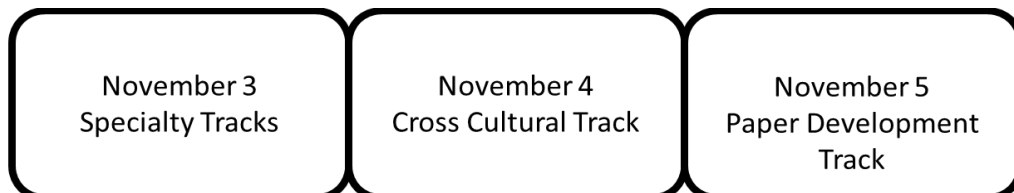
Since this is an International Workshop, different time zones need to be taken into account. Not everybody can listen to every speech live. Therefore, we will record all speeches and store them in an archive.



Time Table	9:00 – 12:00 h	12:00 – 14:00 h	14:00 - 16:00 h	16:00 – 18:00 h
Central Europe	9:00 – 12:00 h	12:00 – 14:00 h	14:00 - 16:00 h	16:00 – 18:00 h
Asia (Japan)	16:00 – 19:00 h	19:00 – 21:00 h	21:00 – 23:00 h	23:00 – 1:00 h
Santiago de Chile	3:00 – 6:00 h	6:00 – 8:00 h	8:00 – 10:00 h	10:00 – 12:00 h

### Timetable

The 4<sup>th</sup> international Workshop is divided into 3 major tracks.



	Information System Business Psychology	Cross Country Studies Sector Studies	Statistic Workshop Publication of Papers
Key Notes	.....	.....	.....
Plenary Session	Study Digital Trust	Study Intuition	Publications

### **November 10, 2020: Specialty Track**

This track is for research specialists and statistical experts in information systems technology and business psychology. The first research results of the Pre-Test and Main Study will be presented. Understanding cognitive processes is a critical component to the successful design, implementation, and use of information systems. The questions of interest relevant to this track can involve business psychology perspectives and IS problems in terms of the processes of knowing and making decisions. We welcome qualitative, quantitative, experimental, and case study research and research-in-progress.

### **November 11, 2020: Cross-Cultural Track**

This track is for all researchers analyzing single countries and two or more countries, taking a cross-cultural analysis. We will have discussions on various countries and regions. Topics may come from any area of business and informatics including, but not limited to:

- All aspects of cross-cultural consumer behavior
- Comparative marketing studies (e.g., advertising/communication strategies, branding, organizational buyer behavior, services, marketing relationships)
- Comparative management practices (e.g., industrial relations, human resource management, organizational behavior)
- Comparative business studies (e.g., international strategy, accounting, operations, supply chain management, finance, law, ethics and business communications)
- Cross-cultural theory and research methods.

### **November 12, 2020: Paper Development Track & Students Contributions**

This track is a workshop to support researchers in developing as well as submitting academic papers in journals. The Facilitators are experienced associate editors of management journals. The workshop is intended for early-career scholars and Ph.D. applicants, who want to make the next step and publish.

Students are encouraged to present singly or in groups.

### **Interactive Formats and Special Features**

Actors and Designers submitting special interactive formats, videos and other artistic contributions will be placed in between the program as it fits.

Please see videos of previous Service Management Congresses here:

<https://www.youtube.com/playlist?list=PLsWoe-Jrjc4lTdTbYriYYxBVHxJzpvXA>

## **Suggested Contributions**

Analysis based on the DIGITAL TRUST & INTUITION @ the Workplace data base

- Suggestions for research designs and hypothesis development
- Hypothesis testing and falsification
- New empirical results based on a statistical analysis
- Key topics
  - Digital Trust and modern technologies
  - Intuition in general and/or by professional groups
  - The Intuition of police and firefighters, managers, government officials, yoga teachers and meditation specialists, nurses, and emergency doctors
- Single Country studies e.g.
  - Asia: China, Japan, South Korea, India, Malaysia, Taiwan, Thailand, and the Philippines
  - Latin America: Argentina, Brazil, Chile, and Paraguay
  - North America: USA
  - Africa: Kenya, South Africa, Ghana and Nigeria
  - Europe: Russia, Slovakia, Romania, Sweden, United Kingdom, Spain, Portugal, and Germany (DACH-Region)
- Analysis by Sectors
  - Manufacturing / Automotive Supply Chain
  - Service Supply Chains
  - Food Processing Supply Chain
  - Raw Chemicals and Fossil Materials Supply Chain
  - Professors, teachers and lecturers
- Cross-cultural analysis and comparisons
  - Asian study
  - Latin America Study
  - European Study

Free submissions based on own research

- Contributions to the topics: intuition, digital trust, digital intuition, Internet of Things (IoT), industry 4.0, service management 4.0, artificial intelligence, Augmented and virtual reality, big data analysis, smart products, robotics, smart design and manufacturing, sensors, digital devices, blockchain, machine learning, and cyber security.
- Contributions by actors, artists, and designers on the topics mentioned above.

**Please submit your paper by email to [Johanna.Meyer1@Ostfalia.de](mailto:Johanna.Meyer1@Ostfalia.de) by October 30, 2020**



## **Review Team**

A review team will perform the acceptance of your registration and your paper. The review team is lead by Dr. Frithiof Svenson and assisted by Dierk Ohler, Michael Ferwagner and Johanna Meyer of the Ostfalia University.

## **General Remarks**

This is the first draft of the program to organize the timetable with name and topic of your contribution. A formal personalized invitation with more details (timetable) and all documents will follow soon.

## **Registration and Administration**

For registration as a speaker, please fill out the two forms attached:

1. Registration form
2. Compensation Form (Payment and tax information)

**Please let us know if you will contribute no later than September 25, 2020.** Please send your registration to [Johanna.Meyer1@Ostfalia.de](mailto:Johanna.Meyer1@Ostfalia.de)

## **Host address**

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Internet <https://www.ostfalia.de/cms/en/pws/launer/>

Technical supervision / trouble shooting; Lukas Alvermann [Lu.Alvermann@Ostfalia.de](mailto:Lu.Alvermann@Ostfalia.de)

All the best and kindest regards

Prof. Dr. Markus Launer  
Ostfalia University

Prof. Dr. Erich Spencer  
University de Chile

Prof. Dr. Dave Marcial  
Silliman University & visiting Professor  
to Ostfalia University

Prof. Dr. Joane Serrano /  
University of the Philippines

Prof. Dr. Joanna Paliszkievicz  
Warsaw University of Life Sciences - SGGW

## Hosting Universities

### Ostfalia University of Applied Sciences, Germany

With about 13,000 students, twelve faculties and 21 departments, Ostfalia counts among the biggest universities of applied sciences in Lower Saxony. As a state institution of higher education, it is represented by personnel of around 900, including more than 200 professors, at its Salzgitter, Suderburg, Wolfenbüttel, and Wolfsburg branches. Ostfalia also features seven associated institutes. The hosting branch Campus Suderburg is 150 years old. Web: [www.ostfalia.de/cms/en/](http://www.ostfalia.de/cms/en/)

### Silliman University, Philippines

Silliman University is home to over 10,000 students. Of this number, around 300 are international from 53 countries across the globe. The University is an ideal choice for students in search of the best of a laid-back environment located within the progressive and safe University Town of Dumaguete. Nature is at its best on Silliman's 62-hectare campus. Over 300 age-old acacia trees dot the sprawling campus that is cradled with views of the Bohol Sea to its east and the Cuernos de Negros Mountains to its west. Web: <http://su.edu.ph/>

### University of the Philippines Open University (UPOU)

Established in 1995, the University of the Philippines – Open University (UPOU) pioneered in online teaching and learning and continues to play a leading role in the study and practice of open learning and distance education. UPOU is envisioned as a leader in teaching and learning in the digital age, helping to equip Filipinos with the knowledge and skills they need for life and work in the 21st century. Our mission is to provide Filipinos everywhere access to quality higher education through innovative methods of teaching. Web: <https://www.upou.edu.ph/home/>

### University de Chile

The Universidad de Chile's first 'School of Commerce and Industrial Economy' – the precursor of today's School of Economics and Business – was created in 1934. The School was originally staffed by senior academics drawn from more established schools within the University. A group of scholars would be responsible for training Chile's first generation of professionals in this area. The School continues, through to the present day, to contribute to the progress of the country through its prolific research output, leading contribution to public debate, teaching, and training of professionals to the highest national and international standards. Web: <https://fen.uchile.cl/en>

### Warsaw University of Life Sciences - SGGW

The Warsaw University of Life Sciences (*Polish: Szkoła Główna Gospodarstwa Wiejskiego, SGGW*) is the largest agricultural university in Poland, established in 1816 in Warsaw. It employs over 2,600 staff including over 1,200 academic educators. The University is since 2005 a member of the [Euroleague for Life Sciences \(ELLS\)](#) which was established in 2001. The SGGW offers some 37 different fields of study, 13 faculties in [Agricultural Sciences](#), [Economic Sciences](#), [Humanities](#), [Technical & Life Sciences](#). Web: <https://www.sggw.pl/>