# Call for Papers

# Number #12

# Exploring the Complexity of Products, Services, and Systems: Ecosystems of Service Design

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**Products | Services | Systems**

**Issue Editors:** Jaehyun Park, Angus Donald Campbell, Brian Lee, and Marc Chataigner (The Hong Kong Polytechnic University)

We invite contributions on the sociotechnical phenomena of service design ecosystems across products, services, and systems that elucidate the interactions and contradictions between human behaviours, organisational dynamics, and technical determinacy.

**Background**

Design traditionally focused on images (2D) and objects (3D), however, Redström (2006) argued that it should be understood as a performative process that encompasses the dynamic realms of interactions, experiences, and services. This paradigm shift prompted both researchers and practitioners to reconsider the foundations of design knowledge and practice in order to address this expanded scope. Brigit Mager defines Service Design as the choreography of "processes, technologies, and interactions within complex systems in order to co-create value for relevant stakeholders" (2012, in Service Design Network 2026). However, designers encountered significant challenges in developing robust theoretical frameworks and practical methodologies that can adequately capture the complexity and richness of contemporary service design (Sangiorgi 2011).

Three principal challenges have emerged. First, there is a lack of comprehensive theories, methodologies, and practical approaches that effectively bridge value propositions across products and services from a systems perspective (Vargo, 2012; Secomandi and Snelders 2011; Patrício et al. 2011). Second, existing service design research tends to be theoretically grounded in service-dominant (S-D) logic from marketing and organisational studies (Lusch and Vargo 2014a, 2014b). This is a predominantly resource-based perspective, for example, using methods such as co-creation, stakeholder mapping or service blueprinting, and consequently, falls short of providing a robust theoretical foundation for the concept of service ecosystems - the ultimate goal of service design. Third, as service design moves towards service ecosystems (Mager et al. 2020), service design research and development processes and outcomes need to be reconfigured to accommodate constant change, for example, emerging technologies such as artificial intelligence, robotics, and Internet of Things; addressing latent sociocultural behaviours; and rapidly transforming organisational dynamics in industry and business markets (Ostrom et al. 2015; Vink et al. 2021).

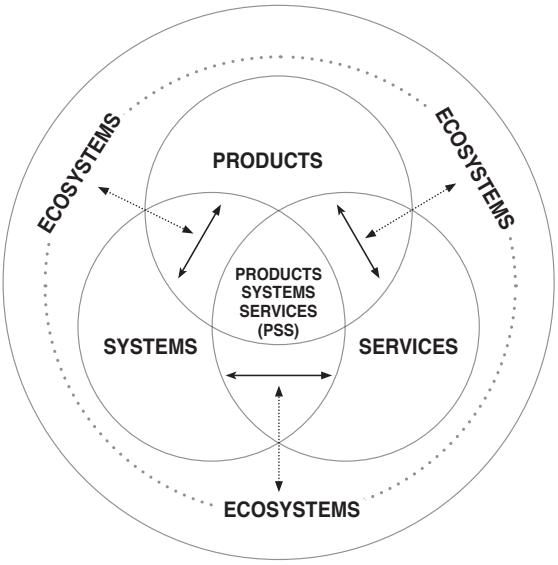


**Figure 1.** Ecosystems of service design

We invite authors to explore the sociotechnical dynamics of service design ecosystems (Fig.1), spanning products, services, and systems that consider these three challenges across, but not limited to the following themes.

**Themes**

- **Foundational concepts and theories of product–service systems (PSS)** - concepts, theories, frameworks, models, and design features of PSS.
- **Contradictions, barriers, and success factors in service ecosystems** - contradictions and opportunities across product-service activity systems; barriers and key factors from an ecosystem perspective; success and failure factors of PSS and their ecosystems.
- **Sociotechnical interactions: Human behaviour, organisation, and technology** - interactions among PSS within broader ecosystems; scenario planning for temporal and longitudinal challenges; ensuring privacy, trust, and security; digital literacy; user interface, usability, and UX.
- **Stakeholder engagement, policy, and management across ecosystems** - multiple-stakeholder engagement; policy, strategy, and management of service ecosystems; business service processes and ecosystems; cross-cultural studies.
- **Methodological advancements for analysing service ecosystems** - research methods for analysing service ecosystems; advancing design theories as new disciplinary/interdisciplinary knowledge beyond technology- and market-driven innovation.
- **Empirical and contextual studies of PSS and service ecosystems** - PSS case studies; types and roles of service design and their impact on the emerging digital society; acceptance, adoption, and diffusion of service technologies from an ecosystem perspective.

**Research Designs and Methodological Approaches**

- Conceptual and empirical studies
- Quantitative, qualitative, and multimethod approaches

- Use of data from direct observations and secondary sources
- Use of correlation-based configurational approaches, data mining, and text mining for data analysis
- Other relevant designs and methods

**Submission Guidelines**

***Important dates:***

- **Call for contributions:** 15 April 2026
- **Submission deadline:** 1 September 2026 (noon, Hong Kong Time)
- **Peer review notification:** 1 November 2026
- **Final publication:** 15 April 2027

Submissions must follow the guidelines for the applicable contribution type, as detailed https://cubicjournal.org/index.php/cubic/information/authors. Please note that *Cubic* follows the Chicago Manual of Style (for more information, see https://www.chicagomanualofstyle.org/home.html). Send final submissions to jaden.park@polyu.edu.hk (issue editors), and copy editors@cubicjournal.org.

All contributions will be double-blind peer-reviewed. Works will be published for open access. No publication fee will be collected.

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**Editor Bios**

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Dr. Jaehyun Park is an Associate Professor at The Hong Kong Polytechnic University's School of Design, where he passionately leads the BA Service Program. Driven by a deep commitment to service design, his interdisciplinary academic background seamlessly integrates Arts, Management, and Technology. With degrees from Seoul National University, IIT, and Case Western Reserve University, Dr. Park approaches research as a socio-technical endeavor. His work actively explores user experience, smart environments, and digital innovation to redefine products, systems, and services. By emphasizing human-centered values within service design, his impactful research is widely published in top global journals like Information & Management.

**Prof. Angus Donald Campbell**

Prof. Angus Donald CAMPBELL is a designer, educator and researcher who critically explores the power of design to creatively, collaboratively and sustainably innovate at the complex nexus of social, technological and ecological systems. He is an Associate Professor at The Hong Kong Polytechnic University School of Design and an Honorary Associate Professor at the University of Auckland (UoA). Originally from South Africa, he worked in the Industrial Design (ID) Department at the University of Johannesburg for 18 years, co-founding the UJ DESIS Lab and finally heading the department. He moved to Aotearoa New Zealand in 2021 to lead UoA's new multidisciplinary Design Department. Key areas of his research include Lay Design, Service Design, Pluriversal Design, Technology Innovation, Sustainable Development and Urban Food Systems. For more, visit www.angusdonaldcampbell.com

**Prof. Brian Lee**

Brian Lee is a design researcher and practitioner exploring theoretical frameworks in design that foster well-being and facilitate positive value transformation through socio-materiality and collaborative prototyping. He utilises design research methodologies to empower stakeholders across various sectors. His research interests encompass artefact creation methodology, service system innovation, creative citizenship, and sustainable living. Mr. Lee holds a PhD in Design and Technologies and is currently the head of the BA (Hons) in Product Design programme at The Hong Kong Polytechnic University's School of

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**Prof. Marc Chataigner**

Marc Chataigner is an Assistant Professor of Practice in Service Design at the Hong Kong Polytechnic University School of Design. He brings two decades of consulting experience in service design-led business transformation and platform innovation. He holds a PhD in Economics from Kyoto University and Master's in Design from the Design Academy Eindhoven. His research explores the intersection of service design and organisational change, focusing on how service organisations create and manage non-professional service agents. These agents include amateur micro-entrepreneurs on peer-to-peer platforms, algorithmic agents like chatbots and multi-agent process automation, and even animals such as service animals and living ecosystems. The agentification of service organisations challenges resource coordination governance and value creation, necessitating a shift in service design theory and practice.