

# Paul P. Maglio

IBM Almaden Research Center  
650 Harry Road  
San Jose, CA 95120  
408-927-2857, fax: 408-927-1920

pmaglio at almaden.ibm.com  
<http://www.almaden.ibm.com/u/pmaglio>

Cognitive Science  
University of California, Merced  
Merced, CA 95344

pmaglio at ucmerced.edu  
<http://faculty.ucmerced.edu/pmaglio>

## Work Experience

2004– Research Senior Manager  
2000–2004 Research Manager  
1997– Research Staff Member  
1995–1997 Postdoctoral Researcher  
1992–1995 Technical Staff Member  
1988–1989 Research Scientist  
1986–1988 Technical Staff Member

IBM Almaden Research Center  
IBM Almaden Research Center  
IBM Almaden Research Center  
IBM Almaden Research Center  
Jet Propulsion Lab, Cal Tech  
Artificial Intelligence Lab, MIT  
MITRE Corporation

## Academic Appointments

2007– Associate Adjunct Professor  
1998–1999 Research Associate  
1993–1994 Graduate Student Instructor

Cognitive Science, UC Merced  
Psychology, UC Santa Cruz  
Cognitive Science, UC San Diego

## Education

1995 Ph.D. Cognitive Science  
1991 M.S. Cognitive Science  
1986 S.B. Computer Science and Engineering

University of California, San Diego  
University of California, San Diego  
Massachusetts Institute of Technology

## Refereed Journal Articles

**Maglio, P. P.**, Vargo, S. L., Caswell, N. & Spohrer, J. (2009). The service system is the basic abstraction of service science. *Information Systems and e-business Management*, 7, 395-406.

Ordanini, A. & **Maglio, P. P.** (2009). Market orientation, internal process and external network: Key decision nodes in new service development. *Decision Sciences*, 40, 601-625.

Demirkan, H., Kauffman, R. J., Vayghan, J. A., Fill, H. G., Karagiannis, D. & **Maglio, P. P.** (2008). Service-oriented technology and management: Perspectives on research and practice for the coming decade. *Electronic Commerce Research Applications*, 7, 356-376.

Glushko, R. J, **Maglio, P. P.**, Matlock, T., & Barsalou, L. (2008). Categorization in the wild. *Trends in Cognitive Sciences*, 12, 129-135.

- Maglio, P. P.** & Spohrer, J. (2008). Fundamentals of service science. *Journal of the Academy of Marketing Science* (Special issue on Service-Dominant Logic), *36*, 18-20.
- Maglio, P. P.**, Wenger, M. J., & Copeland, A. (2008). Epistemic actions for self-priming: Expertise and the effective use of memory. *Acta Psychologica*, *127*, 72-88.
- Spohrer, J. & **Maglio, P. P.** (2008). The emergence of service science: Toward systematic service innovations to accelerate co-creation of value. *Production and Operations Management*, *17*(3), 1-9.
- Vargo, S. L., **Maglio, P. P.**, and Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. *European Management Journal*, *26*(3), 145-152.
- Spohrer, J., **Maglio, P. P.**, Bailey, J. & Gruhl, D. (2007). Steps toward a science of service systems. *Computer*, *40*, 71-77.
- Flor, N. V., Coulson, S. & **Maglio, P. P.** (2006). Schema blending and stable structure in online social systems. *International Journal of Web Based Communities*, *2*(2), 143-159.
- Maglio, P. P.**, Srinivasan, S., Kreulen, J. T., Spohrer, J. (2006). Service systems, service scientists, SSME, and innovation. *Communications of the ACM*, *49*(7), 81-85.
- Spohrer, J., **Maglio, P. P.**, Kreulen, J. T., & Srinivasan, S. (2006). Becoming a service scientist. *Information Processing*, *47*(5), 461-466. (In Japanese).
- Barrett, R., **Maglio, P. P.**, Kandogan, E., & Bailey, J. (2005). Usable autonomic computing systems: The systems administrator's perspective. *Advanced Engineering Informatics*, *19*(3), 213-221.
- Maglio, P. P.** & Kandogan, E. (2004). Error messages: What's the problem? *ACM Queue*, *2*(8), 50-55.
- Flor, N. V., & **Maglio, P. P.** (2004). Modeling business representational activity in online technologies: A case study of a customer-centered business. *Knowledge-based Systems*, *17*, 39-56.
- Maglio, P. P.**, & Campbell, C. S. (2003). Attentive agents. *Communications of the ACM*, *46*(3), 47-51.
- Russell, D. M., **Maglio, P. P.**, Dordick, R., & Neti, C. (2003). Dealing with ghosts: Managing the user experience of autonomic computing. *IBM Systems Journal*, *42*, 177-188.
- Maglio, P. P.**, Barrett, R., Campbell, C. S., & Selker, T. (2001). An architecture for developing attentive information systems. *Knowledge-Based Systems*, *14*, 103-110.
- Ihde, S., **Maglio, P. P.**, Meyer, J., & Barrett, R. (2001). Intermediary-based transcoding framework. *IBM Systems Journal*, *40*, 179-192.
- Maglio, P. P.** & Barrett, R. (2000). Intermediaries personalize information streams. *Communications of the ACM*, *43*(8), 96-101.
- Barrett, R. & **Maglio, P. P.** (1999). Intermediaries: An approach to manipulating information streams. *IBM Systems Journal*, *38*, 629-641.
- Campbell, C. S. & **Maglio, P. P.** (1999). Facilitating navigation in information spaces: Road signs on the World Wide Web. *International Journal of Human-Computer Studies*, *50*, 309-327.

- Barrett, R. & **Maglio, P. P.** (1998). Intermediaries: New places for producing and manipulating web content. *Computer Networks and ISDN Systems*, 30, 509–518.
- Underwood, G. M., **Maglio, P. P.** & Barrett, R. (1998). User centered push for timely information delivery. *Computer Networks and ISDN Systems*, 30, 33–41.
- Kirsh, D., & **Maglio, P.** (1994). On distinguishing epistemic from pragmatic action. *Cognitive Science*, 18, 513–549.

### **Refereed Book Chapters**

- Spohrer, J. & **Maglio, P. P.** (in press). Service science: Toward a smarter planet. To appear in W. Karwowski & G. Salvendy (Eds.), *Introduction to service engineering*. New York: Wiley & Sons.
- Maglio, P. P.**, Kandogan, E., & Haber, E. (2008). Distributed cognition and joint activity in computer-system administration. In M. S. Ackerman, C. Halverson, T. Erickson, & W. A. Kellogg (Eds.), *Resources, co-evolution, and artifacts: Theory in CSCW*. New York: Springer, pp. 145-166.
- Spohrer, J., McDavid, D., **Maglio, P. P.**, & Cordata, J. W. (2006). NBIC Convergence and technology coevolution: Towards a services science to increase productive capacity. In W. S. Bainbridge & M. C. Roco (Eds.), *Managing Nano-Bio-Info-Cogno Innovations : Converging Technologies in Society*. New York: Springer, pp. 227-254.
- Maglio, P. P.**, Barrett, R. & Farrell, S. (2003). WebPlaces: Using intermediaries to add people to the web. In K. Höök, D. Benyon & A. Munro (Eds.), *Designing information spaces: The social navigation approach*. London: Springer-Verlag, pp. 249–269.
- Maglio, P. P.** & Matlock, T. (2003). The conceptual structure of information space. In K. Höök, D. Benyon & A. Munro (Eds.), *Designing information spaces: The social navigation approach*. London: Springer-Verlag, pp. 385–403. (Reprinted from *Social navigation of information space*).
- Maglio, P. P.** & Matlock, T. (1999). The conceptual structure of information space. In A. Munro, K. Höök, & D. Benyon (Eds.), *Social navigation of information space*, London: Springer-Verlag, pp 155-173.

### **Refereed Conference Papers and Abstracts**

- Kandogan, E, Bailey, J., **Maglio, P. P.**, & Haber, E. (2008). Policy-based IT automation: The role of human judgment. In *Proceedings of the Second ACM Symposium on Computer Human Interaction for the Management of Information Technology (CHIMIT '08)*.
- Spohrer, J., Vargo, S. C., Caswell, N, & **Maglio, P. P.** (2008). The service system is the basic abstraction of service science. In *Proceedings of the 41<sup>st</sup> Hawaii International Conference on System Science (HICSS-41)*.
- Glushko, B., **Maglio, P. P.**, Matlock, T., Barsalou, L. (2007). Semantics in the wild. In *Proceedings of the Twenty-ninth Annual Conference of the Cognitive Science Society*, pp. 27-28.

- Bailey J., Kandogan E., **Maglio, P. P.**, & Haber E. (2007). Activity-based management of IT service delivery. In *Proceedings of the ACM Symposium on Computer Human Interaction for the Management of Information Technology (CHIMIT '07)*.
- Kandogan, E., Campbell, C. S., Khooshabeh, P., Bailey, J., & **Maglio, P. P.** (2006). Policy-based Management of an E-commerce Business Simulation: An Experimental Study. In *Proceedings of the Third International Conference on Autonomic Computing (ICAC)*.
- Kandogan, E., Haber, E., Cypher, A., & **Maglio, P. P.** (2005). A1: Spreadsheet-based scripting for web tools. In *LISA 2005*.
- Kandogan, E., Haber, E., Barrett, R., Cypher, A., **Maglio, P. P.**, & Zhao, H. (2005). A1: End-User Programming for Web-based System Administration. In *UIST 2005*.
- Campbell, C. S., Kandogan, E., November, A., Barrett, R., & **Maglio P. P.** (2005). Policy: An experimental evaluation of policy-based administration in a city simulation. In *IEEE 6th International Workshop on Policies for Distributed Systems and Networks*.
- Maglio, P. P.**, Campbell, C. S., & Kandogan, E. (2005). On the need for negotiation in policy-based interaction with autonomic computing systems. In *Proceedings of the Second International Conference on Autonomic Computing (ICAC)*.
- Barrett, R., Haber, E., Kandogan, E., **Maglio, P. P.**, Prabaker, M., & Takayama, L. A. (2004). Field studies of computer system administrators: Analysis of system management tools and practices. In *Proceedings of the Conference on Computer-Supported Collaborative Work (CSCW 2004)*.
- Barrett, R., **Maglio, P. P.**, Kandogan, E., & Bailey, J. (2004). Usable autonomic computing systems: The administrator's perspective. In *Proceedings of the International Conference on Autonomic Computing (ICAC)*.
- Campbell, C. S., **Maglio, P. P.**, Cozzi, A. & Dom, B. (2003). Expertise identification using email communications. In *Proceedings of ACM Conference on Information and Knowledge Management (CIKM)*.
- Campbell C. S. & **Maglio, P. P.** (2003). Segmentation of display space interferes with multitasking. In *Proceedings of the Ninth IFIP Conference on Human-Computer Interaction (INTERACT 2003)*.
- Ma, X., **Maglio, P. P.**, & Su, H. (2003). Multimodal menu interface for mobile web browsing. In *Proceedings of the Ninth IFIP Conference on Human-Computer Interaction (INTERACT 2003)*.
- Maglio, P. P.**, Kandogan, E., & Haber, E. (2003). Distributed cognition and joint activity in collaborative problem solving. In *Proceedings of the Twenty Fifth Annual Conference of the Cognitive Science Society*.
- Maglio, P. P.**, Wenger, M. J., & Copeland, A. M. (2003). The benefits of epistemic action outweigh the costs. In *Proceedings of the Twenty Fifth Annual Conference of the Cognitive Science Society*.
- Slaney, M., Subrahmonia, J., & **Maglio, P. P.** (2003). Modeling multitasking users. In *Proceedings of the Ninth International Conference on User Modeling (UM '03)*, Berlin: Springer, pp. 188-197.
- Campbell, C. S. & **Maglio, P. P.** (2003). Supporting notable information in office work. In

*Extended Abstracts of the ACM Conference on Human Factors in Computing Systems (CHI 2003)*. New York: ACM Press.

- Maglio, P. P.**, Matlock, T., Gould, S. J., Koons, D., & Campbell, C. S. (2002). On understanding discourse in human-computer interaction. In *Proceedings of the Twenty-fourth Annual Conference of the Cognitive Science Society*, Mahwah, NJ: Lawrence Erlbaum, pp. 602–607.
- Maglio, P. P.** & Wenger, M. J. (2002). On the potential of epistemic actions for self-cueing: Multiple orientations can prime 2D shape recognition and use. In *Proceedings of the Twenty-fourth Annual Conference of the Cognitive Science Society*, Mahwah, NJ: Lawrence Erlbaum, pp. 608–613.
- Barra, M., **Maglio, P. P.**, Negro, A., & Scarano, V. (2002). Group adaptive system. In *Proceedings of the Second International Conference on Adaptive Hypermedia and Adaptive Web-based Systems (AH 2002)*. Berlin: Springer-Verlag.
- Ma, X., Su, H., Chi, S., Wang, Q., & **Maglio, P. P.** (2002). Enhancing multichannel mobile internet user experience. In *Poster Proceedings of the Eleventh International World Wide Web Conference (WWW 2002)*.
- Farrell, S., Buchmann, V., Campbell, C. S., & **Maglio, P. P.** (2002). Information programming for personal user interfaces. In *Proceedings of the International Conference on Intelligent User Interfaces 2002 (IUI 2002)*. New York: ACM Press, pp. 190–191.
- Campbell, C. S. & **Maglio, P. P.** (2001). A robust algorithm for reading detection. In *Proceedings of the ACM Workshop on Perceptive User Interfaces (PUI '01)*.
- Farrell, S., **Maglio, P. P.**, & Campbell, C. S. (2001). How to teach a fish to swim. In *Proceedings of the IEEE Symposia on Human-Centric Computing Languages and Environments (HCC '01)*.
- Matlock, T., Campbell, C. S., **Maglio, P. P.**, Zhai, S., & Smith, B. A. (2001). Designing feedback for an attentive office. In *Proceedings of the Eighth IFIP Conference on Human-Computer Interaction (INTERACT 2001)*, pp. 721-722.
- Barra, M., Cillo, T., De Santis, A., Ferraro-Petrillo, U., Negro, A., Scarano, V., Matlock, T., & **Maglio, P. P.** (2001). Personal WebMelody: Customized sonification of web servers. In *Proceedings of the International Conference on Auditory Displays (ICAD 2001)*.
- Barra, M., Cillo, T., De Santis, A., Ferraro-Petrillo, U., Negro, A., Scarano, V., Matlock, T., & **Maglio, P. P.** (2001). Personal WebMelody: Customized sonification of web servers. In *Poster Proceedings of the Tenth International World Wide Web Conference*.
- Morris, J. & **Maglio, P. P.** (2001). When buying an airline ticket online, does price really matter? In *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems (CHI 2001)*. New York: ACM Press.
- Maglio, P. P.**, Matlock, T., Campbell, C. S., Zhai, S., & Smith, B. A. (2000). Gaze and speech in attentive user interfaces. In *Proceedings of the International Conference on Multimodal Interaction*. Berlin: Springer-Verlag, pp. 1-7.
- Maglio, P. P.** & Farrell, S. (2000). LiveInfo: Adapting web experience by customization and annotation. In *Proceedings of the First International Conference on Adaptive Hypermedia and Adaptive Web-based Systems (AH 2000)*. Berlin: Springer-Verlag.

- Maglio, P. P.** & Wenger, M. J. (2000). Two views are better than one: Epistemic actions may prime. In *Proceedings of the Twenty-second Annual Conference of the Cognitive Science Society*. Mahwah, NJ: Lawrence Erlbaum.
- Ihde, S., **Maglio, P. P.**, Meyer, J., & Barrett, R. (2000). Intermediary-based transcoding framework. In *Poster Proceedings of the Ninth International World Wide Web Conference*.
- Maglio, P. P.**, Barrett, R., Campbell, C. S., & Selker, T. (2000). Suitor: An attentive information system. *Proceedings of the International Conference on Intelligent User Interfaces 2000 (IUI 2000)*. New York: ACM Press, pp. 169–176.
- Maglio, P. P.** & Campbell, C. S. (2000). Tradeoffs in displaying peripheral information. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2000)*. New York: ACM Press, pp. 241–248.
- Campbell, C. S., Zhai, S., May, K. W., & **Maglio, P. P.** (1999). What you see must be what you feel: Adding tactile feedback to the Trackpoint. In M. Angela Sasse & Chris Johnson (Eds.), *Human-Computer Interaction – INTERACT '99*. IOS Press, pp 383–390.
- Maglio, P. P.**, Zhai, S., Campbell, C. S., May, K. W., & Smith, B. A. (1999). Tractile: Adding tactile feedback to the Trackpoint. In S. Brewster, A. Cawsey, & G. Cockton (Eds.), *Human-Computer Interaction – INTERACT '99, (Vol II)*. IOS Press, pp 93–94.
- Maglio, P. P.**, Matlock, T., Raphaely, D., Chernicky, B., & Kirsh D. (1999). Interactive skill in Scrabble. In *Proceedings of Twenty-first Annual Conference of the Cognitive Science Society*. Mahwah, NJ: Lawrence Erlbaum, pp. 326-330.
- Maglio, P. P.** & Barrett, R. (1999). WebPlaces: Adding people to the web. In *Poster Proceedings of the Eighth International World Wide Web Conference*.
- Barrett, R. & **Maglio, P. P.** (1998). Informative things: How to attach information to the real world. In *Proceedings of ACM Symposium on User Interface Software Technology (UIST '98)*. New York NY: ACM Press, pp. 81–88 .
- Barrett, R., **Maglio, P. P.**, & Kellem, D. (1997). How to personalize the web. In *Proceedings of the Conference on Human Factors in Computing Systems (CHI '97)*. New York, NY: ACM Press, pp. 75–82.
- Barrett, R., **Maglio, P. P.**, & Kellem, D. (1997). WBI: A confederation of agents that personalize the web. In *Proceedings of the First International Conference on Autonomous Agents*. New York, NY: ACM Press, pp. 496–499.
- Flor, N. V. & **Maglio, P. P.** (1997). Emergent global cueing of local activity: Covering in music. In *Proceedings of the Conference on Computer Supported Collaborative Learning*.
- Flor, N. V. & **Maglio, P. P.** (1997). A case study of representational activity at a customer-centered business. In *Proceedings of the Eighteenth International Conference on Information Systems*, New York, NY: ACM Press, pp 383–398.
- Maglio, P. P.** & Barrett, R. (1997). On the trail of information searchers. In *Proceedings of the Nineteenth Annual Conference of the Cognitive Science Society*. Mahwah, NJ: Lawrence Erlbaum.
- Maglio, P. P.** & Barrett, R. (1997). How to build modeling agents to support web searchers. In *Proceedings of the Sixth International Conference on User Modeling*. New York, NY:

Springer Wein.

**Maglio, P. P.** & Kirsh, D. (1996). Epistemic action increases with skill. In *Proceedings of the Eighteenth Annual Conference of the Cognitive Science Society*. Mahwah, NJ: Lawrence Erlbaum.

Kirsh, D., & **Maglio, P.** (1992). Reaction and reflection in Tetris. In J. Hendler (Ed.), *Artificial intelligence Planning Systems: Proceedings of the First Annual International Conference (AIPS92)*. San Mateo, CA: Morgan Kaufman.

Kirsh, D., & **Maglio, P.** (1992). Some epistemic benefits of action: Tetris, a case study. In *Proceedings of the Fourteenth Annual Conference of the Cognitive Science Society*. Hillsdale, NJ: Lawrence Erlbaum.

Chase, M. P., Zweben, M., Piazza, R. L., Burger, J. D., **Maglio, P. P.**, & Hirsh, H. (1989). Approximating learned search control knowledge. In *Proceedings of the Sixth International Workshop on Machine Learning*. San Mateo, CA: Morgan Kaufman.

### **Other Papers and Publications**

Campbell, C. S., **Maglio, P. P.**, Davis, M. M. (in press). From self-service to super-service: How to shift the boundary between customer and provider. To appear in *Frontiers in Service 2009*.

Kandogan, E. Haber, E., Bailey, J., & **Maglio, P. P.** (2009). Studying reactive, risky, complex, long-spanning, and collaborative work: The case of IT service delivery. *Proceedings of HCI International*.

**Maglio, P. P.**, Spohrer, J., Seidman, D. I, & Ritsko, J. J. (2008). Preface to IBM systems Journal Special Issue on SSME. *IBM Systems Journal*, 47, 3-4.

Spohrer, J. & **Maglio, P. P.** (2008). Executive summary. In B. Hefley & W. Murphy (Eds). *Service science, management and engineering: Education for the 21st century*. New York: Springer, pp xiii – xvi.

**Maglio, P. P.**, Kandogan, E., & Bailey, J. (2006). Case Studies in IT Management: On Formal Processes and Informal Activities in Service Delivery. *Frontiers in Service*. Brisbane, Australia.

Barrett, R., Chen, M. & **Maglio, P. P.** (2003). *System administrators are users too: Designing workspaces for internet-scale systems (Workshop, CHI 2003)*. Ft Lauderdale, Florida.

Kandogan, E. & **Maglio, P. P.** (2003, April). Why don't you trust me anymore? In R. Barrett, M. Chen, & P. P. Maglio, (Chairs), *System administrators are users too: Designing workspaces for internet-scale systems (Workshop, CHI 2003)*. Ft Lauderdale, Florida.

Barrett, R. & **Maglio, P. P.** (2000). Programming the web with intermediaries. *Future of Software Engineering*, Winter, 2000/2001. Fawcette Technical Publications.

Barrett, R. & **Maglio, P. P.** (2000). Intermediaries take on web server duties. *EE Times*, September, 2000. (Reprinted from *IBM Systems Journal*, 38).

- Maglio, P. P.**, Farrell, S., & Barrett, R. (2000, April). How to define “place” on the web. In K. Höök, A. Wexelblatt, & A. Munro (Chairs), *Social Navigation: A Design Approach (Workshop, CHI 2000)*. The Hague, The Netherlands.
- Maglio, P. P.** & Barrett, R. (1999, May). WBI: How to program the web with intermediaries. In P. Brusilovsky & P. DeBra (Chairs) *Second Workshop on Adaptive Systems and User Modeling on the World Wide Web (WWW8)*, Toronto, Canada.
- Cohen, A., **Maglio, P. P.**, & Barrett, R. (1998, November). The expertise browser: Leveraging distributed organizational knowledge. In E. Churchill, D. Snowden, & G. Golovchinsky (Chairs), *CSCW '98 Workshop on Collaborative and co-operative information-seeking in digital environments*. Seattle, WA.
- Maglio, P. P.** & Matlock, T. (1998, October). Emergent structure in information space. In A. Cienki (Chair), *Conference on Conceptual Structure in Discourse and Language*, Atlanta, GA.
- Maglio, P. P.** & Barrett, R. (1998, June). Adaptive communities and web places. In P. Brusilovsky & P. DeBra (Chairs), *Second Workshop on Adaptive Hypertext and Hypermedia*. Pittsburgh, PA.
- Maglio, P. P.** & Matlock, T. (1998, March). Metaphors we surf the web by. In A. Munro, K. Höök, & D. Benyon (Chairs), *Workshop on Personalized and Social Navigation in Information Space*. Swedish Institute for Computer Science, Stockholm, Sweden.
- Barrett, R., **Maglio, P. P.**, & Kellem, D. (1997). WBI: Opening up the web. In *Proceedings of CompCon '97*. Los Alamitos, CA: IEEE Computer Society.
- Maglio, P. P.** (1997). Beyond embodiment: Cognition as interactive skill. *Behavioral and Brain Sciences* [Commentary], *20*, 753–754.
- Matlock, T. & **Maglio, P. P.** (1996). Apparent motion on the World Wide Web. In *Proceedings of the Eighteenth Annual Conference of the Cognitive Science Society*. Mahwah, NJ: Lawrence Erlbaum.
- Kirsh, D., & **Maglio, P.** (1992, March). Perceptive actions in Tetris. In R. Simmons (Chair), *AAAI Spring Symposium on Selective Perception*. Stanford University, Palo Alto, CA.

### **Submitted and In Preparation**

- Kandogan, E, Bailey, J., **Maglio, P. P.**, & Haber, E. (2008). On the roles of policies in computer system management. Revision submitted to *IJHCS*.
- Kandogan, E, **Maglio, P. P.**, Bailey, J., & Haber, E. (2009). Scripting practices in complex system management. Submitted to *CHIMIT 2009*.
- Kandogan, E, **Maglio, P. P.**, Haber, E. & Bailey, J. (in prep). *Managing complexity creatively: Studies in large-scale IT service delivery*. New York: Oxford University Press.
- Maglio, P. P.**, Kieliszewski, C., & Spohrer, J. (in prep). *Handbook of service science*. New York: Springer.

## **Grants and External Funding**

Co-PI, “Cognitive Computing via Synaptronics and Supercomputing (C2S2),” DARPA Contract No. 11-09-C-0002. October 2008 – July 2009, \$4.9M.

## **University Courses Taught**

“Service Science,” Management/Cognitive Science, UC Merced, Fall 2008

“Service Science,” Management/Cognitive Science, UC Merced, Fall 2007

“Artificial Intelligence Programming (Lab),” Cognitive Science, UCSD, Fall 1993

“Artificial Intelligence Programming (Lab),” Cognitive Science, UCSD, Fall 1992

## **Distinguished and Keynote Lectures**

“Toward a Science of Service Systems for a Smarter Planet and a Smarter Workforce,” Service Science Forum, National Tsing-Hua University, Hsinchu City, Taiwan, March, 2009.

“An Approach to Service Science,” Cevora ICT Symposium, Brussels, Belgium, February, 2009.

“Global Integration and Service Innovation,” Seventh Global Mobility Roundtable Conference on Innovative Services Through Mobile Technologies, University of Auckland, New Zealand, November, 2008.

“Service Research, Education, and Innovation – The Future of Service Science,” Third IBM Australia/New Zealand SSME Conference, Sydney, Australia, November, 2008.

“Toward a Research Agenda for Service Science,” SSME Research Workshop, Georgia Institute of Technology, October 2008.

“Why IBM Needs a Multidisciplinary Service Science,” Aachener Dienstleistungsforum, Aachen University, Germany, September, 2008.

“Steps Toward a Science of Service Systems,” Dean’s Lecture Series, Golisano College of Computing and Information Sciences, Rochester Institute of Technology, February, 2007.

“Steps Toward a Science of Service,” Keynote presentation at 2006 Asia-Pacific Symposium on Service Science, Management, and Engineering, Tsinghua University, Beijing, China, December 2006.

“Services Sciences, Management, and Engineering,” Wachovia Distinguished Speaker Series, Pamplin College of Business, Virginia Tech, February 2006.

## **Invited University Course, Seminar, and Colloquium Lectures**

“Toward a Science of Service Systems for a Smarter Planet and a Smarter Workforce,” Anderson School of Management, University of New Mexico, April 2009.

“Human-Computer Interaction.” Cognitive Science 1, Invited Lecture, University of California, Merced, November, 2008.

- “The Future of Service Science.” CITRIS Research Exchange, University of California, Berkeley, October, 2008.
- “Progress toward Service Science.” Department of Information Technology Management Seminar, University of Hawaii at Manoa, April 2008.
- “Progress toward Service Science.” Service Engineering, Invited Lecture, University of California, Santa Cruz, January 2008.
- “IBM, Service, and Service Science.” Service Management, Invited Lecture, Stanford Graduate Business School, January 2008.
- “Human-Computer Interaction.” Cognitive Science 1, Invited Lecture, University of California, Merced, November, 2007.
- “What I Know about Strategic Planning.” Management 191, Invited Lecture, University of California, Merced, November, 2007.
- “Service Science, Management, and Engineering.” Information Systems and Technology Management 270, Invited Lecture, UC Santa Cruz, January 2007.
- “Service Science, Management, and Engineering.” Service Science Lecture Series, Invited Lecture, Information School, UC Berkeley January 2007.
- “Human-Computer Interaction.” Cognitive Science 1, Invited Lecture, University of California, Merced, December, 2006.
- “Service Science, Management, and Engineering,” Engineering Systems Division Graduate Seminar, Invited Lecture, MIT, November, 2006.
- “Service Sciences, Management, and Engineering,” Bocconi University, SDA, Italy, May, 2006.
- “Service Sciences, Management, and Engineering,” University of Pavia, Italy, May 2006.
- “Service Science, Management, and Engineering,” Engineering Systems Division Graduate Seminar, Invited Lecture, MIT, April, 2006.
- “Services Sciences, Management, and Engineering,” Skills Session for Service Learning, UC Merced, March, 2006.
- “Services Sciences, Management, and Engineering,” Frontiers in Computer Science Lecture Series, University of California, San Diego, January 2006.
- “Human-Computer Interaction.” Cognitive Science 1, Invited Lecture, University of California, Merced, December, 2005.
- “Services Sciences, Management and Engineering.” School of Information Science and Technology, Penn State University, October, 2005.
- “Service Science: Increasing innovation and work system productivity.” Stern School of Business, New York University, February, 2005.
- “Service Science: An approach to increasing innovation and work system productivity.” Computer Systems Laboratory Colloquium, Stanford University, January, 2005.
- “What middleware administrators do.” Class Seminar, College of Creative Studies, UC Santa Barbara, May, 2003.

- “What middleware administrators do.” CS Distributed Systems Seminar, Stanford University, April, 2003.
- “Attentive user interfaces.” Media Lab Colloquium, MIT. November, 2000.
- “Web Intermediaries (WBI)” Computer Science Department, University of Salerno, Italy. April, 2000.
- “Tradeoffs in displaying peripheral information.” Psychology Department Colloquium, UC Santa Cruz. April, 1999.
- “Applications for intermediaries on the web.” Human-Centered Computing Seminar, UC Berkeley. October, 1998.
- “How people think about the web.” IEEE Seminar, EE Department, University of Memphis, October, 1998.
- “How to make web surfing easier.” Psychology Department Colloquium, UC Santa Cruz. March, 1998.
- “Beyond embodiment: Cognition as interactive skill.” Psychology Department Colloquium, UC Santa Cruz. May, 1997.

### **Other Invited Presentations**

- “Five years of Service Science.” Art and Science of Service V, Waltham, Massachusetts, June, 2009.
- “Toward a Science of Service Systems.” Fifth Agoria Roundtable on Service Innovation, Brussels, Belgium, February 2009.
- “Service Science, Today and Tomorrow.” IV Annual Conference on the Logic and Science of Service. Honolulu, Hawaii, June 2008.
- “Progress toward Service Science.” Department of Management Information Systems, University of British Columbia, Vancouver, May 2008.
- “Some Thoughts on Service System Modeling,” SSME Workshop, University of Alberta, Edmonton, Canada, March, 2008.
- “Service Science is the Study of Service Systems,” Frontiers in Information Technology and Applications (FITA 2008), Eller College of Management, Tucson, Arizona, February, 2008.
- “Service Education, Service Research, Service Innovation,” Panel on Service Science at DSI Annual Meeting, Phoenix, AZ, November, 2007.
- “Service Education, Service Research, Service Innovation,” Advisory Board Meeting, IBM Center for Advanced Study, Toronto, Canada, October, 2007.
- “Service Science Aims to Understand Service Systems,” Workshop: Towards a Research Tradition in Services Science, Management, and Engineering at CASCON, Toronto, Canada, October, 2007.
- “Toward a Science of Service Systems,” Panel on Research in Services-Oriented Technology and Management at Ninth annual Conference on Electronic Commerce (ICEC), Minneapolis, MN, August 2007.

- “Categorization in Practice,” Symposium on Semantics in the Wild presented at the Twenty-ninth Annual Conference of the Cognitive Science Society, Nashville, TN, August 2007.
- “Toward a Science of Service Systems,” Panel on IT Industry Mega Trends/Challenges— Software/Service Focus – CTO’s perspectives” at the Silicon Valley CTO Forum, Santa Clara, CA, July 2007.
- “Steps Toward a Science of Service Systems,” DSI Mini-Conference on Service Science, Pittsburgh, PA, May 2007.
- “Steps Toward a Science of Service Systems,” New Software Industry Conference, Mountain View, CA, April, 2007.
- “Steps Toward a Science of Service Systems,” Xerox Innovation Group, Webster, NY, February, 2007.
- “The Revolution’s Coming... or It’s Here... or Something...”, Panel on The Algorithmic Revolution in Service held at the Second Annual Conference on Globalization of Services, Stanford University, December 2006.
- “Measuring Service Work,” Contributed session at INFORMS, Pittsburgh, PA, November 2006.
- “Service Industry Panel,” Sponsored Session at INFORMS, Pittsburgh, PA, November 2006.
- “Service Science, Management, and Engineering,” CASCON Workshop on Service Science, Toronto Canada, October, 2006.
- “Service Science, Management, and Engineering,” Invited talk at First Technical Meeting for Systems and Services Sciences, Grenoble, France, September 2006.
- “Service Science, Management, and Engineering,” Invited talk at CRIC Innovation in Service Conference, Manchester UK, June 2006.
- “Services Sciences, Management, and Engineering,” School of Engineering, UC Merced, February, 2006.
- “Service Innovation and the Organization of Work.” eBRC Workshop on Service Innovation. Penn State University, June 2005.
- “What do system administrators do?” Panel held at Usenix LISA Conference, San Diego CA, October, 2003.
- “Autonomic computing meets middleware administrators.” IBM Make IT Easy (MITE) Conference, Toronto, October, 2003.
- “The art and science of system administration.” High Performance Transaction Systems Workshop (HPTS), Monterey CA, October, 2003.
- “What the practices of middleware administrators mean for admin console design.” Sun Labs, Mountain View, CA, September, 2003.
- “What the practices of middleware administrators mean for admin console design.” Autonomic Computing Seminar, Watson Research Center, Hawthorne, New York, August, 2003.
- “The art of system administration.” IBM Autonomic Computing Advisory Board Meeting,

New York, April, 2003.

“User experience of middleware administration.” ROC Lab Meeting, Computer Science Department, UC Berkeley, February, 2003.

“On the role of action in human-computer interaction.” Stanford Language Users Group (SLUGS), Psychology Department, Stanford University, November 2002.

“Designing interactions for attentive user interfaces.” Communications Department, Stanford University. December 2001.

“On the display of peripheral information.” CSLI Workshop on Cognitive Aspects of Visualization, Stanford University. October, 2001.

“Gaze and speech in attentive environments.” Pervasive Computing Conference, IBM Watson Research Center, New York. September, 2000.

“Attentive user interfaces.” Human-Computer Interaction Lab Seminar, UC San Diego. January, 2000.

“WebPlaces: How to add people to the web.” Swedish Institute of Computer Science, Stockholm, Sweden. July, 1999.

“WBI: How to program the web with intermediaries.” Second Workshop on Adaptive Systems and User Modeling on the World Wide Web (WWW8), Toronto. May, 1999.

“Toward a model of web surfing.” Human Factors Group Seminar, NASA Ames Research Center. September 1997.

## **Patents**

Barrett, R., Kellem, D., & Maglio, P. *Communication network system and architecture for recording and displaying history of information accessed.* US Patent number: 5,727,129. March, 1998.

Barrett, R., Kellem, D., Maglio, P., & Selker, T. *System and method for displaying a graphical representation of an entity along with a related parameter of the entity.* US Patent Number: 5,908,467. June, 1999.

Cohen, A., Sheldon, M., Maglio, P. P., & Barrett, R. *Method and system for summarizing topics of documents browsed by user.* US Patent Number: 6,356,898. March, 2002.

Cohen, A., Sheldon, M., Maglio, P. P., & Barrett R. *Method and system for conveying expertise based on document usage.* US Patent Number: 6,377,983, April, 2002.

Maglio P. P. & Barrett, R. *System and method for creating adaptive communities in information space.* US Patent Number: 6,400,381, June, 2002.

Barrett, R., Maglio, P., & Underwood, G. *User-centered push methods and system.* US Patent Number: 6,490,584, December, 2002.

Barrett, R., Maglio, P. P. & Selker, E. J. *Managing networked information using physical objects.* US Patent Number: 6,549,933, April, 2003.

Flickner, M. D., Lu, Q., Maglio, P. P., Selker, E. J., Morimoto, C. H., & Koons, D. B. *Method and system for relevance feedback through gaze tracking and ticker interfaces.* US Patent Number: 6,577,329, June, 2003.

- Barrett, R. & Maglio, P. P. *Digital persona for providing access to personal information*. US Patent Number: 6,581,059, June, 2003.
- Maglio, P. P. & Matlock, T. G. *Character input interface for compact electronic devices*. US Patent Number: 6,744,427, June, 2004.
- Barrett, R., Maglio, P., & Underwood, G. *Method and system for pushing information to a client an information processing system*. US Patent Number: 6,820,084 B2, November, 2004.
- Campbell, C. S. & Maglio, P. P. *System and method for detecting reading and skimming from eye movements*. US Patent Number: 6,873,314 B1, March 2005.
- Campbell, C. S. & Maglio, P. P. *A system and method for posting, transferring, and moving digital information*. US Patent Number: 7,046,213 B2, May, 2006.
- Campbell, C. S. & Maglio, P. P. *A method of rewarding the viewing of advertisements based on eye-gaze patterns*. Filed, January 2005.
- Barrett, R., Haber, E., Kandogan, E. & Maglio, P. P. *Spreadsheet programming*. Filed, March, 2005.

### **Journal Editor and Editorial Board**

- Editorial Board, *LNCS Services Science Series*, Springer Verlag, 2009 –
- Co-guest Editor, *Information Systems and eBusiness*, Special Issues on Service Science, Management, and Engineering. Vol 7, no 4, and Vol 8, no 1, 2009.
- Editorial Review Board, *Journal of Service Research*, Sage Publications, 2007 –
- Co-guest Editor, *IBM Systems Journal*, Special Issue on Service Science, Management, and Engineering. Vol 47, no 1, February 2008.

### **Advisory Boards and Steering Committees**

- EWOSS, European Workshop on Service Science, 2009*
- ACM CHI Student Paper Competition, 2009*
- Frontiers in Services – Practitioner Award Committee, 2009*
- Art and Science of Service V, 2009*
- Special Issues on Service Management and Service Science: IJES, IJEC, 2008*
- International Conference on Service Science (ICSS), 2008 –*
- ACM Symposium on Computer-Human Interaction for the Management of IT (CHIMIT), 2007 –*
- International Association for Management of Technology (IAMOT), 2007 –*
- Services Research & Innovation Initiative (SRII), 2007 –*
- International SSME Workshop and Summer School, 2007 –*
- Masters Program in Mind, Language and Embodied Cognition. Edinburgh University, Scotland, UK. 2005 –

### **Conference General Chair and Program Chair**

Co-chair, *Frontiers in Service*, San Francisco CA, October, 2007

General Co-Chair, *Sixteenth International Conference on Management of Technology (IAMOT 2007)*, Miami Beach, FL, May, 2007

General Co-chair, *First ACM Symposium on Computer-Human Interaction for Managing Information Technology (CHIMIT '07)*, Cambridge MA, March 2007

Co-chair, *Service Science, Management and Engineering: Education for the 21<sup>st</sup> Century*, Palisades, NY, October 2006.

Co-chair, *Conference on Human Impact and Application of Autonomic Computing Systems*, sponsored by the IBM Academy of Technology. IBM TJ Watson Research Center, Yorktown Heights, New York, April, 2004.

Co-chair, *Almaden Institute: Work in the Era of the Global, Extensible Enterprise*. IBM Almaden Research Center, March, 2004.

Co-chair, *Conference on Human Interaction with Autonomic Computing Systems*, sponsored by the IBM Academy of Technology. IBM Almaden Research Center, San Jose, California, June, 2003.

### **Workshop Chair, Track Chair, and Panel Chair**

Co-chair, *Service Science, Management, Engineering*, Minitrack at HICSS, January 2009

Co-chair, *AMCIS Minitrack on Information Systems in Service Research*, August 2008

Co-chair, *Service Science, Management, Engineering*, Minitrack at HICSS, January 2008

Co-chair, *PICMET Symposium: Technology Management in the Service Sector*, Portland, OR, August, 2007

Co-chair, Service Industry Panel, *INFORMS*, Pittsburgh, PA, November 2006.

Co-chair, Service Science Workshop, *CASCON*, Toronto, Canada, October, 2006.

Co-chair, *Workshop on Education for Service Innovation*, National Academies Building, Washington DC, April 2006.

Co-organizer, *System Administrators are Users Too*. Workshop held at ACM CHI Conference, Fort Lauderdale, Florida, April, 2003.

### **Conference Program Committee**

Transforming Engineering Education (IEEE), 2010

IESS 1.0, First International Conference on Exploring Services Science, 2010

IEEE International Conference on Services Computing, 2009

Sixth International Conference on Service Oriented Computing, 2008

Fourth Annual Conference on the Logic and Science of Service, 2008

Fifth International Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2008

Sixteenth International Conference on the World Wide Web (WWW2007), 2007  
CASCON, 2006  
Frontiers in Service, 2006  
Third International Conference on Autonomic Computing, 2006  
Fourth International Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2006  
Fifteenth International Conference on the World Wide Web (WWW2006), 2006  
ACM Conference on Intelligent User Interfaces, 2006  
Third International Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2005  
Fourteenth International Conference on the World Wide Web (WWW2005), 2005  
ACM Conference on Intelligent User Interfaces, 2005  
ACM Conference on User Interface Software and Technology, 2004  
International Symposium on Multimodal Visualization, 2004  
Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2004  
Marr Prize Chair, Twenty-fifth Conference of the Cognitive Science Society, 2003  
ACM Hypertext Conference, 2003  
IFIP Conference on Human-Computer Interaction (Interact), 2003  
Workshops on Adaptive Hypermedia and Adaptive Web-based Systems, 2003  
Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2002  
Third Workshop on Adaptive Hypertext and Hypermedia, 2001  
Workshop on Awareness on the World-Wide Web at CSCW, 2000  
Conference on Adaptive Hypermedia and Adaptive Web-based Systems, 2000  
Ninth International World Wide Web Conference (WWW9), 1999  
World Conference on WWW and the Internet (WebNet), 1999  
Workshop on Adaptive Systems and User Modeling on the World Wide Web, 1999

### **Ad Hoc Journal and Conference Reviewer**

AI & Society, Service Science, Acta Psychologica, Technovation, IEEE Computer, Journal of Service Research, Cognitive Science, IEEE Systems Man and Cybernetics Part A, Human Computer Interaction, Communications of the ACM, IBM Systems Journal, ACM Transactions on Human-Computer Interaction, JASIST, Behavioral and Brain Sciences, ETRI Journal, Information Processing & Management

ACM Conference on Human Factors in Computing Systems (CHI), Symposium on User Interface Software and Technology (UIST), ACM Conference on Computer Supported Cooperative Work (CSCW), ACM Conference on Graphics (SIGGRAPH), Cognitive Science Society Conference

### **University Service**

Future of Cognitive Science Workshop Committee, UC Merced, 2009

School of Management Project, UC Merced, 2007 –  
Cognitive Science Graduate Group, UC Merced 2007 –

### **Awards**

*Research Division Award* – IBM, “Fringe – Research Contributions to Lotus Connections.”  
March, 2008.

*Outstanding Innovation Award* – IBM, “SSME Global Creation and Thought Leadership.”  
April, 2007.

*Supplemental Patent Award* – IBM, “Top 10% of Patents Issued in 2006.” February, 2007.

*Supplemental Patent Award* – IBM, “Top 10% of Patents Issued in 2003.” July, 2004.

*Award of Merit* – Society for Technical Communication (International), Scholarly or  
Professional Articles, “Intermediaries: An approach to manipulating information  
streams”, May 2001.

*Award of Distinction* – Society for Technical Communication (New York), Scholarly or  
Professional Articles, “Intermediaries: An approach to manipulating information  
streams”, April 2001.

*Outstanding Technical Achievement Award* – IBM, “Contributions to Websphere  
Transcoding Publisher”, August 2000.

*Best Poster Award* – Eighth International World Wide Web Conference, “WebPlaces: Adding  
people to the web”, May 1999.

*Research Division Award* – IBM, “WBI in KidDesk”, June 1998.

### **Select Press**

“IBM Takes the Guesswork Out of Services Consulting,” *IEEE Spectrum*, Dec 5, 2006.

“CareerWatch,” *ComputerWorld*, Nov 6, 2006

“Are You Being Served?” *Public CIO Magazine*, Aug 2006.

“Hardware’s softer side,” *San Diego Union Tribune*, Apr 4, 2006.

“Research in Development,” *Technology Review*, May 2005.

### **Society Membership**

Association for Computing Machinery, Senior Member

Cognitive Science Society

INFORMS

Decision Sciences Institute

American Marketing Association