

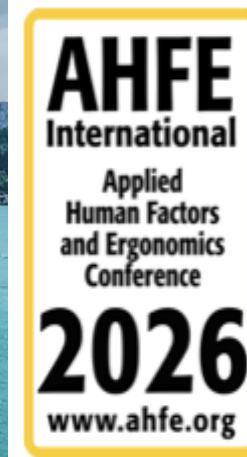


Welcome to AHFE 2026 in Istanbul!



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July 20-24, 2026 - Istanbul, Turkey



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Conference

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13th International Conference on The Human Side of Service Engineering

TRANSLATIONAL SERVICE RESEARCH AND DESIGN METHODOLOGY (TSRDM): WHAT IT IS



Markus Warg, Jim Spohrer, Tilo Böhmann, Christine Leitner, Luca Carrubbo, Volker Gruhn,
Peter Weiss, Jens Neuhüttler, Marc-Alexander Burmeister

AHFE 2026



TRANSLATIONAL SERVICE RESEARCH AND DESIGN METHODOLOGY (TSRDM): WHAT IT IS

AGENDA

- 1. CHALLENGE, INSPIRATION & PURPOSE**
- 2. EXAMPLE**
- 3. THEORETICAL BACKGROUND**
- 4. WHAT IT IS**
- 5. FINDINGS & OUTLOOK**

1. CHALLENGES, INSPIRATION & PURPOSE

TRANSLATIONAL GAPS

DISCONNECTS BETWEEN KNOWLEDGE AND ITS IMPLEMENTATION



„SDG Implementation Gaps“

https://www.un.org/sustainabledevelopment/wp-content/uploads/2025/08/2025_SDG_Goal-Level_Social_Media_Cards_progress_chart_rev-scaled.png



„From Bench to Bedside Gaps“

Zerhouni, E. A. (2005). Translational and clinical science — time for a new vision. Westall, J. M. (2007), Blue Highways on the NIH roadmap, *Jama* 297, 403-406



„AI Experimentation Trap“

Furr, N., & Shipolov, A. (2025). Beware of the AI Experimentation Trap. *Harvard business review*, August 29, 2025, 7.

1. CHALLENGES, INSPIRATION & PURPOSE

TRANSLATIONAL SERVICE RESEARCH AND DESIGN METHODOLOGY (TSRDM)

#FOR SYSTEMATICALLY BRIDGING TRANSLATIONAL GAPS AND “FIXING FRICTIONS”

Challenge

Persistent “translational gaps” pose significant social and economic challenges.

Inspiration

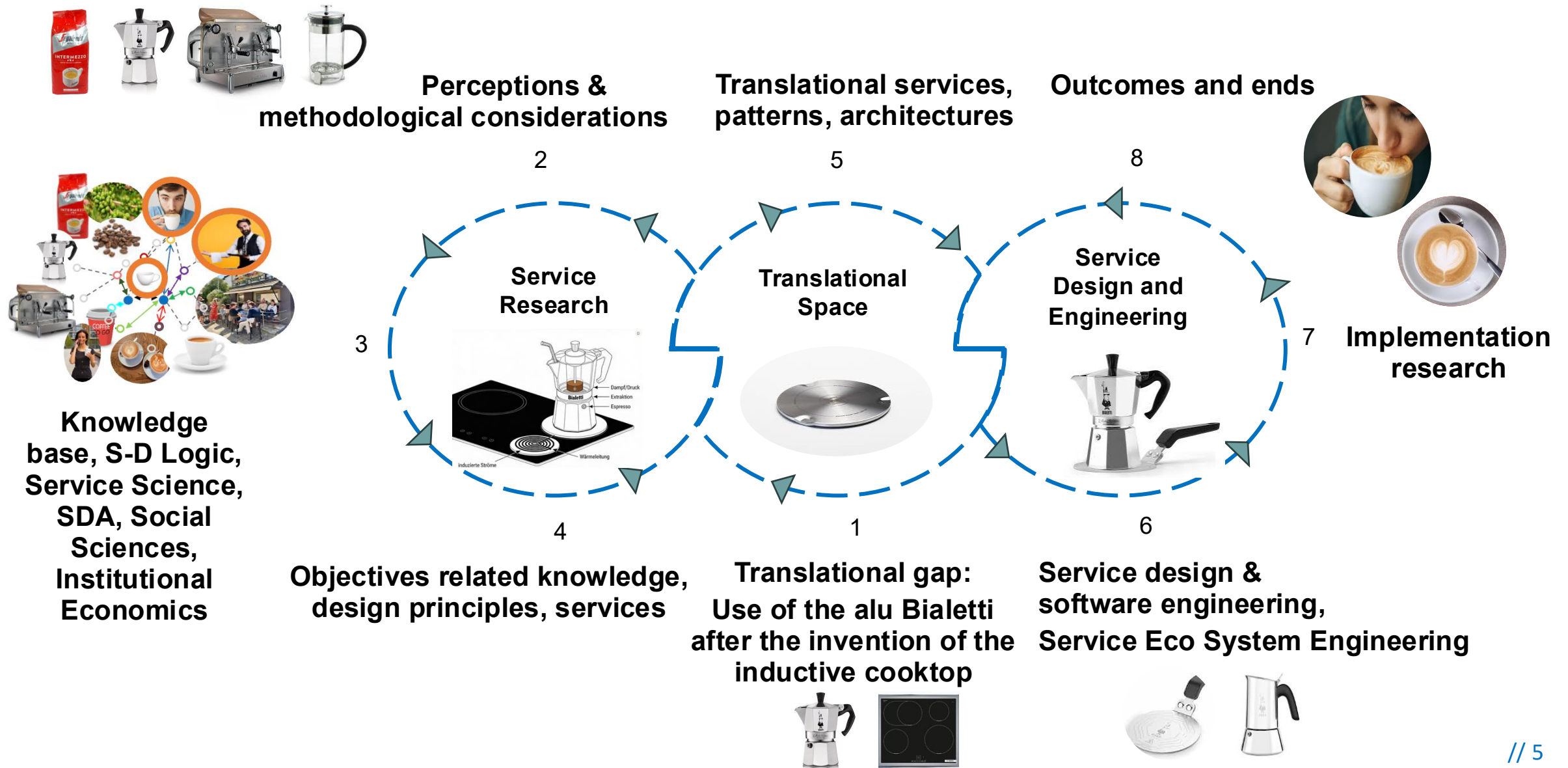
Enhance human well-becoming by accelerating the progress from discovery to implementation.

Purpose

Translational Service Research and Design Methodology (TSRDM) is an explorative, multidisciplinary approach that systematically bridges translational gaps and accelerates the transfer of scientific discoveries into service innovations for human well-becoming.

2. EXAMPLE

#WHAT IT IS: EIGHT STEP PROCESS, FRICTIONS, LINKAGES AND TRANSITIONS



CENTRALITY OF SERVICE

#COLLABORATIVE VALUE CREATION

SERVICE is the application of resources (e.g., technology, goods, data, knowledge) for the benefit of another actor and/or oneself and **CONNECTS EVERYONE OF US TO THE WORLD AROUND US.**



Axiom1	Service is the fundamental basis of exchange
Axiom2	Value is cocreated by multiple actors, always including the beneficiary
Axiom3	All social and economic actors are resource integrators.
Axiom4	Value is always uniquely and phenomenologically determined by the beneficiary.
Axiom5	Value cocreation is coordinated through actor-generated institutions and institutional arrangements.

Source: Vargo and Lusch (2004), "Evolving to a New Dominant Logic for Marketing" *Journal of Marketing* 68(January), 1-17. Vargo and Lusch (2008), "Service-Dominant Logic: Continuing the Evolution" *Journal of the Academy of Marketing Science* 36(Spring), 1-10, Vargo and Lusch (2016), "Institutions and axioms: an extension and update of service-dominant logic" *Journal of the Academy of Marketing Science*, 1-19.

3. THEORETICAL BACKGROUND

CENTRALITY OF SERVICE

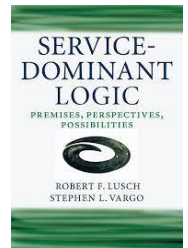
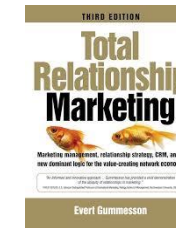
#SERVICES, SERVICE, SERVICE SYSTEMS, SDA



Don Norman (ex UX Apple): „The idea is to focus not on selling products but on offering services. Every product ultimately contains a service. I buy a cup because it holds a drink and keeps it warm.“ (Normann, D. (2024), p.77)



Evert Gummesson: „activities render services, things render services.“
Gummesson, E. (1995), p.251)



Steve Vargo: Founder Service-Dominant Logic (S-D Logic). S-D Logic offered a coherent way for these thoughts. Goods, activities, technologies and all the other resources and their services are integrated and replaced by service (in the singular). S-D Logic is the process and narrative of value co-creation.



Jim Spohrer: Founder Service Science. Service Science models service and its essential inter-relationships and abstracts them as service systems (responsible actors) interconnected by value propositions, viewed as an evolving ecology.



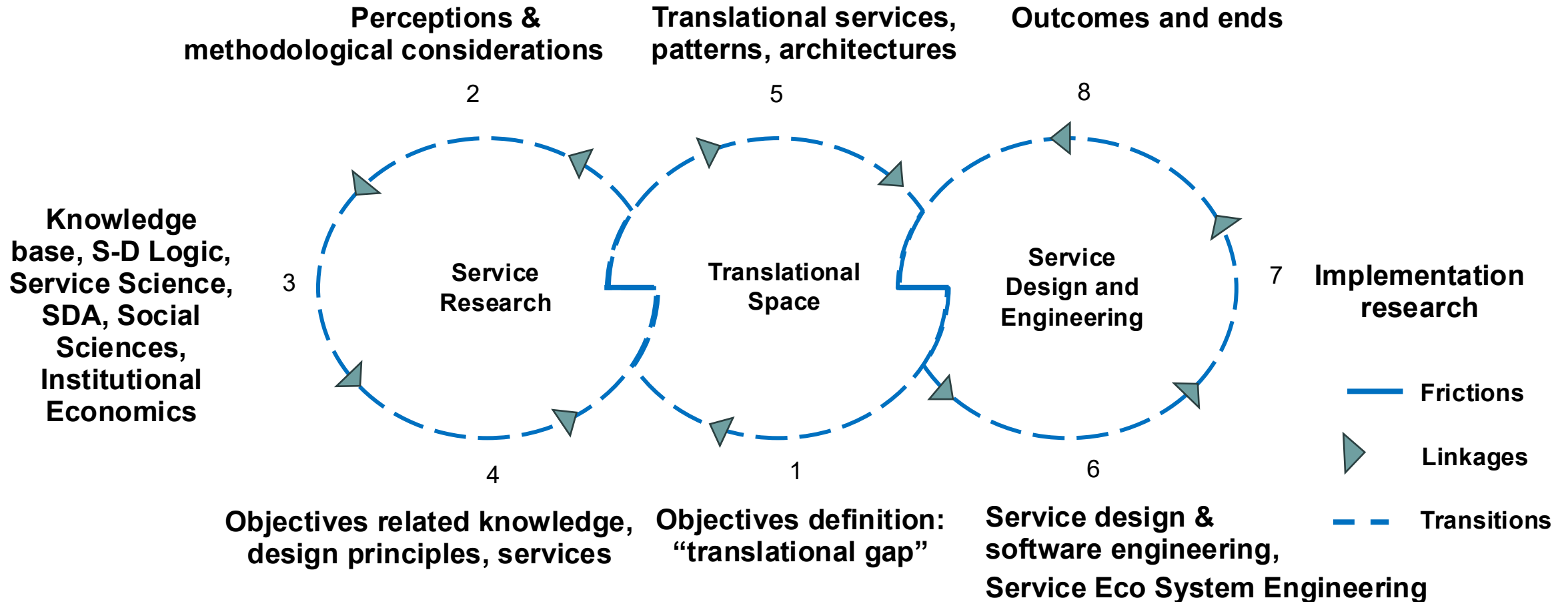
Markus Warg: Founder Service Dominant Architecture (SDA) which is derived from S-D Logic and Service Science. SDA facilitates the process and narrative of value cocreation from service design to engineering and implementation. As structure SDA is medium (plan) and output (result) of the services and processes it recursively organizes.



4. WHAT IT IS

TRANSLATIONAL SERVICE RESEARCH AND DESIGN METHODOLOGY (TSRDM)

#WHAT IT IS: EIGHT STEP PROCESS, FRICTIONS, LINKAGES AND TRANSITIONS



4. WHAT IT IS

TRANSLATIONAL SERVICE RESEARCH AND DESIGN METHODOLOGY (TSRDM)

**#ALL CHANGE OF THE FORM OF TRANSLATION OF KNOWLEDGE TO PRACTICE
HAS CHOICES AND DECISIONS MADE IN STAGES**

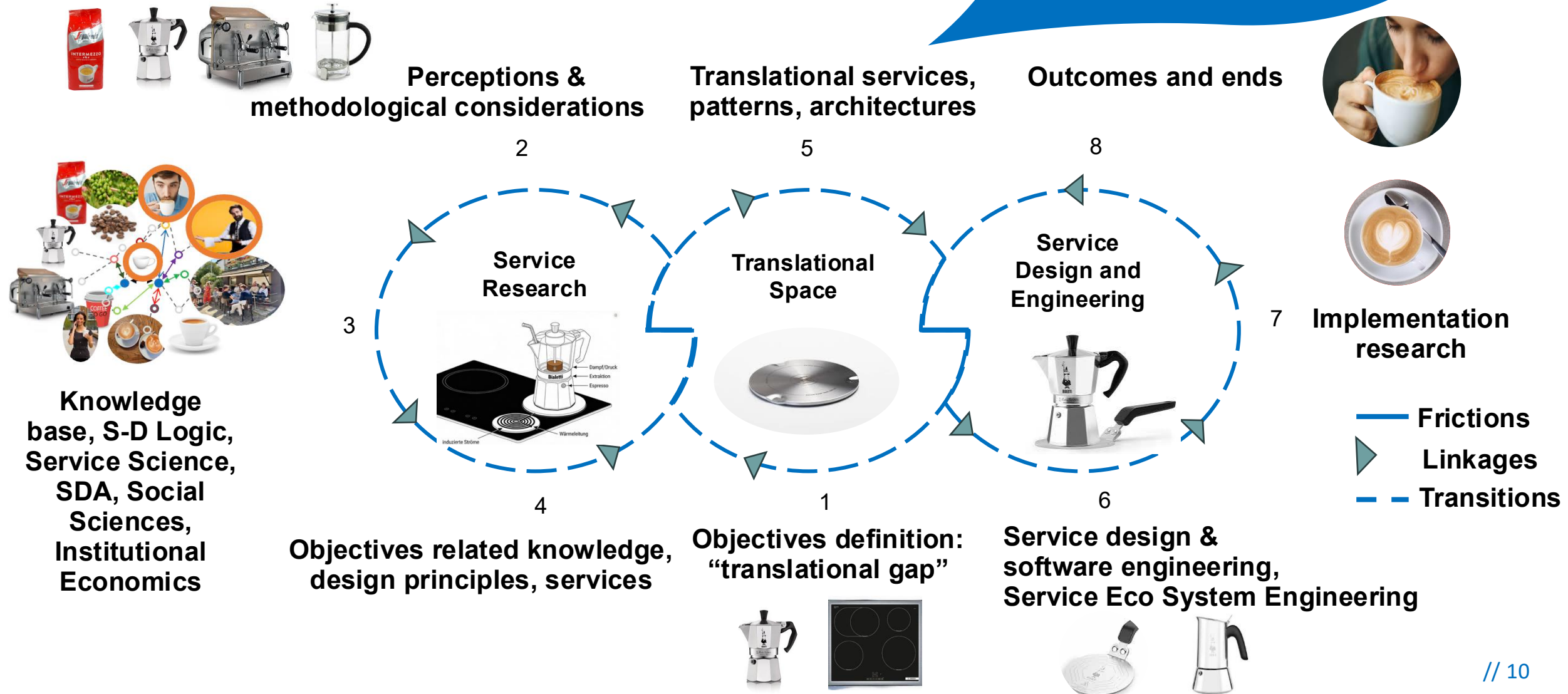
The choices and decisions that have to be made in the course of the eight-step TSRDM process could look like this:

1. Who gets to decide what societal, business, and individual problems are worth working on?
2. Who gets to decide which existing theories are most relevant for tackling the challenge?
3. Who gets to decide which research groups are most worthy (expert) for investment in working on the challenge?
4. Who gets to decide the pilot audience for the initial trials and deployment?
5. Who gets to decide site selection - deployment site organizational capacity to change?
6. Who gets to decide who works with those who have to change?
7. Who gets to decide the metrics for evaluating success of the pilot trials?
8. Who gets to decide if scaling up investment to a larger population is worth it?

4. WHAT IT IS

#WHAT IT IS: EIGHT STEP PROCESS, FRICTIONS, LINKAGES AND TRANSITIONS

“Which services are missing to enable value in use in the course of interaction?”
-> “Friction Fixing”



5. FINDINGS & OUTLOOK

AHFE 2026: A SELECTION OF WORKS THAT APPLY TSRDM

AHFE 2026: Vol. XX, 2026
doi: 10.54941/ahfeXXXX



Translational Service Research And Design Methodology: What it is, What it is not, What it might be

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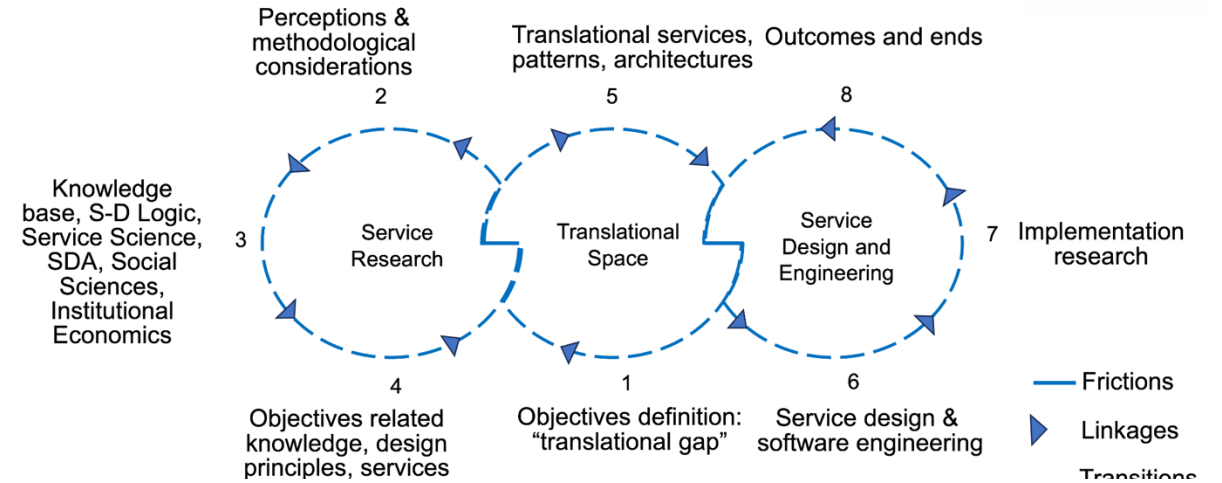


Service Ecosystem Engineering to Overcome Translational Gaps in Digital Transformation

Volker Gruhn¹ and Markus Warg²

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²Institut für Service Design, Hamburg



OVB

AHFE 2026: Vol. XX, 2026
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Evolving the OVB Service Platform Approach to Overcome the AI Experimentation Trap

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Börsen-Zeitung

AHFE 2026: Vol. XX, 2026
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Shaping Börsen-Zeitung: Evolving from Print Media to a Leading Community Platform for Financial Market Decision-Makers

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Charité

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Applying TSRDM Framework to Charité's Fast Follower IT Strategy - Bridging Translational Gaps of Digital Transformation

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HS PF

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Linking Context to Outcomes: Building Transformational Design Patterns Using Service Dominant Architecture (SDA)

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NR AG

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Bridging Translational Gaps in Psychological Care – A Care Platform Approach

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doi: 10.54941/ahfeXXXX

Beyond Availability: Closing Adoption Gaps in Digital Health Prevention — A TSRDM Approach

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5. FINDINGS & OUTLOOK

TSRDM: FINDINGS

- (1) Structured Process: TSRDM organizes translational work into an eight-step, three-pillar process that makes gaps, frictions, and failure points explicit design elements.
- (2) Translational Space: Provides reusable translational services and domain-agnostic service patterns applicable across fields like health, digital transformation, and sustainability.
- (3) Meta-Theoretical Framework: Offers a coherent, multidisciplinary approach to analyze and bridge translational gaps, accelerating the move from discovery to impactful service innovation.

5. FINDINGS & OUTLOOK

TSRDM: OUTLOOK

- (1) Analysis of TSRDM papers from the AHFE 2026 session „Bridging Translational Gaps for Enhancing Human Well-Becoming“.
- (2) Further development of TSRDM in terms of working with „frictions, transitions, and linkages“, as well as the three pillars of „service research“, „translational space“, and „service design & engineering“.
- (3) Presentation and discussion of TSRDM at conferences, particularly at the Naples Forum on Service and at AHFE 2027.

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