



International Conference on Challenges in Managing Smart Products and Services (CHIMSPAS 2026)



On 24 and 25 September 2026, the sixth CHIMSPAS conference ("International Conference on Challenges in Managing Smart Products and Services") took place at Bielefeld University. Prof. Dr. Nicola Bilstein (University of Bayreuth) was one of the conference organisers, together with Prof. Dr. Christian Stummer and Dr. Melina Schleef (both from Bielefeld University).

The programme featured ten presentations on a wide range of topics related to smart products and smart services, delivered by both researchers and practitioners. In addition, seven poster presentations provided insights into ongoing projects at an early stage of research. Following the poster session, the Best Poster Award was presented to Melina Schleef, Mohamed Souka, Saifeddin Al Imamy, Amjad Abuelsamen and Reinhold Decker for their poster, "From Fun to Function: How Experiential and Functional Tasks Shape Augmented Reality Experiences". At the end of the conference, the Best Paper Award was presented to Friederike Paetz and Carsten D. Schultz for their paper, "Beyond the Checkout: Uncovering Customer Preferences for Cashierless Systems". The programme concluded with a conference dinner high above the rooftops of Bielefeld at Stadtblick Sparrenburg restaurant, providing an excellent setting for networking.

The Chair of Marketing & Service Management also presented its own research at the conference. Annalena Neder presented the project "The Power of Touch: Unlocking Well-Being and Performance through Haptic Elements in Smart Health Services". The project investigates how haptic elements in smart health services can promote users' well-being and performance. It was developed in collaboration with Lucas Endres,

Prof. Dr. Nicola Bilstein and Prof. Dr. Torsten Eymann (University of Bayreuth), as well as Berit Helmus and Kristina Hall (FIM Research Center for Information Management).

Special thanks go to everyone who contributed to organising the conference and to all participants for their engaging contributions, constructive feedback and valuable discussions.

For further information about CHIMSPAS, please visit www.chimspas.de.

Bayreuth, 22 October 2026

Prof. Dr. Nicola Bilstein