Agentic and Generative AI in Service-oriented IS Research: A Positioning Framework

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Agentic and Generative AI in Service-oriented IS Research: A Positioning Framework

SIG SVC Workshop Editorial

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Abstract

Agentic and generative AI are reshaping service encounters and service operations: AI-drafted customer responses handle thousands of cases at scale, autonomous scheduling agents coordinate resource allocation without human initiation, and multi-agent systems execute end-to-end service workflows across tools and databases. These developments shift how value is co-created, which resources circulate, and who holds initiative. Drawing on service-dominant logic and IS delegation theory, this editorial develops two complementary positioning tools for service-oriented IS research on AI-enabled service phenomena. A lexicon specifies the key elements for articulating a service phenomenon: the focal service exchange, actor constellation, resource ensemble, delegation configuration, institutional arrangements, service architecture, and multi-beneficiary outcomes. A generativity-agency matrix classifies phenomena by AI-driven resource production and autonomous action, clarifying dominant mechanisms and method fit. Together, they support cumulative, theory-consistent contributions across heterogeneous AI-in-service contexts for research, practice, and responsible innovation. The editorial also provides an overview of the papers presented at the ICIS 2025 SIG SVC Workshop and included in these proceedings, illustrating the breadth of AI-enabled service phenomena under active scholarly investigation.

Keywords: Generative AI, Agentic AI, Service research, Information systems.

Introduction

Generative AI models now participate in service work that previously required extensive human interpretive and communicative labor. In customer-facing settings, they draft responses, summarize cases, explain decisions, and personalize communications at scale. In employee-facing settings, they generate documentation, translate domain knowledge into actionable guidance, and support knowledge-intensive tasks through synthesis and drafting (Banh & Strobel, 2023; Feuerriegel et al., 2024). At the same time, service organizations increasingly operationalize agentic AI systems that allocate work, trigger follow-up actions, monitor process deviations, and coordinate service workflows through tool access and system integration (Holldack et al., 2026; Wissuchek & Zschech, 2025). This combination of generativity and autonomy changes how service is produced and experienced because it alters which actors take initiative, which resources circulate in exchange, and which arrangements stabilize accountability and legitimacy when decisions and actions are partly executed by AI (Perez-Vega et al., 2021).

These developments raise pressing questions for service-oriented IS research and practice alike: How should AI-enabled service configurations be designed to remain accountable and human-centered? How does the delegation of initiative to agentic systems reshape employee roles, customer co-creation, and organizational readiness? Addressing these questions requires both conceptual grounding – to specify what makes a phenomenon a service contribution – and analytic tools that map the heterogeneous configurations of AI capability that researchers and practitioners encounter.

This editorial emerges from the SIG SVC Workshop at ICIS 2025, where scholars working across these questions convened to examine AI-enabled service phenomena. The diversity of contributions – spanning analytic decision support, generative assistants, autonomous executors, and multi-agent service systems – made visible a shared need: a common vocabulary and positioning logic that preserves service-theoretical commitments while remaining compatible with IS theorizing about digital artifacts and delegation. The lexicon and generativity-agency matrix developed here respond directly to that need. Both were developed through conceptual synthesis of service-dominant logic and IS delegation theory, and iteratively refined through the workshop contributions and discussions that made the positioning gap visible.

Core service research offers foundational constructs for making these changes theoretically legible. A service-dominant logic perspective conceptualizes service as the application of operant and operand resources for the benefit of another actor and explains value creation through resource integration in use contexts (Vargo & Lusch, 2004, 2016). This view treats actors as resource integrators embedded in service ecosystems that are coordinated through institutional arrangements – configurations of rules, norms, and beliefs that enable and constrain value co-creation (Vargo & Lusch, 2016). IS scholarship complements this grounding by conceptualizing agentic IS artifacts as entities that can initiate action and accept delegated rights and responsibilities for tasks and outcomes under uncertainty, thereby foregrounding delegation relationships as an explanatory unit for contemporary human-AI collaboration (Baird & Maruping, 2021). The interaction of these perspectives becomes especially salient when AI systems both generate resources and act on them through workflow execution and tool use, because resource integration, delegated initiative, and institutional coordination jointly shape service outcomes.

Research on generative AI and agentic AI has expanded rapidly, yet positioning a study as a service contribution remains difficult when the phenomenon is framed mainly in terms of model capability, user attitudes, or technical performance. Service contributions require explicit linkage to a service exchange, a beneficiary's value-in-use, an actor constellation that co-creates value, and the resources and institutional arrangements that coordinate resource integration (Storbacka et al., 2016; Vargo & Lusch, 2016). Agentic AI strengthens this requirement because autonomy implies the allocation of rights and responsibilities, which shapes accountability and trust in service relationships (Baird & Maruping, 2021). Generative AI strengthens it because machine-produced artifacts circulate as resources that are reused, recombined, and institutionalized within service architectures and routines, thereby changing how service is designed and enacted across frontstage encounters and backstage operations (Lusch & Nambisan, 2015; Reinhard et al., 2026). The resulting research space spans decision-making support, service design and experience engineering, orchestration of AI-enabled service systems, impacts on service workers, and organizational readiness for adoption (Maedche et al., 2016; Weritz et al., 2024). Coherent positioning across this breadth benefits from a shared lexicon and compact analytic frameworks that preserve service-theoretical commitments while remaining compatible with IS theorizing about digital artifacts and delegation.

This editorial responds to two unmet needs in service-oriented IS research. The first is conceptual: scholars need theoretically consistent use of core service constructs – resource integration, value-in-use, institutional arrangements – alongside IS theorizing about delegation and digital artifacts. The second is practical: positioning a study as a service-oriented IS contribution requires compact analytic aids that make service-theoretical commitments explicit. We address both through two complementary contributions. The lexicon for positioning research on agentic and generative AI-enabled service phenomena specifies seven elements – focal service exchange, actor constellation, resource ensemble, delegation configuration, institutional arrangements, service architecture, and multi-beneficiary outcomes – that together constitute a theory-consistent specification of a service contribution. The generativity-agency matrix classifies AI-enabled service phenomena by their dominant capability configuration, supporting concise alignment of theoretical emphasis with the phenomenon under study. We also provide an overview of the papers presented at the ICIS 2025 SIG SVC Workshop included in these proceedings, which illustrates the breadth of phenomena under active scholarly investigation this framework can accommodate.

Positioning Research on AI-enabled Service Phenomena

Service research conceptualizes markets and organizations as configurations of actors who exchange service, integrate resources, and co-create value under institutional arrangements that render interaction predictable and meaningful (Vargo & Lusch, 2016). IS research complements this view by conceptualizing digital systems as socio-technical configurations in which artifacts shape and are shaped by organizational practice, with agentic artifacts requiring explicit theorization of delegated initiative and responsibility (Baird & Maruping, 2021). Positioning agentic and generative AI phenomena gains rigor when these commitments are aligned and autonomy and content generation are treated as mechanisms that reorganize value co-creation through resource integration and institutional coordination. This alignment supports cumulative theory building by making phenomena comparable across settings and by clarifying which constructs are constitutive rather than merely contextual.

Conceptual Grounding from Service Research and IS

Generative AI denotes computational techniques capable of producing seemingly new, meaningful content such as text, images, audio, or code based on learned patterns from data and user prompts (Banh & Strobel, 2023; Feuerriegel et al., 2024). In service contexts, this content functions as a resource that becomes consequential when actors integrate it into interactions, decisions, and task execution. The relevant unit for service research is therefore not the content in isolation but the role it plays in resource integration, including how it reshapes communication, sensemaking, and coordination in a service system (Bartelheimer, Heinz, Hönigsberg, Li, et al., 2025). Generativity also expands the space of service designs and responses available at a given moment, while introducing quality variance and the need for validation routines that become part of service architectures and institutional arrangements (Reinhard et al., 2026).

Agentic AI denotes AI instantiated in socio-technical systems that initiates actions and operates toward goals under uncertainty in ways that implicate rights and responsibilities for task execution and outcomes (Baird & Maruping, 2021; Holldack et al., 2026). In service settings, agency concerns a system's capacity to exercise decision-making, control, and action within a service process, including initiating service activities, modifying workflows, and activating digital infrastructures through tool access and integration (Kaartemo & Helkkula, 2025; Sharma et al., 2026; Wirtz & Stock-Homburg, 2025). Agency is not synonymous with intelligence but denotes initiative and control in situated action. In delegation terms, it becomes relevant when a human principal transfers rights and responsibilities to an agentic artifact and when appraisal, distribution, and coordination mechanisms govern that relationship over time (Baird & Maruping, 2021).

Service-dominant logic defines service as the application of operant resources – skills and knowledge – for another actor's benefit (Vargo & Lusch, 2004). Beneficiaries determine value phenomenologically in use contexts, so service outcomes require specifying who experiences value, under which conditions, and by which evaluative criteria (Vargo & Lusch, 2016). A service ecosystem is a relatively self-contained, self-adjusting system of resource-integrating actors connected by shared institutional arrangements and mutual value creation through service exchange. This framing is essential for AI-enabled service because generative content and agentic actions routinely cross organizational boundaries via platforms, outsourcing, and shared infrastructures, turning responsibility and trust into ecosystem-level rather than firm-level coordination problems (Bartelheimer, Heinz, Hönigsberg, Li, et al., 2025; Lusch & Nambisan, 2015).

Resource integration denotes the process through which actors combine and apply resources in interaction to realize value-in-use (Vargo & Lusch, 2016). The operand-operant distinction supports analytic precision: operand resources require action to become valuable, whereas operant resources act on other resources and drive value creation (Constantin & Lusch, 1994). Data, interfaces, and infrastructures often function as operand resources in service exchange, while human competencies, routines, and interpretive frames function as operant resources. Generative AI outputs often function as operand resources, whereas generative and agentic capabilities can function as operant resources when they shape other resources and activities through synthesis, recommendation, coordination, and tool-mediated action (Feuerriegel et al., 2024; Lusch & Nambisan, 2015). This duality recommends explicitly naming the resource ensemble in any study, including the resources agentic systems can access and activate, because access defines the feasible action space and, thus, the service consequences of autonomy (Reinhard et al., 2026; Sharma et al., 2026).

Institutions denote humanly devised rules, norms, and beliefs that enable and constrain action and make social life predictable and meaningful; institutional arrangements denote assemblages of interrelated institutions that coordinate value co-creation (Vargo & Lusch, 2016). This vocabulary captures both formal and informal mechanisms through which ecosystems stabilize expectations about acceptable service behavior, error tolerance, disclosure, accountability, and recourse. It also accommodates variation across domains such as health, finance, public services, and workplace services, where institutional requirements shape how far autonomy and personalization can be extended (Bartelheimer, Heinz, Hönigsberg, Siemon, et al., 2025). Actor engagement provides a compatible microfoundation for analyzing how human actors participate in interactive resource integration within institutional contexts. AI agents, in turn, can be treated as actors insofar as they are designed to integrate resources, initiate action, and affect service outcomes within those same contexts (Storbacka et al., 2016).

A complementary conceptual lens supports phenomena in which human and AI contributions become entangled at the level of task performance. Conceptual work on hybrid intelligent service ecosystems defines configurations in which humans and AI act as interconnected actors and where human-AI hybrids configure human and artificial agency during service exchange (Bartelheimer, Heinz, Hönigsberg, Siemon, et al., 2025). This vocabulary is most useful when configured hybrid agency constitutes the mechanism of interest, such as when employees and AI systems dynamically allocate initiative and control during service work or when multi-agent systems coordinate with human supervisors through iterative handoffs (Holldack et al., 2026). It is best used selectively as a bridge between service ecosystem theory and IS delegation theory rather than as an overarching frame for all AI-enabled service phenomena.

A Lexicon for Positioning Research on Agentic and Generative AI-enabled Services

The lexicon organizes this conceptual grounding into a structured scaffold for specifying a service contribution. Table 1 summarizes the seven positioning elements and the key aspects to specify for each.

The first element is the *service phenomenon:* a service exchange in which actors apply operant resources for beneficiaries who determine value-in-use (Vargo & Lusch, 2004, 2016). In AI-enabled settings, precision comes from identifying the locus of AI involvement: whether AI primarily produces representational resources, initiates actions, or combines both through tool use and workflow execution (Bartelheimer, Heinz, Hönigsberg, Siemon, et al., 2025). It also benefits from naming the service outcome domain, e.g., service quality, responsiveness, personalization, fairness, or experience quality, while retaining beneficiary-centered value as the evaluative principle (Vargo & Lusch, 2016).

The second element specifies the *actor constellation* and *role structure*. Service ecosystem theory treats actors as resource integrators embedded in institutional contexts, and actor engagement research recognizes also machines and human-machine combinations as actors, thereby enabling analysis of AI as an active participant in resource integration (Storbacka et al., 2016; Vargo & Lusch, 2016). Role specification clarifies which actors participate directly in the service encounter, which contribute through backstage operations, and which impose or negotiate institutional expectations (e.g., regulators, platform owners, professional bodies) (Bartelheimer, Heinz, Hönigsberg, Siemon, et al., 2025; Reinhard et al., 2026). Where the phenomenon centers on dynamic human-AI collaboration, hybrid intelligent service ecosystem vocabulary can clarify how human-AI hybrids emerge as task-performing entities that combine competencies and configure agency (Bartelheimer, Heinz, Hönigsberg, Siemon, et al., 2025).

Table 1. A Lexicon for Positioning Research on Agentic and Generative AI-enabled Services

Positioning element	Key aspects to specify
Service phenomenon and beneficiary value-in-use	Focal service exchange; beneficiary(ies); value-in-use criteria in context; boundary conditions (channel, journey stage, stakes).
Actor constellation and roles	Relevant actors (customers, employees, firms, partners, platforms, regulators, AI artifacts); role relations; frontstage/backstage placement; who initiates and who evaluates outcomes.
Resources and resource integration (operand/operant)	Resource ensemble (data, models, tools, interfaces, routines, human expertise); what is operand vs. operant; how AI changes integration mechanisms (creation, access, recombination, validation).
Delegation and agency configuration	Which decisions/actions are delegated; autonomy bounds; decision rights and responsibility; handoffs; escalation and override; monitoring and audit routines.
Institutional arrangements	Formal/informal rules, norms, beliefs coordinating exchange; disclosure expectations; acceptable autonomy and acceptable generated content; recourse and accountability practices; compliance constraints.
Service architecture and engagement platforms	Where AI is embedded (frontstage/backstage); interfaces; tool access and action surface; coupling across workflows/systems; architectural embedding of institutional constraints.
Outcomes and evaluative criteria across beneficiaries	Outcome set by beneficiary group (experience, worker outcomes, performance, legitimacy); micro–meso–macro links; time horizon (encounter vs. lifecycle vs. ecosystem evolution).

Note. For illustrative application of these positioning elements to concrete AI-enabled service contexts, see Bartelheimer, Heinz, Hönigsberg, Siemon, et al. (2025), who demonstrate how hybrid intelligent service ecosystems can be characterized along related dimensions.

The third element specifies *resources* and *resource integration mechanisms*. Service-dominant logic treats resource integration as the core value creation process and distinguishes operant from operand resources, providing a concrete structure for specifying how AI changes service exchange (Constantin & Lusch, 1994; Vargo & Lusch, 2016). Generated texts, images, and code artifacts can be treated as operand resources that circulate in service scripts, documentation, designs, and responses (Banh & Strobel, 2023; Feuerriegel et al., 2024). The generative capability itself, embedded in service architectures and interaction routines, can be treated as an operant resource that acts on data, institutional knowledge, and interaction histories to shape other resources and activities (Allmendinger et al., 2026; Hansmeier et al., 2026). Agentic capabilities further alter resource integration by mobilizing resources through action, including retrieval, updating records, triggering workflows, and coordinating across tools and systems (Holldack et al., 2026; Sharma et al., 2026; Wirtz & Stock-Homburg, 2025). Positioning therefore benefits from explicitly describing the resource ensemble available to the AI-enabled service system and how integration mechanisms shift, including validation and error correction (Reinhard et al., 2026; Sharma et al., 2026).

The fourth element specifies *delegation* and *agency configuration*. Delegation theory frames agentic artifacts as entities that can accept rights and responsibilities for tasks and outcomes and explains how appraisal, distribution, and coordination mechanisms govern delegation relationships between humans and agentic artifacts (Baird & Maruping, 2021). Translating this into service positioning requires explicit specification of where initiative resides for key service activities and how control and responsibility are allocated across actors. This includes what actions agents may take autonomously, what requires approval, and how monitoring, escalation, exception handling, and audit practices regulate the boundary between autonomous execution and human intervention (Allmendinger et al., 2026; Holldack et al., 2026). This element is central because autonomy allocation reshapes employee discretion, workload composition, interaction patterns, and beneficiaries' perceptions of competence, control, and recourse (Wirtz & Stock-Homburg, 2025).

The fifth element specifies *institutional arrangements* that coordinate and constrain AI-enabled service exchange. Institutional arrangements provide the service-theoretical mechanism for explaining how ecosystems stabilize expectations and coordinate value co-creation, extending the analysis beyond

organizational governance toward legitimacy and shared meaning (Vargo & Lusch, 2016). For generative AI, they shape disclosure norms, acceptable content use, professional standards, and recourse practices when outputs are incorrect or harmful; for agentic AI, they shape permissible autonomy, auditability expectations, accountability assignments, and override practices (Bartelheimer, Heinz, Hönigsberg, Siemon, et al., 2025; Holldack et al., 2026; Katsiuba et al., 2025). This element is especially consequential because AI-enabled service often spans multiple institutional domains, and such variation helps explain why similar AI capabilities produce different service designs and outcomes across contexts.

The sixth element specifies *service architecture* and *engagement platforms* through which actors access and integrate resources. Service research positions engagement platforms as enabling infrastructures that mediate resource access and integration and thereby shape innovation trajectories and ecosystem evolution (Breidbach & Brodie, 2017; Lusch & Nambisan, 2015). In AI-enabled service, architecture determines whether AI remains assistive or becomes action-capable, while tool access defines the action and risk surface of agentic systems (Holldack et al., 2026; Sharma et al., 2026). Frontstage placement of generative AI in interfaces changes interaction quality and perceptions of service competence, while backstage placement in workflows changes responsiveness, routing, and recovery capabilities that shape frontstage experience indirectly (Benner et al., 2025; Grau & Blohm, 2025). Positioning therefore benefits from describing where AI capability sits in the service architecture, what data and tools are accessible, how outputs enter decision and interaction loops, and which design choices impose constraints, monitoring, and handoffs (Allmendinger et al., 2026; Bartelheimer, Heinz, Hönigsberg, Siemon, et al., 2025).

The seventh element specifies *outcomes* and *evaluative criteria* across beneficiaries. A beneficiary-centered view of value implies that service outcomes should be specified for relevant actor categories rather than reduced to a single organizational performance metric (Vargo & Lusch, 2016). In AI-enabled service, outcome structures commonly include customer experience outcomes, employee outcomes such as autonomy and task meaningfulness, organizational outcomes such as efficiency and quality, and ecosystem outcomes such as legitimacy and trust (Wirtz & Stock-Homburg, 2025). Outcome specification therefore benefits from describing whose value is evaluated, which trade-offs institutional arrangements prioritize, and how outcomes relate to resource integration and delegation configurations rather than treating AI as a uniform treatment with uniform effects (Storbacka et al., 2016; Weritz et al., 2024).

Taken together, these elements form a lexicon for positioning research on agentic and generative AI-enabled services that preserves service-theoretical commitments while remaining compatible with IS theorizing about digital artifacts and delegation. The lexicon treats generative AI as a resource production mechanism whose consequences depend on integration into service exchange, and it treats agentic AI as a redistribution of initiative and responsibility whose consequences depend on delegation mechanisms embedded in service architectures and institutional arrangements.

A Generativity-Agency Matrix for Classifying AI-enabled Service Phenomena

As a complementary component of the positioning framework, the generativity-agency matrix in Figure 1 was developed through conceptual synthesis of IS delegation theory and service-dominant logic, drawing on the two mechanisms identified in prior work as primary drivers of contemporary AI-enabled service change. Generativity denotes the capacity to produce meaningful symbolic artifacts that can function as resources in service exchange (Banh & Strobel, 2023; Feuerriegel et al., 2024). Agency denotes the AI artifact's capacity to initiate action and accept delegated rights and responsibilities for task execution and outcomes under uncertainty (Baird & Maruping, 2021). The matrix supports positioning of IS research in the service domain because systems can be high on one dimension and low on the other, and each configuration implies different dominant service mechanisms, institutional requirements, and empirical observables.

The key distinction between quadrants lies in the locus of consequential action: Generative Assistants produce artifacts that humans then act upon, while Service Agents both produce artifacts and act on them directly through tool access and workflow execution. Similarly, Autonomous Executors initiate actions without generating representational outputs, whereas Analytic Decision Support produces informational inputs that leave initiation to humans. A customer service system that drafts email responses for agent review exemplifies a Generative Assistant; the same system extended with the ability to autonomously update records, trigger refunds, and escalate tickets crosses into the Service Agent quadrant.

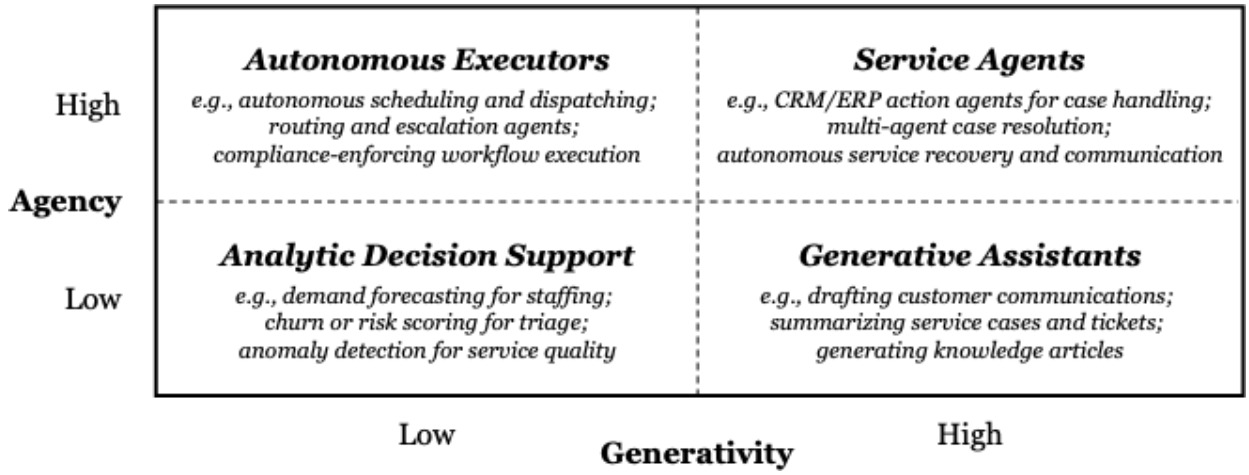

Figure 1. Generativity-Agency Matrix for AI-enabled Service Phenomena

Analytic Decision Support. Phenomena characterized by low generativity and low agency typically involve AI systems that provide informational inputs such as predictions, classifications, and recommendations while leaving initiation and execution to humans and established workflows (Shavit et al., n.d.). In service terms, these systems primarily increase informational resource availability and influence value co-creation through how humans integrate that information into service routines (Reinhard et al., 2026). The relevant positioning emphasis lies in resource integration patterns, the service architecture through which information is accessed, and the institutional arrangements that allocate responsibility for decisions that remain human-initiated (Lusch & Nambisan, 2015; Vargo & Lusch, 2004). Empirical designs often focus on decision quality, operational outcomes, and changes in routines rather than on autonomous action or generated content (e.g., Reinhard et al., 2026).

Generative Assistants. Phenomena characterized by high generativity and low agency involve systems that generate artifacts that actors integrate into service work, while humans retain initiative for consequential actions. This configuration includes assistants that draft customer communications, summarize service cases and tickets, generate knowledge articles, and propose service scripts or service design alternatives, with humans editing, approving, and enacting outputs (Banh & Strobel, 2023; Feuerriegel et al., 2024). The service-theoretical emphasis lies in how generated artifacts become resources in exchange, how they reshape communicative labor and knowledge reproduction, and how institutional arrangements specify acceptable use through disclosure, quality assurance, and recourse practices (Bartelheimer, Heinz, Hönigsberg, Siemon, et al., 2025). The continuity to advanced user assistance research is particularly visible here, since assistance aims to improve task performance through context-aware support without requiring autonomous execution (Reinhard et al., 2026).

Autonomous Executors. Phenomena characterized by low generativity and high agency involve systems that autonomously execute service-relevant actions with constrained representational output, such as agents that schedule and dispatch resources, route requests and escalations, enforce compliance rules, or execute bounded workflow actions under predefined conditions (Qin et al., 2025; Qiu et al., 2024). The dominant mechanism becomes delegation because autonomy implies transfers of rights and responsibilities. Positioning therefore emphasizes how delegation relationships are established and maintained through appraisal, distribution, and coordination mechanisms, and how institutional arrangements stabilize accountability and trust when actions are initiated by agentic artifacts (Baird & Maruping, 2021; Vargo & Lusch, 2016). Observables include patterns of overrides, exception handling, monitoring practices, and institutionalized escalation routines that regulate autonomy in day-to-day service provision (Murugesan, 2025).

Service Agents. Phenomena characterized by high generativity and high agency involve systems that both generate resources and act on them through tool use and workflow execution. This configuration includes service agents that generate communications and plans while also retrieving information, updating records, triggering workflows, coordinating case resolution, and supporting autonomous service recovery across tools and systems (Shaikh et al., 2026). The combined mechanism expands the resource frontier and shifts

initiative, creating strong dependence on service architecture and institutional arrangements that specify permissible autonomy and acceptable content integration. Positioning emphasizes how actor constellations and resource integration patterns change when AI-generated artifacts and AI-initiated actions are tightly coupled, and how delegation mechanisms and institutional arrangements jointly shape service outcomes across beneficiaries (Baird & Maruping, 2021; Vargo & Lusch, 2016). Hybrid intelligent service ecosystem vocabulary becomes useful in this quadrant when configured hybrid agency constitutes the central explanatory mechanism, for example when human-AI hybrids dynamically allocate initiative in service work or when multi-agent systems coordinate with human supervisors through iterative handoffs (Bartelheimer, Heinz, Hönigsberg, Siemon, et al., 2025).

The matrix supports concise positioning by enabling authors to state whether a phenomenon primarily functions as analytic decision support, an autonomous executor, a generative assistant, or a service agent, and then align theoretical emphasis accordingly. High generativity implies primary attention to resource production and integration, quality variance, and institutional arrangements governing acceptable content use (Feuerriegel et al., 2024; Vargo & Lusch, 2016). High agency implies primary attention to delegation relationships, coordination routines, and institutional arrangements governing accountability and recourse (Baird & Maruping, 2021; Vargo & Lusch, 2016). Combined high generativity and high agency implies attention to their interaction through service architecture and engagement platforms that mediate resource access and action surfaces (Lusch & Nambisan, 2015). Used together with the lexicon, the matrix offers a disciplined way to articulate what makes a study a contribution to understanding how AI-enabled resource production and autonomous initiative reshape value co-creation through resource integration under institutional arrangements within a defined service ecosystem.

Overview of the Papers Presented at the Workshop

The workshop showcased a broad array of scholarly inquiries into how generative and agentic AI reshape service work, service systems, and platform-mediated exchanges across regulated industries, workplace settings, domestic environments, e-commerce platforms, and research practice. While each study examines unique questions and contexts, together they paint a coherent picture of AI-enabled service as a landscape shaped by (a) the production and circulation of AI-generated resources, (b) the delegation of initiative to autonomous systems, and (c) the governance mechanisms that keep outcomes reliable, legitimate, and useful for multiple beneficiaries.

Making Generated Resources Usable: Standards, Control, and Design

A first cluster of papers centers on a practical question: when AI produces texts, advice, or retrieved knowledge, how can those outputs be shaped so they remain fit for use in consequential settings? Here, the workshop contributions span evaluation methods, controllability levers, and application design patterns:

- *Controlling Text Complexity for Automatic Text Simplification while Maintaining Semantic Fidelity* (Thomsen & Theuerkauf, 2025) examines how AI-generated simplifications can be steered toward predefined complexity levels without sacrificing meaning – highlighting the design challenge of balancing accessibility with fidelity when generated text becomes part of professional work.
- *Towards the Data Sharing Advisor – Leveraging Large Language Models to Assess the Business Potentials and Potential Pitfalls for Data Sharing* (Lachenmaier et al., 2025) presents a prototype advisory service that generates assessments of opportunities and risks for sharing a specific dataset, focusing on how such advice can be delivered in a way that is usable under practical constraints like confidentiality and consistency.
- *Creating a Taxonomy for Retrieval Augmented Generation Applications* (Nikishina et al., 2025) steps back to systematize the design space of retrieval-augmented generation (RAG), offering a structured way to describe and compare RAG applications – useful when "what kind of RAG system is this?" becomes a prerequisite for cumulative insights across contexts.

Delegating Initiative: When Systems Act, Coordinate, and Orchestrate

A second cluster moves from "AI generates" to "AI does." These papers focus on AI systems that take initiative – routing work, coordinating specialized agents, or orchestrating actions across a service environment – raising questions about boundaries, supervision, and responsible system design:

- *Assessing AI Systems in Financial Services using Agentic AI: The Case of the EU AI Act* (John et al., 2025) demonstrates an agentic approach for classifying financial AI systems into regulatory risk categories, illustrating how multi-step assessment tasks can be delegated to an AI workflow while still requiring careful handling of edge cases and justifications.
- *Multi-Agent Systems for Information Systems Research: A Framework for Collaborative AI-Augmented Inquiry* (Ampel & Ullman, 2025) proposes a framework in which multiple specialized agents collaborate on research tasks such as synthesis and analysis – an example of "service work" shifting when coordination itself becomes an AI-mediated capability.
- *Designing Responsible Agentic AI Homes as Hybrid Intelligent Service Ecosystems* (Bokka et al., 2025) conceptualizes an agentic home system with orchestrated automation, governance, and user-facing control – making visible how domestic value hinges on configuring what the system may do, when it should defer, and how people remain able to understand and override actions.

Governing Credibility: Trust, Deception, and Human Response

A third cluster highlights that AI-enabled service succeeds or fails not only on capability, but on how people interpret, adopt, resist, or strategically exploit these systems. The papers here bring out tensions around trust, role expectations, and adversarial dynamics in service ecosystems:

- *From Technology Acceptance to Service Partnership: Trust and Expert Adoption of GenAI in Process Mining* (Hafner et al., 2025) examines how experts evaluate generative AI-enabled process mining and under what conditions they treat it as a dependable partner – surfacing the ways expectations about transparency and reliability shape adoption in specialized professional services.
- *AI Agent Persona: Understanding Human-AI Collaboration for Better Employee Performance and Satisfaction* (Patwary et al., 2025) focuses on how the specificity of an AI agent's persona and guardrails influences employee perceptions and outcomes – showing that "how the agent presents itself and behaves" can be a consequential design choice in workplace service operations.
- *Prompt-Temperature and Text Complexity as Determinants of AI-Generated Review Detectability in E-Commerce* (Theuerkauf & Thomsen, 2025) studies how controllable generation settings make synthetic reviews harder to detect, showing how generative capability can be mobilized strategically and how platform service quality erodes when authenticity cues become easier to manufacture.

Outlook for Cumulative Service Research on Agentic and Generative AI

Agentic and generative AI reposition questions of service research within IS by altering how service exchange is assembled, enacted, and governed. AI-generated artifacts circulate as operand resources in interactions, documentation, and decision processes, while action-capable systems activate infrastructures and execute steps once requiring human initiation. These shifts focus analytic attention on how actors integrate resources under institutional arrangements allocating initiative, accountability, and recourse.

Methodologically, this space calls for diverse approaches: design science research to build and evaluate AI-enabled service artifacts and governance mechanisms; qualitative studies to trace how delegation configurations emerge and shift in practice; quantitative designs to measure resource integration, delegation outcomes, and institutional compliance; and longitudinal studies to track ecosystem evolution as agentic systems gain tool access and artifacts become institutionalized. Exemplary questions include: How do service organizations design escalation and override routines that maintain accountability as agentic autonomy increases? How do customers perceive value-in-use when interactions involve generative content indistinguishable from human-authored outputs? And how do institutional arrangements in regulated domains like healthcare and finance shape the feasible action surface of agentic systems?

The lexicon and matrix presented here support disciplined specification of these elements and promote comparability across contexts and methods. The lexicon prompts theory-consistent articulation of a service contribution by making the seven positioning elements explicit, while the matrix enables a one-step positioning statement – e.g., "this phenomenon is primarily a Generative Assistant configuration, with implications for resource integration and institutional arrangements governing content use" – that aligns theoretical emphasis with the mechanisms at work. A researcher studying AI-assisted case resolution would use the lexicon to specify which actors hold initiative at which points, which generated artifacts circulate as operand resources, and which institutional arrangements govern acceptable autonomy and recourse; a practitioner designing an agentic service system would use the same elements to surface accountability gaps before deployment. Both are intended as working tools rather than closed systems, and two reflections on their scope and limits are warranted.

First, the lexicon draws on established service research constructs – operant and operand resources, value-in-use, institutional arrangements – whose meanings were developed prior to agentic and generative AI. Whether these constructs require revision or merely extension in the context of AI-enabled service is an open question. The lexicon treats them as stable anchors, but researchers may find that AI-generated artifacts challenge the operand-operant distinction (when does a generative capability become institutionalized as a routine resource?) and that agentic systems complicate the actor concept (when does a delegated artifact become a co-creator rather than a tool?). We encourage researchers to treat these tensions as productive starting points rather than resolved positions.

Second, the generativity-agency matrix classifies phenomena by dominant mechanism, which means that many real-world systems will span quadrant boundaries or shift position as they are deployed and adapted. A system introduced as a Generative Assistant may evolve into a Service Agent as tool access is extended; a nominally autonomous executor may function as analytic decision support in practice due to institutional constraints on autonomous action. The matrix is therefore best used as a positioning aid at the outset of a study – to clarify theoretical emphasis – rather than as a stable taxonomy of AI systems. The distinctiveness of quadrant assignments ultimately depends on the institutional arrangements and service architecture of the specific context under study.

Empirical progress in service-oriented IS research depends on operationalizations – such as observable indicators, measures, and coding schemes – that map directly to the underlying mechanisms through which service is enacted and value is co-created. Resource integration leaves traces in how generated artifacts are adopted, revised, reused, and routinized across encounters and workflows, for example in version histories, editing patterns, and validation practices that stabilize around recurring failure modes. Delegation becomes visible in autonomy boundaries and the coordination work that regulates them, for example in approval logs, override patterns, escalation pathways, exception handling, and audit trails. Institutional arrangements surface in disclosure and recourse practices, for example in scripts and interface cues that signal AI involvement, complaint and remediation procedures, and the documentation conventions actors mobilize when outcomes are contested.

Cumulative knowledge further depends on temporal sensitivity to how AI becomes embedded in service ecosystems. Adoption and appropriation reorganize routines that shape resource circulation, responsibility allocation, and accountability stabilization. As generated artifacts become institutionalized in scripts, documentation standards, or decision processes, they reconfigure resource ensembles and the distribution of operant and operand resources across actors. As agentic systems gain tool access and expanded action surfaces, coordination and governance arrangements suited to assistive systems require redesign for autonomous execution. Responsible design and innovation in AI-enabled service benefits from the same analytic discipline: explicit specifications of beneficiaries and value-in-use criteria, careful allocation of initiative and responsibility, and institutional arrangements that provide disclosure and recourse. Service architectures operationalize these commitments through access constraints, monitoring and audit routines, and organized pathways for human intervention.

The workshop contributions illustrate the breadth of AI-enabled service phenomena already under active investigation and the feasibility of disciplined positioning across that breadth. As AI-enabled service continues to evolve, the lexicon and matrix offer a shared language for navigating that evolution – making contributions comparable, positioning choices transparent, and service-theoretical commitments visible across the heterogeneous contexts in which agentic and generative AI are reshaping how value is co-created.

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