
Foundation of Service Science

Lecture 1

Introduction and overview of the course

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Contents

- What is “Service Science”
- What is “service”
- Why do we study Service Science?
- Directions to read

Course related information

- Contact:
 - Monica Dragoicea - cont2d2b@yahoo.co.uk
- Venue:
 - Room EC002 – Wednesday, 10-12 a.m.
- References:
 - available at acs.curs.pub.ro/2011 and cs.curs.pub.ro/2011
- Evaluation:
 - an individual or a group project (max 3 students) on a free selected topic; project requirements, contents, evaluation matrix and document template will be uploaded on the above mentioned sites
- Grades
 - The evaluation matrix will be specified in the project document template
- Assignment Schedule
 - A list of presentations will be available by February 29, 2012
 - Each week a group of students will prepare a 20 minutes presentation on a specified topic – this is compulsory in order to pass the final exam

Where to start from:

- Service Science WIKI home page on the IBM site

<https://www.ibm.com/developerworks/wikis/display/ssme/Service+Science+WIKI+home+page>

developerWorks

- AIX and UNIX
- IBM i
- Information Mgmt
- Lotus
- Rational
- Tivoli
- WebSphere
- Java™ technology
- Linux
- Open source
- SOA and Web services
- Web development
- XML
- Cloud computing
- Industries
- Feedback

Related links

- ISV resources
- alphaWorks (emerging technologies)
- IBM Academic Initiative

Home Solutions Services Products Support & downloads My IBM

developerworks > Community > Dashboard > Service Science > Service Science WIKI home page

Overview New to Forums Wikis

Service Science WIKI home page

View Info

Added by [dwbloqadmin](#), last edited by [wendym@us.ibm.com](#) on Apr 23, 2009 ([view change](#))
Labels: (None)

This is the home page for the Service Science space.

The science of studying service is evolving. The call-to-action was heard around the world. Many institutions have integrate collection of resources for your use for the development of courses, case studies and degree curricula. We continue to upd

In here you will find:

Children [Hide Children](#) | [View in hierarchy](#)

- Articles (Service Science)
- Books (Service Science)
- Conference materials (Service Science)
- Conferences (Service Science)
- Course materials (Service Science)
- Getting started (Service Science)
- More journals (Service Science)
- Skills (Service Science)
- Smarter Planet (Service Science)
- Universities (Service Science)

What is “service science”?

- *Service Science* = Stiinta Serviciului
- *Service science* is the study of service
- Reference:
 - Jim Spohrer, Paul P. Maglio, John Bailey, and Daniel Gruhl, IBM Almaden Research Center, “Steps Toward a Science of Service Systems”

What are some services?

- Transportation
 - Trains, planes
- Hospitality
 - Hotels, restaurants
- Infrastructure
 - Telephone, electricity
- Government
 - Police, fire
- Financial
 - Banking, investments
- Entertainment
 - Television, movies
- Professional Services
 - Doctors, lawyers
- Education
 - Colleges, universities
- IT Services
 - Outsourcing, consulting
- Business Services
 - Consulting, outsourcing

So what is service?

- In economics and marketing, a **service** is *the non-material equivalent of a good*.
 - service provision = as an economic activity that does not result in ownership, and this is what differentiates it from providing physical goods. It is claimed to be a process that creates benefits by facilitating either a change in customers, a change in their physical possessions, or a change in their intangible assets.
- By supplying some level of **skill, ingenuity, and experience**, providers of a service participate in an economy without the restrictions of carrying stock (inventory) or the need to concern themselves with bulky raw materials. On the other hand, their investment in expertise does require marketing and upgrading in the face of competition which has equally few physical restrictions.
 - from Wikipedia, see <http://en.wikipedia.org/wiki/Services>

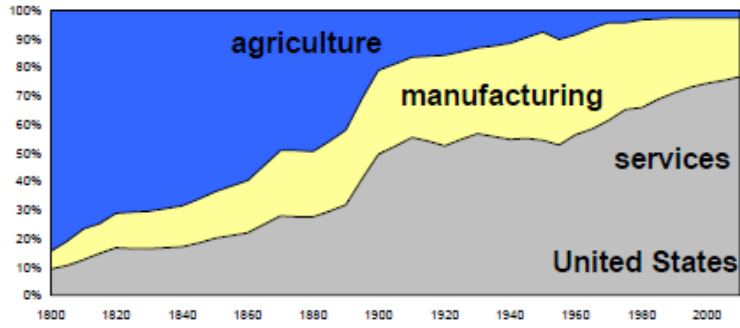
So what is service?

- Deed, act, or performance
 - Berry (1980)
- All economic activity whose output is not physical product or construction
 - Brian et al (1987)
- A time-perishable, intangible experience performed for a customer acting as co-producer
 - Fitzsimmons & Fitzsimmons (2001)
- A change in condition or state of an economic entity (or thing) caused by another
 - Hill (1977)
- Deeds, processes, performances
 - Zeithaml & Bitner(1996)
- Application of specialized competences through deeds, processes, and performances to benefit another
 - Vargo & Lusch(2004)

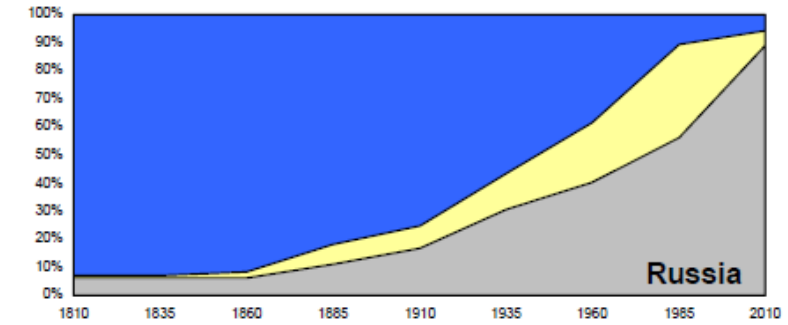
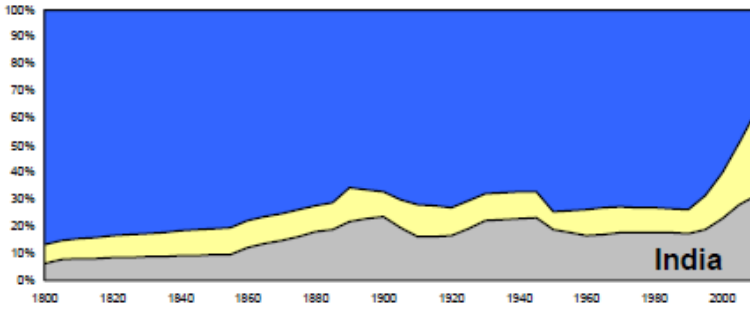
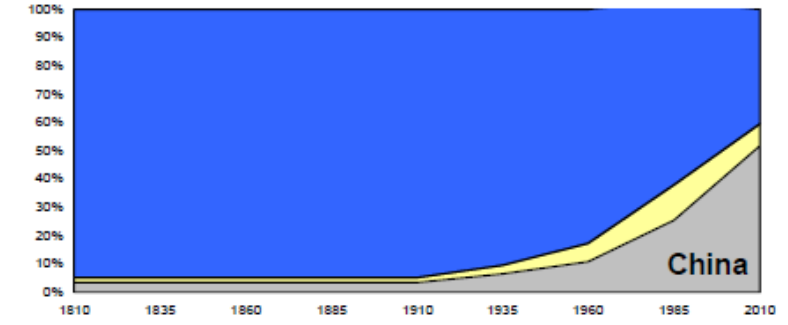
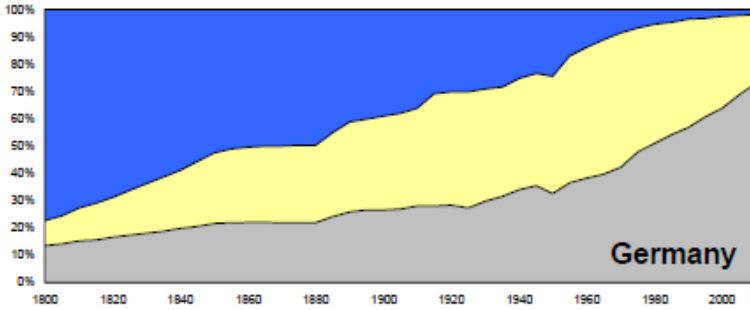
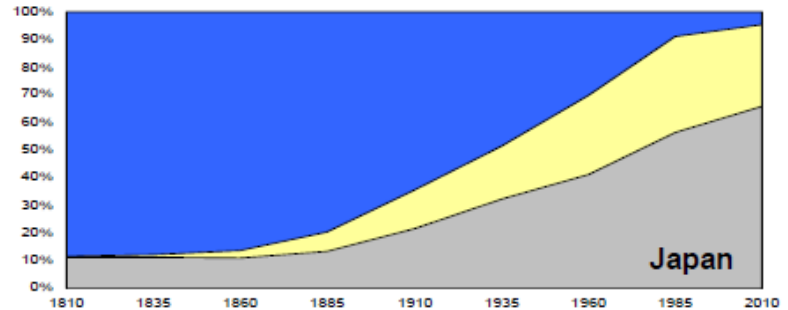
What will you learn?

- You will learn about service.
 - what service is, why it is different from other sectors and other jobs, and why it is important;
 - about problems in service, such as measuring performance, increasing quality, and creating innovation.
 - how some have recently begun to study service from a variety of different perspectives – including social sciences, cognitive science, management, engineering, and others – to address these problems.
 - how interdisciplinary research might be effective in studying and understanding service.
- and in the end, you will be able to have an informed and intelligent conversation about the nature of service, how to think about measurement in service, and how to increase innovation in service.
- eventually, you will be a little more ready for the workforce you are about to enter

Why is service so important?



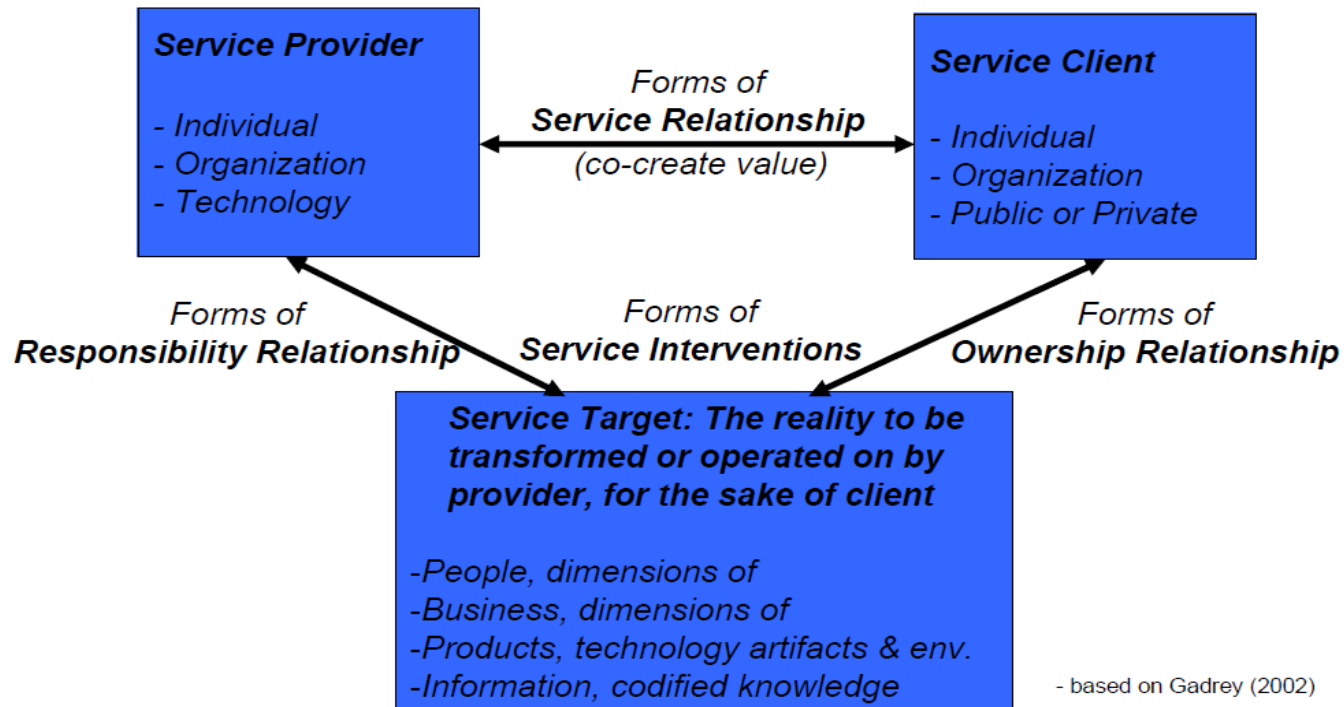
Source: 2004 IBM Study based on national labor data



Why is service so important?

- European Commission - Eurostat – a classification of service related activities in the EU
 - <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home>
 - NACE Rev. 2, Statistical classification of economic activities in the European Community available at
http://epp.eurostat.ec.europa.eu/portal/page/portal/product_details/publication?p_product_code=KS-RA-07-015
 - see also “Statistical Classification of Economic Activities in the European Community, Rev. 2 (2008)” on Ramon,
<http://ec.europa.eu/eurostat/ramon/nomenclatures/>
- In the USA – NAICS
 - The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy, available at www.census.gov/eos/www/naics/

What is involved in service?



- Gadrey, Jean (2002). The misuse of productivity concepts in services: Lessons from a comparison between France and the United States. In J. Gadrey & F. Gallouj (Eds). Productivity, Innovation, and Knowledge in Services: New Economic and Socio-economic Approaches. Cheltenham UK: Edward Elgar, pp. 26 –53.

■ **see pages 40-42**

What is a service system?

- Service systems are value co-creation configurations of people, technology, internal and external service systems connected by value propositions and shared information (such as language, laws, measures, models)
- “value proposition” = propunere de valoare
- *Service science* is the study of service systems