

Seminar on Service Science, Design, and Innovation **(服務科學與創新)**

Time: 18:30-21:20 Tuesday **Classroom** room 916, Management II
Instructor: Bou-Wen Lin 林博文教授
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Course Outline

This course is designed to cover two major areas in innovation management: service sciences and entrepreneurship.

A service, in general, is an inter-organizational business process, which not only demands a seamless and end-to-end concatenation of business actions, but also allows flexible and speedy redefinition of role playing in the process in order to meet constantly changing demands. How to balance the business process integration and flexibility becomes essential in service oriented business processes. Service science and innovation is the study of service systems, and it aims at improving service systems (particularly those involved in complex, IT-enabled services) in terms of the application of scientific, management, and engineering disciplines. Service science and innovation has the goal of making productivity, quality, performance, compliance, growth, and learning improvements more predictable in work -sharing and risk-sharing (co-production) relationships.

Entrepreneurship studies provide students with an understanding of the problems and challenges facing an entrepreneur in the process of creating a business. Therefore, the focus of this course is the planning and development of new ventures for the growth and profits of new or existing enterprises. Students will gain a firm understanding and the competence in the area of entrepreneurship.

The course will be taught through a combination of lectures, paper & case discussion, student presentations, and research projects. Lectures will focus on providing frameworks and theoretical foundation for analyzing and recognizing service innovation opportunities and issues resulting from the application of the relevant service science and innovation principles. The course will involve a significant amount of readings, discussion, and research proposal write-up.

Textbooks:

- 1. Handbook of Service Science, 2010, Springer, Boston, MA.**
Maglio, Paul P., Kieliszewski, Cheryl A., Spohrer, James C. (Eds.),
- 2. Handbook of Entrepreneurship Research: An Interdisciplinary Survey and Introduction, 2003, Springer, Boston, MA.**
Zoltan J. AcsDavid B. Audretsch (Eds.)

Patrício, L., Gustafsson, A., & Fisk, R. (2018). Upframing service design and innovation for research impact. *Journal of Service Research : JSR*, 21(1), 3-16.

4/7 Research and Practice: Operations

The Neglect of Service Science in the Operations Management Field 309

Richard Metters

Death Spirals and Virtuous Cycles: Human Resource Dynamics in Knowledge-Based Services 321

Rogelio Oliva and John D. Sterman

Chan, K. W., Gong, T., Zhang, R., & Zhou, M. (2017). Do employee citizenship behaviors lead to customer citizenship behaviors? the roles of dual identification and service climate. *Journal of Service Research : JSR*, 20(3), 259-274.

4/14 Research and Practice: Delivery and innovation

A Formal Model of Service Delivery 481

Guruduth Banavar, Alan Hartman, Lakshmish Ramaswamy, and Anatoly Zherebtsov

Service Innovation 511

Ian Miles

Phyra, S., Mony, S. K., Danaher, T. S., & Danaher, P. J. (2018). The complementarity of frontline service employee creativity and attention to detail in service delivery. *Journal of Service Research : JSR*, 21(3), 365-378.

4/21 Future

Advancing Services Innovation: Five Key Concepts 579

Henry Chesbrough and Andrew Davies

The Evolution and Future of Service: Building and Broadening a Multidisciplinary Field 643

Raymond P. Fisk and Stephen J. Grove

Anu, H., Kowalkowski, C., & Tronvoll Bård. (2018). Archetypes of service innovation. *Journal of Service Research : JSR*, 21(3), 284-301.

4/28 Opportunity Textbook #2

2 Debates in Entrepreneurship: Opportunity Formation and Implications for the Field of Entrepreneurship . . .

Sharon A. Alvarez, Jay B. Barney, and Susan L. Young

3 An Update to the Individual-Opportunity Nexus

Jonathan T. Eckhardt and Scott Shane

Barney, J. B., Foss, N. J., & Lyngsie, J. (2018). The role of senior management in opportunity formation: Direct involvement or reactive selection? *Strategic Management Journal*, 39(5), 1325-1349.

5/5	The Emergence of New Ventures	Textbook #2
4	Three Views of Entrepreneurial Opportunity	
	Saras D. Sarasvathy, Nicholas Dew, S. Ramakrishna Velamuri, and Sankaran Venkataraman	
A	Multilevel Examination of Entrepreneurial Orientation and Corporate Entrepreneurial Behavior: Firm Organizing Processes .	
	William B. Gartner, Nancy M. Carter, and Paul D. Reynolds	99
Gafni, H., Marom, D., & Sade, O. (2019). Are the life and death of an early-stage venture indeed in the power of the tongue? lessons from online crowdfunding pitches. <i>Strategic Entrepreneurship Journal</i> , 13(1), 3-23.		
5/12	corporate ventures and social context	Textbook #2
6	Corporate Entrepreneurship: An Introduction and Research Review	129
	Donald F. Kuratko	
13	Looking Forward, Looking Backward: From Entrepreneurial Cognition to Neuroentrepreneurship	
	Norris F. Krueger, Jr. and Mellani Day	
Zhao, E. Y., & Lounsbury, M. (2016). An institutional logics approach to social entrepreneurship: Market logic, religious diversity, and resource acquisition by microfinance organizations. <i>Journal of Business Venturing</i> , 31(6), 643.		
5/19	The Market Context	Textbook #2
9	Market Processes and Entrepreneurial Studies	217
	Roger Koppl and Maria Minniti	
10	Entrepreneurship, Business Culture and the Theory of the Firm.....	
	Mark Casson	
Paik, Y., Kang, S., & Seamans, R. (2019). Entrepreneurship, innovation, and political competition: How the public sector helps the sharing economy create value. <i>Strategic Management Journal</i> , 40(4), 503-532.		
5/26	The Global Context	Textbook #2
16	International Business, Entrepreneurship and the Global Economy..... ..	
	Siri A. Terjesen, Zoltan J. Acs, and David B. Audretsch	
17	The Globalization of Innovation and Entrepreneurial Talent	
	Robert Wuebker, Zoltan J. Acs, and Richard Florida	
Boone, C., Lokshin, B., Guenter, H., & Belderbos, R. (2019). Top management team nationality diversity, corporate entrepreneurship, and innovation in multinational firms. <i>Strategic Management Journal</i> , 40(2), 277.		
6/2	The Entrepreneurial Society	Textbook #2

19 The Geography of Entrepreneurship 519
 Lawrence A. Plummer and Aviad Pe'er

21 Entrepreneurship and Public Policy..... 595
 Magnus Henrekson and Mikael Stenkula

Robb, C., & Jimmy Gandhi, S. (2016). Social entrepreneurial ventures: On the edge of chaos? *Entrepreneurship Research Journal*, 6(1), 111-133.

6/9 Future research Textbook #2

22 Connecting the Study of Entrepreneurship and Theories
 of Capitalist Progress: An Epilog 639
 Rita Gunther McGrath and Sameeksha Desai

Innovation and Skills: Future Service Science Education 717
 Linda Macaulay, Claire Moxham, Barbara Jones, and Ian Miles

Wright, M., & Hitt, M. A. (2017). Strategic entrepreneurship and SEJ: Development and current progress. *Strategic Entrepreneurship Journal*, 11(3), 200-210.

6/16 Final paper

REFERENCE MATERIALS

1. Albrecht, A. K., Schaefer, T., Walsh, G., & Beatty, S. E. (2019). The effect of compensation size on recovery satisfaction after group service failures: The role of group versus individual service recovery. *Journal of Service Research : JSR*, 22(1), 60.
2. Lyons, P., & Brennan, L. (2019). Assessing value from business-to-business services relationships: Temporality, tangibility, temperament, and trade-offs. *Journal of Service Research : JSR*, 22(1), 27.
3. Paolo, A., Benedetta, C., & Stan, M. (2018). Too good to be true? boundary conditions to the use of downward social comparisons in service recovery. *Journal of Service Research : JSR*, 21(4), 438-455.
4. Pelletier, M. J., & Collier, J. E. (2018). Experiential purchase quality. *Journal of Service Research : JSR*, 21(4), 456-473.
5. Keh, H. T., & Sun, J. (2018). The differential effects of online peer review and expert review on service evaluations. *Journal of Service Research : JSR*, 21(4), 474-489.
6. Antons, D., & Breidbach, C. F. (2018). Big data, big insights? advancing service innovation and design with machine learning. *Journal of Service Research : JSR*, 21(1), 17-39.

Grading

1. Readings presentation 40%
2. Classroom Discussion 30%
3. Final Project 30%