

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

Time: 18:20-21:10 Tuesday

Classroom room 608, Management II

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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.)

Class Schedule and weekly readings

<u>Wk</u>	<u>Topics</u>	<u>Readings</u>
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2/15	Introduction	
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2/22	Service and profits	Textbook #1
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The Service Profit Chain: From Satisfaction to Ownership 19

James L. Heskett and W. Earl Sasser, Jr.

Winning the Service Game: Revisiting the Rules by Which People Co-Create Value 31

Benjamin Schneider and David E. Bowen

Valarie A. Zeithaml, Katrien Verleye, Isabella Hatak, Monika Koller, Alexander Zauner
Three Decades of Customer Value Research: Paradigmatic Roots and Future Research Avenues

First Published August 13, 2020; pp. 409–432

3/1	Service and customers	
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Customer Equity: Driving the Value of the Firm by Increasing the Value of Customers 61

Roland T. Rust and Gaurav Bhalla

Service Worlds: The ‘Services Duality’ and the Rise of the ‘Manuservice’ Economy 79

John R. Bryson and Peter W. Daniels

Martin Bieler, Peter Maas, Lukas Fischer, Nele Rietmann

Enabling Cocreation With Transformative Interventions: An Interdisciplinary Conceptualization of Consumer Boosting

Journal of Service Research, 2021; pp. 29–47

3/8	Theory	
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The Unified Service Theory: A Paradigm for Service Science 107

Scott E. Sampson

Advancing Service Science with Service-Dominant Logic: Clarifications and Conceptual Development 133

Stephen L. Vargo, Robert F. Lusch, and Melissa A. Akaka

Wilden, R., Akaka, M. A., Karpen, I. O., & Hohberger, J. (2017). The evolution and prospects of service-dominant logic: An investigation of past, present, and future research. Journal of Service Research : JSR, 20(4), 345-361.

3/15	Research and practice: Design	
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Technology’s Impact on the Gaps Model of Service Quality 197

Mary Jo Bitner, Valarie A. Zeithaml, and Dwayne D. Gremler

A Service Practice Approach: People, Activities and Information in Highly Collaborative Knowledge-based Service Systems 283

Cheryl A. Kieliszewski, John H. Bailey, and Jeanette Blomberg

Bryan Hochstein, Nawar N. Chaker, Deva Rangarajan, Duane Nagel, Nathaniel N. Hartmann

Proactive Value Co-Creation via Structural Ambidexterity: Customer Success Management and the Modularization of Frontline Roles

First Published March 3, 2021; pp. 601–621.

3/22 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

Jonas Heller, Mathew Chylinski, Ko de Ruyter, Debbie I. Keeling, Tim Hilken, Dominik Mahr

Tangible Service Automation: Decomposing the Technology-Enabled Engagement Process (TEEP) for Augmented Reality

First Published June 23, 2020; pp. 84–103.

3/29 Research and Practice: Delivery and innovation

A Formal Model of Service Delivery 481

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

Service Innovation 511

Ian Miles

Josina Vink, Kaisa Koskela-Huotari, Bård Tronvoll, Bo Edvardsson, Katarina Wetter-Edman

Service Ecosystem Design: Propositions, Process Model, and Future Research Agenda

First Published September 2, 2020; pp. 168–186.

4/5 Spring Break

4/12 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.

4/19 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.

4/26 The Emergence of New Ventures Textbook #2

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

Tian Chen, Changhyun Kim, Kevin A. Miceli

The emergence of new knowledge: The case of zero-reference patents

Pages: 49-72 First Published: 16 November 2020.

5/3 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

Ali Mohammadi, Pooyan Khashabi

Patent disclosure and venture financing: The impact of the American Inventor's Protection Act on corporate venture capital investments

Pages: 73-97 First Published: 31 August 2020

5/10 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

Jared S. Allen, Regan M. Stevenson, Ernest H. O'Boyle, Scott Seibert

What matters more for entrepreneurship success? A meta-analysis comparing general mental ability and emotional intelligence in entrepreneurial settings

Pages: 352-376 First Published: 03 November 2020 Strategic Management Journal

5/17 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

Sharon A. Alvarez, Jay B. Barney

Insights from creation theory: The uncertain context rendered by the COVID-19 pandemic

Pages: 552-555 First Published: 07 November 2020

5/24 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

Steven W. Bradley, Phillip H. Kim, Peter G. Klein, Jeffery S. McMullen, Karl Wennberg
Policy for innovative entrepreneurship: Institutions, interventions, and societal challenges

Pages: 167-184 First Published: 07 February 2021.

5/31 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.

6/7 Final paper due

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