

Service Science and Relation to other disciplines

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Service Science and IT

- ▶ Parent - child relation
- ▶ Cooperative relation
- ▶ Relation to information

Parent – child relation

- ▶ SeS was developed on IT field
- We analyse knowledge and information intensive services (KIIS)
- Service Science means curricula, training, and research programs that are designed to teach individuals to apply scientific, engineering, and management disciplines that integrate elements of computer science, operation research, industrial engineering, business strategy, management sciences, and social and legal sciences, in order to encourage innovation in how organizations create value for customers and shareholders that could not be achieved through such disciplines working in isolation. (U.S. National Innovation Investment Act, 2007)

Cooperative relation

- ▶ The purpose of IT is to provide service
 - Usage of IT is a service
 - It has power to support other services more than others
- ▶ SeS helps to adapt the service for particular user
- ▶ SeS says how to retain the user
- ▶ SeS defines how the product's value is developed
- ▶ The development of IT tools must not be purposeless (without specific aim)
- ▶ The concrete IT experts need to have multidisciplinary knowledge

Relation to information

- ▶ Work of informatics specialists is about work with information
 - Do they know all semantics and consequences?
- ▶ SeS is the reaction to moral hazard problem on IT market
 - a tendency to take undue risks because the costs are not born by the party taking the risk
- ▶ Double moral hazard
 - If both subjects are mutually in the relationship that causes moral hazard problem

Service Science and Management

- ▶ Management is focused on
 - Negotiations
 - Finding source of the problem
 - Competencies of the people
 - Leadership
- ▶ The most important is synergy

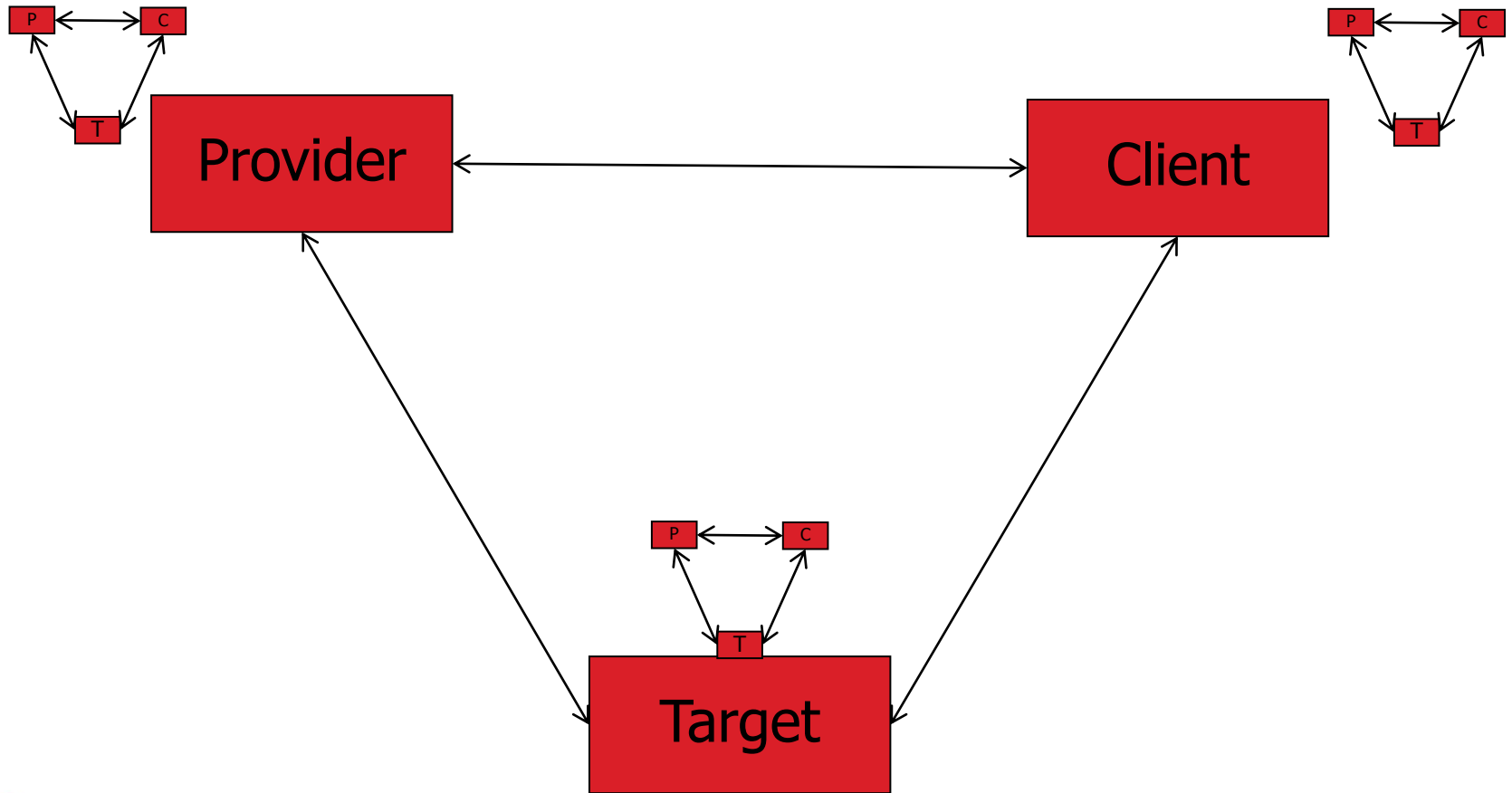
Synergy in management

- ▶ To create synergy means
 - Understand mission of the company
 - Share the vision of the company
 - Learn the strategy of the company
- ▶ Any organization is example of service environment

Organization as service environment

- ▶ Internal services
 - Supporting main business of the company
 - IT services, Cleaning services, Backup office, Accounting
 - Representing relations between people
 - Cooperation on the project
 - Communication in the company
- ▶ External services
 - Services company buys or sells

Organization Service Environment



Service Science and Marketing

- ▶ Marketing is complex tool
 - how to promote your services
 - How to set up communication
- ▶ Example – marketing mix
- ▶ Dividing marketing into several parts, describing particular part of the marketing

4P and 4C

- ▶ Product
 - ▶ Price
 - ▶ Placement
 - ▶ Promotion
- ▶ Customer
 - ▶ Costs
 - ▶ Convenience
 - ▶ Communication

Product oriented

Service oriented

2C with relation to IT

▶ Community

- There are (and were) people around your product or service (People existed as 5th P)
- Now they are more virtual
- You need to specify strategy on social networks


▶ Channels

- The channels are „pipes“ you want to use to distribute information
- YouTube, e-mail newsletters, RSS channels....

The last C

- ▶ Co - creation
- ▶ In the service approach the final value of the service needs to co-created by the provider and client (receiver of the service)
- ▶ You need to specify
 - How you distribute the initial proposal (value proposition)
 - How you involve the client into the process
 - How you use the feedback you get to improve your service

Service Science and Economics

- ▶ Economics of information
 - ▶ Service dominant logic is specific approach to economics reality
 - ▶ It does not change the basic economics principles
 - ▶ It looks to them from other point of view
 - ▶ Moral Hazard as the motivation of creating service systems
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Service Science and Soft Skills

- ▶ To be able to set up a service system
- ▶ Communication skills
- ▶ Interaction between human and computers