

# Research on Service Innovation

NTNU 2013, Trondheim.

Instructors: Professor Per Egil Pedersen (NHH) and Professor Per Kristensson (CTF/Kau and NHH).

## Course syllabus

The course focuses on understanding the conditions and capabilities that underlie and affect service innovation in both public and business organizations. Knowledge, key challenges and cases relevant at the policy, industry and firm levels are discussed with customers' or users' value creating process as the starting point. Participants should be able to critically assess and apply the content of the course to create future relevant research on service innovation. It is expected that participant's actively discuss important areas of research with respect to their specific areas and also share relevant experiences between each other and in class.

Students will be given assignments to prepare a presentation and discussion of a selected article. Instructions for students will follow in due time before the course starts. The course exam is paper based.

Required readings and content of the course is outlined in the table below.

Date	Topic	Reading	Responsible
15 <sup>th</sup> April AM	Service innovation challenges and approaches	Lovelock and Gummesson, 2004 (Service characteristics) Drejer (2004) (Approaches, demarcation, assimilation and syntethesis)  <i>Optional reading:</i> Maroto and Rubalcaba (2008) (Productivity)	Prof. Per Egil Pedersen
PM	Innovation in service industries	Hipp and Grupp (2005) (Classification) Muller and Zenker, 2001 (KIBS) Baines et al. (2009) (Servitization)  <i>Optional reading:</i> Miles (2005) (Trad services)	
	Services and innovation	Tether and Metcalfe (2004) (sectoral discussion)	

	systems	<i>Optional reading:</i> Tether and Tajar (2008) (alternatives)	
16 <sup>th</sup> April AM:	Service innovation management	den Hertog et al (2010) (Dynamic capabilities) Gebauer et al. (2011) (Servitization, innovation management article) Zomerdijk and Voss (2011) (Experiential services, management article)	Prof. Per Egil Pedersen
	Open innovation in services	Chesbrough (2003) (Open innovation) Oliveira and von Hippel (2011) (User innovation in services)	
	From services to service - preparing for SDL- perspectives	<i>Optional reading:</i> West and Gallagher (2006) (Open source)	
PM:	Executive forum: <i>What is service innovation and how can we approach it?</i>	Michel et al, CMR 2009  Thomke & v Hippel HBR 2001	Prof. Per Egil Pedersen  Prof. Per Kristensson
17 <sup>th</sup> April AM:	SDL	Blümelhuber HBR 2007 Vargo et al., RMR 2010 Vargo & Lusch, JM 2004 Vargo & Lusch JSR 2004	Prof. Per Kristensson  Prof. Per Kristensson
PM:	Co-creation	Christensen & Ant. SMR 2007 Kristensson et al., JPIM 2004 Lilien et al., MS 2002 Lusch et al., JR 2007 Oliviera & v. Hippel RP 2011	

18 <sup>th</sup> April AM:	How to address future research challenges	Brynjolfson et al SMR 2006 Meyer & Andre HBR 2008 Kim & Mauborgne HBR 2004 Pil & Holweg SMR 2006 Pine & Gilmore HBR 1998	Prof. Per Kristensson
-------------------------------	---	--	-----------------------

## Literature (Per Egil Pedersen)

- Baines, T.S., Lightfoot, H.W., Benedettini, O. and J.M. Kay, (2009), "The servitization of manufacturing: A review of literature and reflection on future challenges", *Journal of Manufacturing Technology Management*, Vol. 20 No. 5 pp. 547- 567.
- Chesbrough, H. W. (2003). The Era of Open Innovation, *MIT Sloan Management Review*, Spring: 35-41.
- den Hertog, P., van der Aa, W. and de Jong, M. (2010) 'Capabilities for Managing Service Innovation: Towards a Conceptual Framework', *Journal of Service Management*, 21.4, 490-514.
- Drejer, I. 2004, Identifying innovation in surveys of services: A Schumpeterian perspective. *Research Policy*, 33:551-562.
- Gebauer, H., Gustafsson, A., and Witell, L. (2011), "Competitive advantage through service differentiation by manufacturing companies", *Journal of Business Research*, Vol. 64, No. 12, pp. 1270-1280.
- Hipp, C. and Grupp, H. (2005). Innovation in the service sector: The demand for service-specific innovation measurement concepts and typologies. *Research Policy*, 34, 517-535.
- Lovelock, C. and Gummesson, E. (2004). Whither Services Marketing? In search of a new paradigm and fresh perspectives. *Journal of Service Research*, 7, 20-41.
- Lusch, R and Nambisan, S., (2012), *Service Innovation: A Service-Dominant (S-D) Logic Perspective*. Working paper (to appear in the MISQ Special Issue on "Service Innovation in a Digital Age").
- Michel S, Brown S. and Gallan A., (2008), "An expanded and strategic view of discontinuous innovations: deploying a service-dominant logic". *Journal of The Academy of Marketing Science*. Vol. 36, No. 1, pp. 54-66.
- Muller and Zenker (2001) 'Business services as actors of knowledge transformation: the role of KIBS in regional and national innovation systems', *Research Policy*, 30.9, SI, pp. 1501-1516.
- Oliveira, P., and Von Hippel, E. (2011), "Users as service innovators: The case of banking services", *Research Policy*, Vol. 40, No. 6, pp. 806-818.
- Tether, B.S. and Metcalfe, S. (2004). Services and Systems of Innovation. In Malerba F. (2004). *Sectoral Systems of Innovation: Concepts, Issues and Analyses of Six Major Sectors in Europe*. Cambridge University Press, Cambridge, UK, pp. 287-325.
- Zomerdijk, L. G., and Voss, C. A. (2011), "NSD processes and practices in experiential services", *Journal of Product Innovation Management*, Vol. 28, No. 1, pp. 63-80.

*Optional reading:*

Droege, H., Hildebrand, D., and Forcada, M. (2009), "Innovation in services: present findings, and future pathways", *Journal of Service Management*, Vol. 20, No. 2, pp. 131-155.

Maroto, A. and Rubalcaba, L. (2008). Services Productivity Revisited. *The Service Industries Journal*, 28(3): 337-353.

Miles, I. (2004). Innovation in services. In Fagerberg, J., Moverly, D.C. and Nelson, R.R. (eds.). *The Oxford Handbook of Innovation*. Oxford University Press, Oxford, UK, pp. 433-458.

Tether, B.S. and Tajar, A. (2008) 'The organisational-cooperation mode of innovation and its prominence amongst European service firms', *Research Policy*, 37.4, 720-739.

West, J. and Gallagher, S. (2006), 'Challenges of open innovation: the paradox of firm investment in open-source software', *R & D Management*, Vol. 36 No. 3, pp. 319-331.

### **Literature (Per Kristensson)**

Blümelhuber, C. (2007). Goodbye and good luck, Mr Kotler. *Harvard Business Review*, Vol. 85, June 2007.

Brynjolfsson, E., Y Hu, and M.D. Smith (2006), "From Niches to Riches: Anatomy of the Long Tail," *Sloan Management Review*, (Summer), 67-71.

Christensen, C., M., S. D. Anthony, et al. (2007). "Finding the Right Job for Your Product." *MIT Sloan Management Review* 48(3): 38.

Kim, W. C. and R. Mauborgne (2004). "Value Innovation: The Strategic Logic of High Growth." *Harvard Business Review* 82(7,8): 172.

Kristensson, P., Gustafsson, A. & Archer, T. (2004). Harnessing the creativity among users. *Journal of Product Innovation Management*, Vol. 21 (1): 4-15.

Lilien, Gary L., Pamela D. Morrison, Kathleen Searls, Mary Sonnack, and Eric von Hippel. (2002). Performance Assessment of the Lead User Idea-Generation Process for New Product Development. *Management Science* 48, no. 8: 1042–1059

Lusch, R. F., Vargo, S. L. & O'Brien, M. (2007). Competing through service: Insights from service-dominant logic. *Journal of Retailing*, Vol. 83 (1): 5-18.

Meyer, C. and S. Andre (2007). "Understanding Customer Experience." *Harvard Business Review* 85(2): 116.

Michel, S., Brown, S. W. & Gallan, A. S. (2008). Service-logic innovations: How to innovate customers, not products. *California Management Review*, Vol. 50 (3): 49-65.

Oliveira, Pedro, and Eric von Hippel. (2011). Users as Service Innovators: The Case of Banking Services. *Research Policy* 40, no. 6 (July): 806–818

Pil, F. K., Matthias Holweg (2006). Evolving From Value Chain to Value Grid. *MIT Sloan Management Review* 47(4): 72.

Pine, Joseph II and James H. Gilmore (1998) “Welcome to the Experience Economy,” *Harvard Business Review*, 76 (July/Aug), 97-105.

Thomke, S. and von Hippel, E. (2001). Customers as Innovators. *Harvard Business Review* 80(4):74 – 81 (May).

Vargo, Stephen L. and Robert F. Lusch (2004), “The Four Service Marketing Myths: Remnants of a Goods-Based, Manufacturing Model,” *Journal of Service Research*, 6 (May), 324-335.

von Hippel, Eric, Susumu Ogawa, and Jeoron P. J. de Jong. (2011). The Age of the Consumer-innovator. *MIT Sloan Management Review* 53, no. 1: 27–35.