

## **Course Title: Theory and research in Service Management**

**Responsible for the course are:** Professors Bo Edvardsson, Bård Tronvoll and Assistant Professor Jörg Pareigis, Karlstad University – CTF in cooperation with Hedmark University College – faculty of Business Administration.

**Course coordinator:** Britt-Marie Shandrew, CTF.

### **Course aim and content**

The course gives an overview of the field of service management with a special focus on the service logic, service development and value creation through service.

The course focuses on key concepts and models as well as specific areas such as the theoretical foundations for service research, service dominant logic, relationship dynamics, service innovation, co-creation of value with customers and service experiences. Challenges when developing, and managing both high-tech (technology-based) services and high touch (where the personal service encounter is key) services will be discussed. Empirical studies, representing both B2C and B2B service contexts will be discussed in the course.

Service management concepts, theoretical frameworks and models as well as empirical results will be discussed in the perspective of the service logic and value creation through service. Furthermore, issues related to the fact that services often are embedded in customer relationships and are dependent on other services and the service infrastructure will be discussed. The course addresses both subject matters and methodological issues when studying service. The course should give the doctoral students a good basis for formulating research problems within the field and conducting their own research.

### **Signing up for the course**

The course is targeted for doctoral students in Business Administration and related disciplines. The maximum number of participants is 20. If more apply, the selection is based on the course's relevance to the applicants' doctoral thesis topic and their previous studies. **All interested are encouraged to submit an electronic application to Britt-Marie Shandrew (Britt-Marie.Shandrew@kau.se)**, CTF, Service Research Center including:

- Contact information (name, university, address, e-mail),
- Information on the current phase of the studies (incl. number of earned credit units).
- A short summary of the PhD research that indicates the area in which the research is conducted, and the key issues that are examined in more detail
- Need and motive for taking part in the course

## Reading material

The reading material will be provided to the participants well in advance and includes journal articles that have had or are assumed to have a major impact on the field.

## Schedule

Date	Time/Room	Topic	Instructor
March 11	13-17 11a316	Paradigms and Foundations in Service Research	Bård Tronvoll
March 12	9-12 11a316	Service Management from a historic perspective	Maria Åkesson
April 1	13-17 11a316	Customer experience	Jörg Pareigis
April 2	9-12 11a316	Service-dominant logic	Stephen L. Vargo
April 15	13-17 11b252	Service Innovation	Lars Witell
April 16	9-12 Minerva, House 12	New Service Development and Relationship dynamics	Bo Edvardsson
May 6	13-16 11a316	Methodological issues when studying service	Anders Gustafsson
May 7	9-12 11a316	Critical Reflections on Service Management	Per Skålén
Aug 20	10-17 11a316	Presentation of individual paper	Bo Edvardsson Bård Tronvoll Jörg Pareigis

## Form

Learning is based on active participation through careful individual and team preparation, team presentations, and group discussions of the assigned literature. The method resembles problem-based learning in that the students are responsible for reading the assigned literature (and additional literature when needed), analyzing in in-depth and

preparing answers to pre-designed questions as well as pose critical questions themselves to the literature. Individual written analysis and team-based presentations of the articles are used to support learning and own reflections. The students in teams discuss and analyse together with the instructors.

## **Examination**

Students will be graded for two course elements:

1. Active and informed participation in class (individual and team work), including presentations and discussions. For each lecture the participants are expected to prepare three questions based on the literature that is covered. Each participant should be able to summarize the articles that are covered.
2. Quality of the team term paper, again including presentation and discussion in class. Students are expected to be present and active during the sessions.

The grades for passing the course (including session activity and term paper) are: satisfactory, good, and excellent.

Presence class and active participating in discussions is a prerequisite for passing the course. All course elements shall be completed and submitted by the end of the course in order to be accepted and graded. Course elements cannot be substituted or complemented during or after the course.

## **Articles**

The participants download and read the articles for each session according to the course syllabus. The participants should be prepared to discuss the articles. This is an important part of the course.

## **Session preparations**

Everyone reads the articles for the session and prepares responses to the following questions by making notes and bringing them to the session/class:

- a. Summarize the main results/contribution of each article.
- b. Describe the key concepts and models used and how they are defined and operationalized?
- c. Three questions connected to the articles.

## **Term paper**

The student must write a paper (about 3.000 to 4.000 word) focusing on one topic covered in the course literature.

The paper should be written as a journal article and the guidelines provided in Journal of Service Management (JOSM) should be used.

## Articles

### Session

#### **Service Management from a historic perspective**

Brown, S. W., Fisk, R.P. and Bitner, M.J. (1994), The Development and Emerge of Services Marketing Thought, *International Journal of Service Industry Management*, Vol. 5, No. 1, 21-48.

Ostrom, Amy L., Mary Jo Bitner, Stephen W. Brown, Kevin A. Burkhard, Michael Goul, Vicki Smith-Daniels, Haluk Demirkan, and Elliot Rabinovich, "Moving Forward and Making a Difference: Research Priorities for the Science of Service," *Journal of Service Research*, 13 (1), 2010, 4-36.

Furrer, O. and Sollberger, P. (2007) The dynamics and evolution of the service marketing literature: 1993-2003. *Service Business*, Vol. 1, Issue. 2, pp. 93-117.

Normann, R. and Ramirez, R. (1993a). 'Designing interactive strategy: From value chain to value constellation', *Harvard Business Review*, 71(4), pp. 65-77.

#### **Paradigms and Foundations in Service Research**

Edvardsson, B., Gustafsson, A. and Roos, I. (2005), "Service Portraits in Service Research – A Critical Review Through the Lens of the Customer", *International Journal of Service Industry Management*, 1, 107-121.

Grönroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Management Decision*, 32(2), 4-20.

Hunt, S. D. (2011), "On the intersection of marketing history and marketing theory", *Marketing Theory*, 11, 483-489.

Tronvoll, B., Brown, S. W., Gremler, D. D., & Edvardsson, B. (2011). Paradigms in Service Research. *Journal of Service Management*, 22(5), 560 - 585.

#### **Customer experience**

Berry, L.L., Wall, E.A. and Carbone, L.P. (2006), "Service Clues and Customer Assessment of the Service Experience: Lessons from Marketing", *Academy of Management Perspectives*, Vol. 20 No. 2, pp. 43-57.

Edvardsson, B, Enquist, B, and Johnston, B., 2005, Co-Creating Customer Value Through Hyperreality in the Pre-purchase Service Experience, *Journal of Service Research*, Vol. 8, No. 2, pp. 149-161.

Verhoef, Peter.C., Lemon, Kathy .N., Parasuraman, A., Roggeveen, A., Tsiros, M. & Schlesinger, L.A. (2009), Customer Experience Creation: Determinants, Dynamics and Management Strategies. *Journal of Retailing*, 85 (1), 31-41.

### **NSD and Relationship dynamics**

Edvardsson, B. (1997), Quality in New Service Development: Key concepts and a frameof reference, *International Journal of Production Economics*, Vol. 52, No 1-2, 31-46.

Tax, S. and Stuart, I. (1997), Designing and Implementing New Services: The Challenges of Integrating Service Systems, *Journal of Retailing*, Vol. 73, No 1, 105-134.

Zomerdijk, L. G. and Christopher A. Voss, C. A. (2010), Service Design for Experience-Centric Services, *Journal of Service Research*. Vol. 13, No. 1, pp 67-82.

### **Service Dominant Logic**

Vargo, S.L. and Lusch, R.F. (2004), Evolving to a New Dominant Logic for Marketing, *Journal of Marketing*, Vol. 68, Iss. 1, 1-17.

Vargo, S.L. and Lusch, R.F. (2008), Why Service? *Journal of the Academy of Marketing Science*, Vol. 36, No. 1, 25-38.

Vargo, S.L. and Lusch, R.F. (2011), "It's all B2B...and beyond: Toward a systems perspective of the market", *Industrial Marketing Management*, Vol. 40 No. 2, pp. 181-187.

### **Service innovation**

Michel S, Brown S, Gallan A., 2008. An expanded and strategic view of discontinuous innovations: deploying a service-dominant logic. *Journal Of The Academy Of Marketing Science*. Spring, 36(1):54-66.

Gallouj, F., Weinstein, O., 1997. Innovation in services. *Research Policy*. 26, 537–556.

Toivonen, M., Tuominen, T., 2009. Emergence of innovations in services. *The Service Industries Journal*. 29, 887–902.

### **Critical Reflections on Service Management**

Skålén, Per (2009) ‘Service Marketing and Subjectivity: The shaping of customer-oriented proactive employees’, *Journal of Marketing Management*, 25(7-8): 795-809.

Cova, B. and Dalli, D. (2009), "Working consumers: the next step in marketing theory?", *Marketing Theory*, Vol. 9, No. 3, pp. 315-339.

Echeverri, P. and Skålén, P. (2011), "Co-creation and co-destruction A practice-theory based study of interactive value formation", *Marketing Theory*, Vol. 11, No. 3, pp. 351-373.

### **Methodological issues when studying service**

Gustafsson, A., Johnson, M.D. and Roos, I. (2005), "The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention", *Journal of Marketing*, Vol. 69 No. 4, pp. 210-218.

Kristensson, P., Gustafsson, A. and Archer, T. (2004), "Harnessing the creative potential among users\*", *Journal of Product Innovation Management*, Vol. 21 No. 1, pp. 4-14.

Tarasi, C.O., Bolton, R.N., Gustafsson, A. and Walker, B.A. (2013), "Relationship Characteristics and Cash Flow Variability Implications for Satisfaction, Loyalty, and Customer Portfolio Management", *Journal of Service Research*, Vol. 16 No. 2, pp. 121-137.