

Service Innovation (in Cooperation with Koelnmesse GmbH)

Turnus

Summer Semester

Credit Points

6 ECTS

Modules

Lecture and exercise

Examination

Presentation and oral exam

Präsentation und mündliche Prüfung

Students have to work on the assigned projects, prepare a presentation on their work (in groups), present it in class, and actively participate in the class discussions. The grade will be based on the presentation and an oral examination.

Language

English

Initial Requirements

Recommended: Basic knowledge in multivariate analysis and marketing

Contact Person

Jun.-Prof. Dr. Martin P. Fritze

Content

Services now account for over 80% of all transactions in developed economies, but typically receive much less attention than products, especially when it comes to research and development. The nature of services has shifted dramatically in recent years. In the light of changes in technology, customer behavior, and the availability of data mastering the traditional aspects of service delivery will no longer be enough for firms in order to stay competitive. To seize opportunities, companies must put sustained effort and management attention into transforming services.

The course exposes you to state-of-the-art research on service marketing and innovation management. Particular emphasis is placed on exploring the influence of customer value/experience on service design, delivery and evaluation. You will be guided through background information of service marketing and research methodology. By creating a collaborative learning environment, we will explore how service marketing and innovation strategies can be applied for the betterment of business and society.

Your role is to be an active contributor in the class. Because this course is taught as a seminar, classroom participation is vital. This seminar is not a lecture, although presentations will be made throughout the course. Generally, analysis of the readings will be used to guide our discussion. A central element of the course is your active contribution to a business research project in collaboration with Koelnmesse GmbH, an international trade fair and exhibition center located in Cologne. In order to create impactful insights for the business project you will not only be involved in study design but also the data collection, analysis, and presentation of your findings to managers.

Learning Objectives

- Applying marketing mix elements that take into consideration the specific requirements and challenges of innovative services
- Designing and evaluating decisions regarding service marketing and innovation strategies
- Developing and conducting an empirical research project and derive business implications
- Understanding and applying theoretical knowledge and scientific methods to challenges in business practice
- Translating customer needs into concepts, prototypes and marketable offers and successfully apply advanced methods for customer-oriented service development
- Using adequate methods to foster efficient design and diffusion of innovative services (e.g., choosing suitable pricing strategies and communication activities)
- Exploring relevant social issues related to service consumption and the power of services to foster social innovations
- Developing the skill of moving between theory and practice to enhance practical impact of research output
- Training analytical and problem-solving skills
- Training project management and team work skills

Schedule

Kick-off conceptual background, briefing, and assignment to student teams

April 17th, 2020, 9:00am-01:00pm

Kick-off case

April 24th, 2020, 9:00am-04:00pm

Seminar

May 8th, 2020, 9:00am-01:00pm

June 12th, 2020, 9:00am-01:00pm

First presentations

May 28th, 2020, 9:00am-01:00pm

Final presentations

July 10th, 2020, 9:00am-2:00pm

Initial reading list

Moeller, S. (2010). Characteristics of services—a new approach uncovers their value. *Journal of Services Marketing*, 24(5), 359-368.

Witell, L., Snyder, H., Gustafsson, A., Fombelle, P., & Kristensson, P. (2016). Defining service innovation: A review and synthesis. *Journal of Business Research*, 69(8), 2863-2872.

Helkkula, A., Kowalkowski, C., & Tronvoll, B. (2018). Archetypes of service innovation: implications for value cocreation. *Journal of Service Eearch*, 21(3), 284-301.

Calabrese, A., Castaldi, C., Forte, G., & Leviaidi, N. G. (2018). Sustainability-oriented service innovation: An emerging research field. *Journal of Cleaner Production*, 193, 533-548.