

THEORY AND RESEARCH IN SERVICE MANAGEMENT

Course Instructions and Reading list

We are pleased to announce a PhD Course, organized in collaboration between Karlstad Business School/CTF, Service Research Center and Roma Tre University, focusing on **Theory and Research in Service Management** – 7,5 ECTS.

Scheduled for September to October 2024, this course will emphasize four distinct areas. Commencing on September 14th at Roma Tre University in Rome, following the AQUIS conference in Viterbo, Italy, held on September 11th to 13th, 2024.

The remaining three sessions will take place at CTF, Service Research Center/Karlstad Business School, Karlstad University. The course will adopt a hybrid format, allowing participants to attend in person or via Zoom.

The course leaders are Professor Bo Edvardsson and Assistant Professor Samuel Petros Sebhatu.

Maximum no. of students: 20

Course aim and approach

The course aims to give doctoral students, working with service research and related fields, an overview of the evolution and most recent development within the field. More specifically, the course content highlights the recent “systems turn” in service research and focuses on a theme of “Service System Transformation”. From the course, doctoral students will gain an understanding of the theoretical foundations, key perspectives and emerging concepts within the field of service research and service management in particular.

More specifically the following topics will be discussed in-depth during the course:

1. The theoretical foundations and Service perspective on sustainability – environmental and social responsibility
2. Perspectives on change and transformation in service research
3. Systemic approaches to service innovation and design
4. Service systems, technology and platformization

The pedagogical philosophy of the course is designed to support the attending doctoral students in formulating research problems and conducting their own research. The method resembles problem-based learning in that the students are responsible for reading and analysing the assigned literature in-depth before the lectures to be able to discuss and problematize the literature during the course. The reading material will be provided to the participants well in advance and must be read before the lectures and seminars.

Reading instructions

The Theory and Research in Service Management course is based on interactivity and active participation. Most of the lectures and seminars given are part of this interactive lectures and presentations. Therefore, it is crucial that all doctoral students have prepared for the sessions by reading the articles specified in this reading list. The course credits equal to five weeks of full-time work and it is estimated that preparatory reading and the submission of the final working paper accounts of the for two of these weeks.

While reading the articles, the students are expected to make written summaries of the main results/contribution of each article and bring these summaries with them to the course.

Background readings

The doctoral students attending the course are expected to be familiar with the foundational literature within the field of service research. In case a student feels that a reminder is needed, we recommend the following articles as background readings for the course.

Background readings for the course:

- Anderson, L., Ostrom, A. L., Corus, C., Fisk, R. P., Gallan, A. S., Giraldo, M., . . . Williams, J. D. (2013). Transformative service research: An agenda for the future. *Journal of Business Research*, 66(8), 1203-1210.
- Bowen, D.E., Fisk, R.P., Bateson, J.E.G., Berry, L.L., Bitner, M.J., Brown, S.W., Chase, R.B., Edvardsson, B., Grönroos, C., Parasuraman, A., Schneider, B. and Zeithaml, V.A. (2023), Learning from the pioneering founders of the service research field, *Journal of Service Management*, Vol. 34 No. 4, pp. 605-630. <https://doi.org/10.1108/JOSM-03-2023-0121>
- Edvardsson, B & Tronvoll, B. (2022) Service management: Evolution, Current challenges and opportunities. In B. Edvardsson & B. Tronvoll (Eds.), *The Palgrave Handbook of Service Management* (pp. 35-52). Cham: Palgrave Macmillan. 17 p.
- Jaakkola, E. (2020), "Designing Conceptual Articles: Four Approaches," *AMS Review* 10 (1–2), 18–26. <https://doi.org/10.1007/s13162-020-00161-0>
- Rathmell, J.M. (1966). What is meant by services? *Journal of Marketing*, 30, 32-6.
- Karpen, I.O., Edvardsson, B., Tronvoll, B., Jaakkola, E. and Conduit, J. (2023), "Circular service management: toward conceptual understanding and service research priorities for a more sustainable future", *Journal of Service Management*, Vol. 34 No. 6, pp. 50-69. <https://doi.org/10.1108/JOSM-06-2023-0269>
- Shostack, G.L. (1977). Breaking free from product marketing. *Journal of Marketing*, 44, 73-80.
- Vink, J., Koskela-Huotari, K., Tronvoll, B., Edvardsson, B. & Wetter-Edman, K. (2020) Service Ecosystem Design: Propositions, Process Model, and Future Research Agenda. *Journal of Service Research*, <https://doi.org/10.1177/1094670520952537>
- Vargo, S. L., & Lusch, R. F. (2017). Service-dominant logic 2025. *International journal of research in marketing*, 34(1), 46-67. <https://doi.org/10.1016/j.ijresmar.2016.11.001>

Schedule

Lectures will be held September 14th at Roma Tre University in Rome following the AQUIS conference in Viterbo, Italy, held on September 11th to 13th, 2024 or via Zoom.

The remaining three sessions will take place at the CTF-Service Research Center/Karlstad Business School, Karlstad University, Sweden or via Zoom.

Date for course paper presentations will be announced. Presentations will be held at CTF, Service Research Center at Karlstad University or via Zoom.

A more detailed program, a schedule and a list of the reading materials will be provided to the participants by September, 2024.

Applying for the course

The course is targeted for doctoral students in Business Administration and related disciplines. The maximum number of participants is 20.

- The application should include contact information (name, university, address, e-mail), and a short description of yourself and your research (Max. 500 words).

Apply to the course by 20 August via e-mail to course administrator Britt-Marie Shandrew, britt-marie.shandrew@kau.se

Contact:

Bo Edvardsson, bo.edvardsson@kau.se or Samuel Petros Sebhatu, samuel.sebhatu@kau.se

For Italian students contact: Francesca Maria Renzi, mariafrancesca.renzi@uniroma3.it