



SIG 01 - B4S - Business for Society

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

T01_10 - Service innovation for society: designing a new role for organizations

Proponents:

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Short description:

Service innovation impacts all parties included in the process. The participatory and co-creative nature of developing service business, service innovation, and services calls for new competences and skills both at the organizational and individual level. Foremost it is pivotal to understand the impacts of the service logics and application of service design on organizations. The impact of service design in organisations; management, competences and skills. This session focuses on the determinants, forms and impacts of using the service design method for conventional and new forms of business organizations, public sector organizations, non-profit organizations and others.

Long description:

Service innovation impacts all parties included in the process. The participatory and co-creative nature of developing service business, service innovation, and services calls for new competences and skills both at the organizational and individual level. Foremost it is pivotal to understand the impacts of the service logics and application of service design on organizations. The impact of service design in organisations; management, competences and skills. The Service design method has been suggested for operationalizing service development. This session focuses on the determinants, forms and impacts of using the service design method for conventional and new forms of business organizations, public sector organizations, non-profit organizations and others. To support service innovation via service design, new competences are needed by participating parties. This requires understanding of strategic approaches, co-creation of value through stakeholder engagement and related development methods: the application of service design benefits from the service-driven strategy. At the same time, these co-design processes have an impact on the competences and skills of those who are involved, both within and across organizational boundaries. Within this context technological innovation and digitalization act as a catalyzer. The session is interested in how the participatory and co-creative nature of service innovation shape the competences and skills of the parties involved, in a process of continuous development. The session welcomes multidisciplinary approaches in service research.

Keywords:



Organization design
Service innovation
Service design

UN Sustainable Development Goals (SDG):

Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production.

Publication Outlet:

International Journal of Public Administration
Social Policy and Administration
International Journal of Human Resource Management

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