

# Grand Challenges – thoughts on Service Innovation

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# Service Innovation →

- ✚ Innovation in Service Industries
- ✚ Innovation in Services
- ✚ Innovation in Service
- ✚ Services in Innovation
- ✚ Services in Innovation Systems
- ✚ Service in Innovation

Throughout: improved indicators, better integration on social research, management studies and systems thinking – especially around issues such as skills and capabilities

# Service Innovation 1 →

+ Innovation in Service Industries

+ Innovation in Services

+ Innovation in Service

+ Services in Innovation

+ Services in Innovation Systems

+ Service in Innovation

# Innovation in Service Industries ....

- ✚ Relatively well-addressed, though many open questions and metrics still basic
- ✚ Some achievements in depicting typical patterns and categories of innovative firm
- ✚ Limited attention to public services and several other types of organisation
- ✚ Confounds many different innovations, though some evidence on different types of innovation
- ✚ Lacks attention to innovation in **service systems**

# Service Innovation 2 →

■ Innovation in Service Industries

■ Innovation in Services

■ Innovation in Service

■ Services in Innovation

■ Services in Innovation Systems

■ Service in Innovation

# Innovation in Services

- ✚ New Services, new service development
- ✚ Some attention to marketing issues, some to conditions for success
- ✚ Need for much more exploration of **service design and implementation** processes – practice races ahead of academe
- ✚ Need for better modelling of different types of service innovation (e.g. den Hertog 4D → 6D, HICS 13 or more)
- ✚ And exploration of **capabilities** (d H again) and skills

# Service Innovation 3 →

+ Innovation in Service Industries

+ Innovation in Services

+ Innovation in Service

+ Services in Innovation

+ Services in Innovation Systems

+ Service in Innovation

# Innovation in Service

- # New Service **relationships** and experiences
- # New and improved service from organisations of all kinds: how integrated with innovation management?
- # Servicisation as innovation – and service as innovation
- # Bringing service to public services

# Service Innovation 4 →

+ Innovation in Service Industries

+ Innovation in Services



+ Services in Innovation

+ Services in Innovation Systems

+ Service in Innovation

# Services in Innovation

- ✚ Service organisations designed to support innovation processes – R&D, design, many engineering and other technical services. Role, dynamics and nature of interfaces with clients remain poorly studied.
- ✚ Client roles and capabilities, ditto.
- ✚ Other services as innovation agents: professional services, major service clients (public and private sectors) through procurement and supply chain management.

# Service Innovation 5 →

+ Innovation in Service Industries

+ Innovation in Services

+ Innovation in Service

+ Services in Innovation

+ Services in Innovation Systems

+ Service in Innovation

# Services in Innovation Systems

- ✚ Poor integration of service firms seems common: need for capabilities (and intermediaries) for services and for “knowledge base”.
- ✚ How far heritage and how far issues of management of diverse knowledge and skill sets?
- ✚ Focal issues for innovation systems (standards? market preparation?)

# Service Innovation 6 →

+ Innovation in Service Industries

+ Innovation in Services

+ Innovation in Service

+ Services in Innovation

+ Services in Innovation Systems

+ Service in Innovation

# Service in Innovation

- + Better interfaces between various types of service activity and innovation support
  - + E.g. marketing, environmental issues
- + Service to immediate clients
  - + Including challenging presumptions
- + Service to broader society
  - + Ethical issues
  - + Applying services/ service thinking and methodologies to global grand challenges

End of Presentation