

## Roundtable and Townhall Meeting on Service Research

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# The Roundtable & Townhall Meeting



Integration  
Interconnectedness  
Influence

# Professor Evert Gummesson



There is an urgent need to address the big issues of a society built on complex but incoherent and fragmented service systems. Many do not work well (health care) or are the objects of fraud and corruption (financial sector) and research has not had much effect on them except on certain details.

# Professor Evert Gummesson



The most dangerous disease in science is complacency through the preoccupation with “approved” research techniques over relevance, premature generalization, and the promotion of conventional and mythical models and concepts through classrooms and textbooks. There is urgent need to advance service theory beyond fragmented midrange theory in the direction of theory which is addressing complexity issues by EITHER being both better rooted in the “real reality” and/OR offering more abstract and general “grand” theory.

Thank you