

Cambridge Service Science, Management, and Engineering Symposium
Position Statement – Professor Larry Menor
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My academic training is in operations management and my research focuses primarily on the empirical examination of service operations strategy (e.g., Menor et al. 2001) and new service development or service innovation (e.g., Menor et al. 2002) issues. My recent research bridges these areas in order to investigate the new service development competence construct (Menor and Roth 2007). I view services more from the provider's "delivery" perspective and less from the customer's "offering" perspective and, consistent with Pine and Gilmore (1999), believe that customers primarily pay service providers to execute activities—not to deliver experiences, per se. Hence, I am interested in advancing managerial understanding and scholarly theory on the service system design and delivery specifics critical to provider or prosumer activity execution.

Service Science, in my view, represents the next "big idea" that service (operations) management scholars need to tackle (Chase and Apte 2007). As an aspiring service scientist—yet consistent with my training, views, and beliefs—the most pressing Service Science imperative is to advance research and practice in designing and delivering high quality service encounters that hold the potential to satisfy customers. Instead of being preoccupied solely with customer satisfaction, service scientists should focus some of their efforts on identifying or developing principles and tools that integrate the "voice of the customer" and the "voice of the process". The service system architecture introduced by Roth and Menor (2003) represents a viable starting point for engaging in transdisciplinary discourse on the systematic design and delivery of high quality service encounters.

References:

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