Ministero dell'Istruzione, dell'Università e Ricerca

Universidad Torcuato di Tella

Mid Sweden University

Università di Cassino

Cooper-Link Conference

International Inter-University Research Cooperation Project
"The emerging perspective of Service Science for management and marketing studies"

Cooper-Link Agenda
"Highlighting Service Science major research priorities"

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Francesco Polese

April 20, 2011
(Buenos Aires,
Universidad Torcuato di Tella)

Service Science, Management, Engineering and Design – SSMED

Service Science is an IBM initiative (of Almaden Research Centre in US) that has involved hundreds of researchers worldwide in the attempt of **promoting a new discipline** capable of satisfying an emerging research issue: **the study of Service Systems**. It is indeed a multidisciplinary "open source" project, based upon many pillars represented by computer science, human behavior, organizational theory, industrial engineering, business strategy, management sciences, social and cognitive sciences, legal sciences.

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Service Science Focus

In terms of **Science** it investigates what service systems are and how they evolve, referring to the roles of people, knowledge, shared information and technology, as well as the relevance of customers (as demand) inside production processes (as supply).

In terms of **Management** it investigates how to improve efficiency evaluation, relations sustainability and systems relations.

In terms of **Engineering** it develops new technologies, adequate approaches to promote information check, measurement and diffusion.

In terms of **Design** it deepens configurations techniques and studies to correctly structure service systems.

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Research Priorities

1. Service Systems concept deepening

2. Euristics of complex Service Systems

3. Smart concept definition

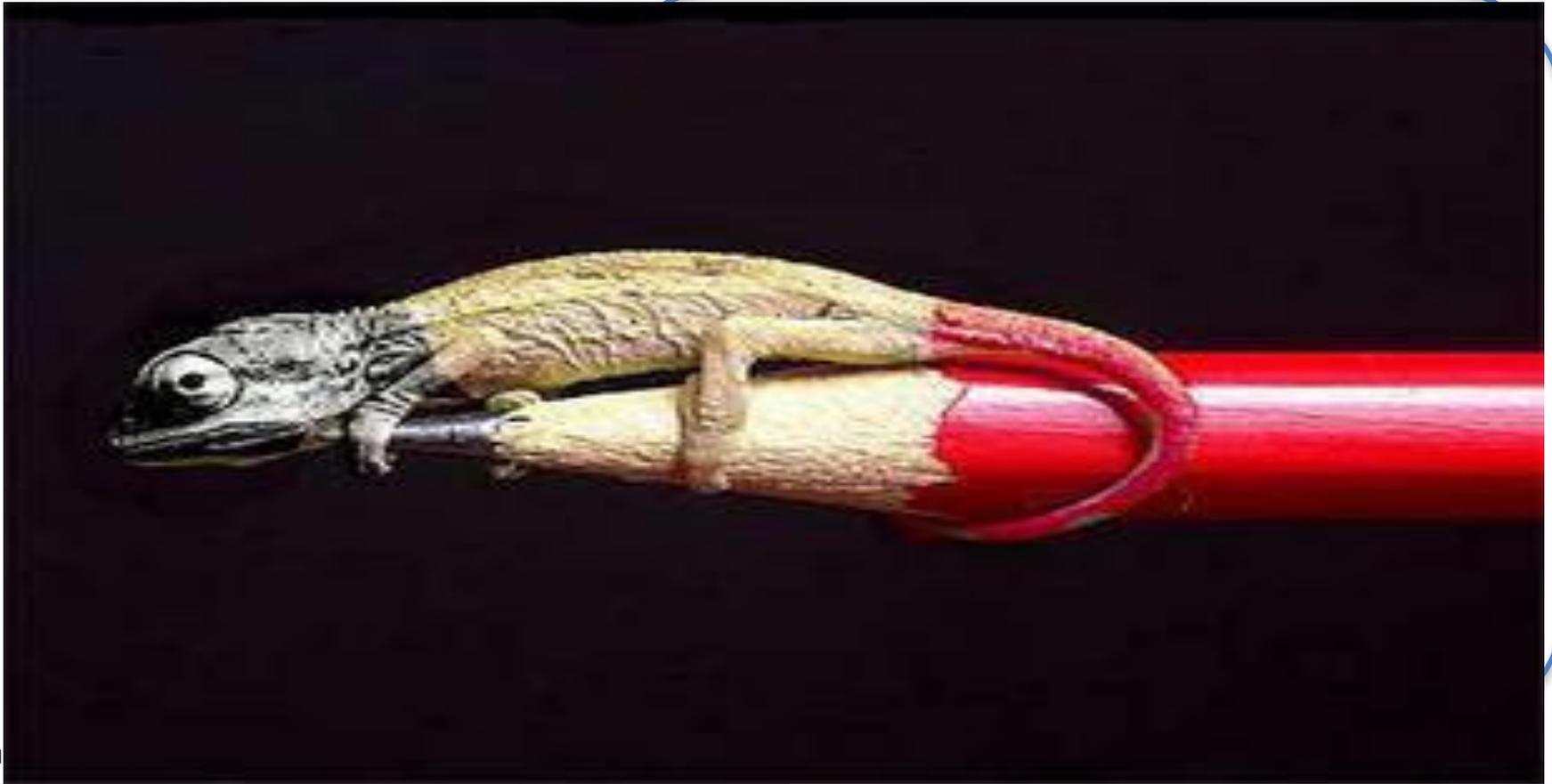**4.** Best practices for sustainable development of Smart Service Systems

5. Highlights for Service Systems design, management and governance

6. Developing complementary competences for SSS management

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Research **Main Themes**

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Thanks for your attention

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