

# Innovation Management for the Service Industry

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There has been an increased focus on managing technological innovation during the last decade in graduate level education and research. Much of it was due to the impulse from the rise of the high tech industries.

Topics such as product development, innovation management, and research and development management have become very popular. Companies have been interested in optimizing their development activities. However the focus has been mostly the actual physical product rather than the services. There has been little attention paid to design of services around the technologies coming out of today's high tech giants.

This has started to change recently and needs more attention. Companies such as Intel realized that there is an ecosystem around the products they bring to market and started to pay attention to the services that would optimize their products. Recently they reorganized the company across platforms including services. Some of the platforms include Health Care, Digital Home and Mobility. By working with service providers impacting each platform, they create awareness for service innovations required.

One of the critical issues in service industry is to study how service innovations are generated and identified in the case of bringing new technologies to the markets. The following are some of the initial efforts that would accelerate the adoption of service innovation into curriculums:

## Technical Activities

Identify tools used in managing innovation today that may be applied in service innovations – These methods include Technology Forecasting, Complexity Science, Axiomatic Design and TRIZ. Working with industrial partners, identify case studies and develop processes to utilize such methods in the service industry.

## Organizational Activities

NSF programs that can be avenues for such activities include “Partnership for Innovation” and “Industry University Cooperative Research Centers”. Sponsoring research centers on management of innovation and technology in the service industry would help achieve the proposed activities. Similarly engaging with leading centers organizing conferences and sponsoring focused workshops will accelerate success.