



Defining and Prioritizing Our Investment Needs

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Goals

- Stimulate service research
- Stimulate building of service curricula
- Boost U.S. service competitiveness
- Enhance U.S. global economic standing



Support Strategy

- Grow existing efforts – support existing centers of excellence
- Encourage growth of the field – support new research and curriculum development



Stimulating Service Research

- Cost reduction
- Revenue expansion



Cost Reduction

- Focus = productivity & efficiency
- Example topics = optimal system design, communications technology
- Areas = engineering, information technology, operations



Revenue Expansion

- Focus = increasing demand and customer loyalty
- Example topics = personalization, innovation, consumer psychology, relationships in B2B
- Areas = marketing, human resources



Type of Support

- Education – research, teaching, teaming with business
- Business -- \$, priorities, teaming with education
- Government -- \$, priorities



A 5-Year Vision

- Support 20 existing centers of service excellence (\$500,000 per year each) for new service curricula and programs
- Support new grant-based research (\$10 million per year)
- Total cost = \$20 million per year
- Less than 1% of NSF annual budget (but 78% of the national GDP)



Supporting the Vision

- Industry 50% = \$10 million / yr.
- Government 50% = \$10 million / yr.
- Proposed mechanism – 1) one NSF grant to an industry consortium for supporting the existing centers of excellence, 2) new service science NSF program to administer the research grants



Additional Suggested Support

- 10 Endowed Chairs in Service Science (\$2 million endowment each)
- Each supported by one industry partner



Expected Outcome

- Supercharge service research
- Stimulate creation of new service courses and curricula
- Strengthen US service competitiveness

