

# Workshop on Education for Services Innovation

Matthew Reaff - National Science Foundation

John Sargent - Dept of Commerce

Paul P. Maglio - IBM Research

April 18, 2006

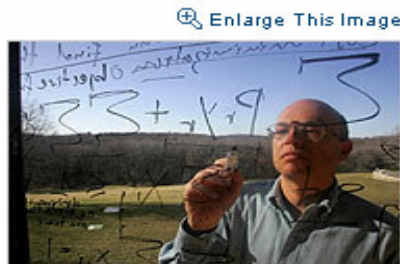
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## Academia Dissects the Service Sector, but Is It a Science?

By [STEVE LOHR](#)  
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On his Asian trip last month, President Bush urged Americans not to fear the rise toward prosperity of emerging economies like India. Education, Mr. Bush said, was the best response to globalization, climbing further up the ladder of skills to "fill the jobs of the 21st century."



Noah Berger for The New York Times






Kurt Koester, a Berkeley student, is complementing his engineering studies with a course in services science.

But a ladder to where? That is, where are educated young Americans likely to find good jobs that will not be shipped off to India or China?

The answer, according to a growing number of universities, corporations and government agencies, is in what is being called "services science." The hybrid field seeks to use technology, management, mathematics and engineering expertise to improve the performance of service businesses like transportation, retailing and health care — as well as service functions like marketing, design and customer service that are also crucial in manufacturing industries.

A couple of dozen universities — including the [University of California](#), Berkeley; Arizona State; Stanford; North Carolina State; Rensselaer Polytechnic Institute; and Georgia Tech — are experimenting with courses or research programs in the field.

The push for services science is partly a game of catch-up — a belated recognition that services now employ more than 75 percent of American workers and that education, research and policy should reflect the shift. "Services is a drastically understudied field," said Matthew Realff, director of a new program at the National Science Foundation to finance university research in the field. "We need a revolution in services."

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# Workshop Goals

- highlight the importance of services in the US and other developed economies and the role of service innovation in promoting productivity and growth
- identify and make explicit the knowledge and skills that industry has empirically observed are important to service innovation, and the gaps in existing curricula
- outline and debate some initial curricula developments that address the unique educational needs of careers in the service economy
- identify how existing curricula can be enhanced to enable service innovation knowledge and skills to be acquired
- understand and define the areas for additional funding investments in the development of service innovation research and education

# Agenda

## What do we need and what are we doing?

- 09:20 AM Kannan Govindarahan (HP)
- 09:40 AM Doug Morse (Oracle)
- 10:00 AM Mary Ann Wangemann (EDS)
  
- 10:20 AM Break
  
- 10:40 AM Jim Tien (RPI)
- 11:00 AM Rick Koubek (PSU)
- 11:20 AM Bob Glushko (Berkeley)

## Combining the Perspectives and Crystalizing the themes

- 11:40 AM Panel - moderated by John Sargent (DoC)  
morning speakers and workshop participants
  
- 12:30 PM Lunch
  
- 01:00 PM Taffy Kingscot (IBM) ~ **Legislative Activity to support Service Innovation**
- 01:15 PM Anatole Gershman (Accenture)
- 01:45 PM Jim Spohrer (IBM)

## Defining and Prioritizing our Investment needs

- 02:15 PM Panel - moderated by Matthew Realff (10 min/panelist plus discussion)  
Mary Jo Bitner (ASU)  
Roland Rust (Maryland)  
John Zysman (Berkeley)
  
- 03:30 PM Wrap up discussion - moderated by Paul Maglio (IBM)
- 04:00 PM Close

# Attendees

**Steve Allen**, North Carolina State University

**Marietta Baba**, Michigan State University

**Dan Berg**, Rensselaer Polytechnic Institute

**Mary Jo Bitner**, Arizona State University

**Mark Boroush**, U.S. Department of Commerce

**Patricia Buckley**, U.S. Department of Commerce

**Connie Chang**, U.S. Department of Commerce

**Robert Cresanti**, Under Secretary for Technology,  
U.S. Department of Commerce

**Tugrul U. Daim**, Portland State University

**Christine Dodd**, IBM

**Stuart Feldman**, IBM

**Hank Foley**, Penn State University

**Lou Freund**, San Jose State University

**Anatole Gershman**, Accenture

**Bob Glushko**, UC Berkeley

**Kannan Govindarahan**, HP

**Bill Hefley**, Carnegie Mellon University

**Henry Kelly**, Federation of American Scientists

**Sue Kemnitzer**, National Science Foundation

**Taffy Kingscott**, IBM

**Rick Koubek**, Penn State University

**Herb Lin**, National Research Council/National  
Academy of Engineers

**Paul Maglio**, IBM

**Doug Morse**, Oracle

**Douglas Neal**, CSC

**Harry Perros**, North Carolina State University

**Mike Quear**, U.S. House of Representatives

**Matthew Realff**, National Science Foundation

**Roland Rust**, University of Maryland

**John Sargent**, U.S. Department of Commerce

**Jim Spohrer**, IBM

**Richard Taylor**, HP

**Jim Tien**, Rensselaer Polytechnic Institute

**Mary Ann P Wangemann**, EDS

**Gene Tyworth**, Penn State University

**Susan Urban**, Arizona State University

**Peter Westersträhle**, Finnish Technology  
Development Representative

**May Wong**, Oracle

**JB Wood**, Support Service Professional  
Association

**John Zysman**, UC Berkeley