

**THE WHY, WHAT, AND HOW OF THE  
SCIENCE (or study) OF SERVICES**

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# WHY SHOULD THERE BE A SERVICE SCIENCE?

- INDUSTRIAL REVOLUTION DID NOT CREATE A SCIENCE OF MANUFACTURING
- BUT AGRICULTURAL REVOLUTION CREATED A SCIENCE OF AGRICULTURE (WHICH WAS A MIX OF MANY SCIENCES)
- AGRICULTURAL REVOLUTION INVOLVED ONE GENERAL ACTIVITY AND PRODUCT – FOOD RAISED FROM THE LAND
- INDUSTRIAL REVOLUTION INVOLVED MANY GENERAL ACTIVITIES AND PRODUCTS
- SERVICES REVOLUTION, LIKE AGRICULTURAL REVOLUTION, INVOLVES ONE GENERAL ACTIVITY – HUMAN INTERACTIONS ASSISTED BY INFORMATION TECHNOLOGY

# ARGUMENT AGAINST SERVICE SCIENCE

ON ITS SOCIAL SCIENCE SIDE, SERVICE SCIENCE WILL DEAL WITH SAME QUESTIONS AS THE MANAGEMENT DISCIPLINES DO NOW

- STRATEGY
  - STRUCTURE
  - OPERATIONS
  - MARKETING
- YES AND NO
    - NEW DISCIPLINES ARISE FROM OLD

# HISTORY OF SOCIAL SCIENCE DISCIPLINES

- DIVINITY – CAMBRIDGE, HARVARD

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# HISTORY OF SOCIAL SCIENCE DISCIPLINES

- DIVINITY – CAMBRIDGE, HARVARD
- MORAL PHILOSOPHY - HARVARD
- PSYCHOLOGY - HARVARD
- INDUSTRIAL PSYCHOLOGY -HARVARD
- ORGANIZATIONAL BEHAVIOR –  
HARVARD

IS OB THE SAME THING AS DIVINITY?

# HISTORY OF SOCIAL SCIENCE DISCIPLINES SUGGESTS THAT...

- **SERVICE SCIENCE** WILL DEAL WITH NEW AS WELL AS OLD ISSUES
- THOSE QUESTIONS WILL BE DISCOVERED ON THE GROUND
- THERE WILL BE IMPORTANT ADVANTAGES TO THE INSTITUTIONS AND ORGANIZATIONS THAT CREATE SERVICE SCIENCE

# WHAT IS SERVICE SCIENCE?

- SCIENCE OF CO-EVOLUTION OF SOCIETY AND TECHNOLOGY
- PARTLY SOCIAL, SERVICE SCIENCE DEALS AS MUCH WITH PATTERNS OF INTERACTIONS AS QUANTIFIABLE “LAWS”
- PREDICTIVE VALUE OF SOCIAL SCIENCE MORE LIMITED THAN PHYSICAL SCIENCES BECAUSE HUMAN CONSCIOUSNESS AND DESIRE RESHAPE BEHAVIORAL PATTERNS IN WAYS WE CANNOT ALWAYS FORESEE

# HOW WILL **SERVICE SCIENCE** BE USED?

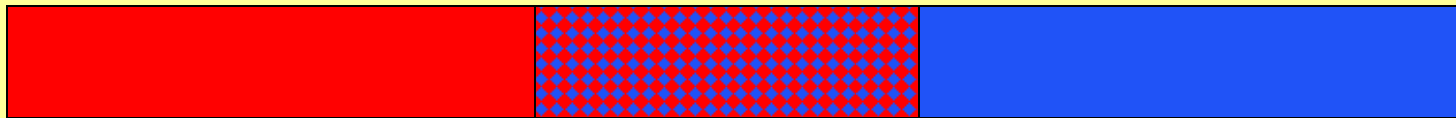
- EXAMPLE: *THE KEYSTONE ADVANTAGE* BY MARCO IANSITI AND ROY LEVIEN
  - REVEALS 'ECOLOGICAL' PATTERNS IN HINDSIGHT
  - BUT IN THE PRESENT MOMENT, HOW DOES A MANAGER KNOW WHETHER HE / SHE IS DEALING WITH AN ECOLOGICAL PATTERN OR A GARDEN VARIETY SUPPLY CHAIN?
- **SERVICE SCIENCE** WILL BE PART, NOT ALL, OF THE MANAGERIAL PROCESS, AS HAS BEEN THE CASE WITH ALL PREVIOUS MANAGERIAL SCIENCES
- **SERVICE SCIENCE** WILL BE MOST USEFUL TO MANAGERS BLESSED WITH EXPERIENCE, SKILL, AND **VISION**

# VISION

ELEMENTS OF THE **FUTURE** CAN BE SEEN IN  
THE PRESENT AND THE **PAST**

SCIENTIFIC KNOWLEDGE IS USEFUL FOR  
INTERPRETING PRESENT PATTERNS TO  
ENVISION THE FUTURE

PAST                  PRESENT                  FUTURE



CREATIVE **VISION** IS A NEW APPROACH TO THE  
**PRESENT**, INFORMED BY EXPERIENCE AND  
KNOWLEDGE, INCLUDING **SERVICE SCIENCE**

# SUGGESTED TOPIC FOR SERVICE SCIENCE: BUSINESS ETHICS

- NEW REGULATORY ENVIRONMENT OF GOVERNMENT CONCERN NOT JUST WITH ORGANIZATIONAL BEHAVIOR BUT ORGANIZATIONAL CULTURE
  - SARBANES-OXLEY
  - US SENTENCING GUIDELINES
  - THOMPSON MEMO IN JUSTICE DEPARTMENT
- HENCE THE SURGE OF CORPORATE ETHICS PROGRAMS
  - ETHICS OFFICERS USING IT ASSISTED HOTLINES TO PROTECT ANONYMITY OF WHISTLE BLOWERS
- AS A SERVICE ACTIVITY, THE EFFECT OF CORPORATE ETHICS PROGRAMS ON BUSINESS LIFE IS A WORTHY SUBJECT FOR SERVICE SCIENCE.