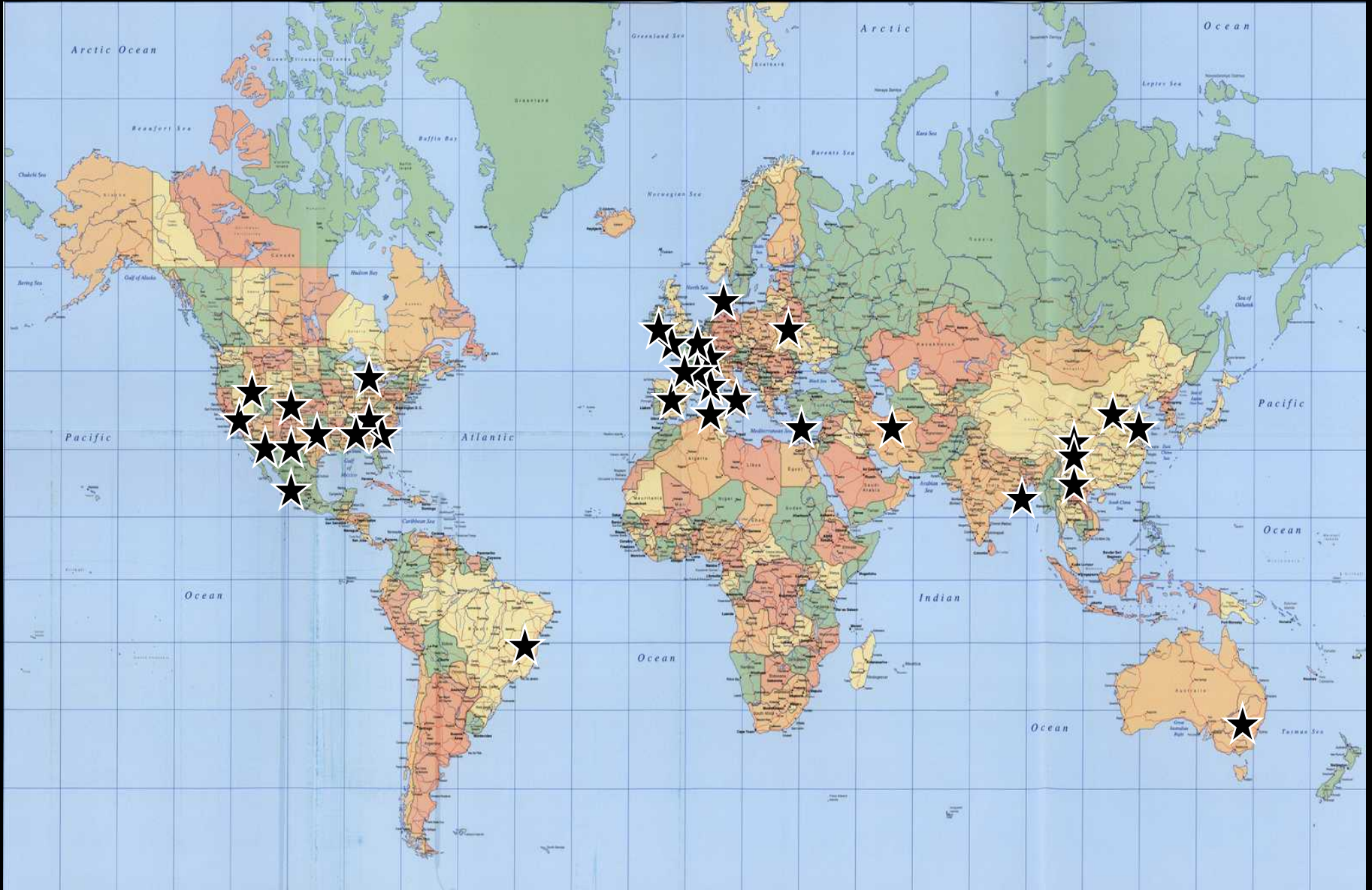




Service Science, Management and Engineering

SSME – Education for the 21st Century

5 - 7 October 2006 Conference
Palisades, NY



Event Web Sites, Discussion, and Information

- **Definition**

- <http://www.ssme.wikispaces.net/Definition%20of%20SSME>

- **Discussion**

- <http://www.ssme.wikispaces.net/message/list/About+the+Conference>

- **Survey**

- <http://www.almaden.ibm.com/asr/summit/survey.shtml>



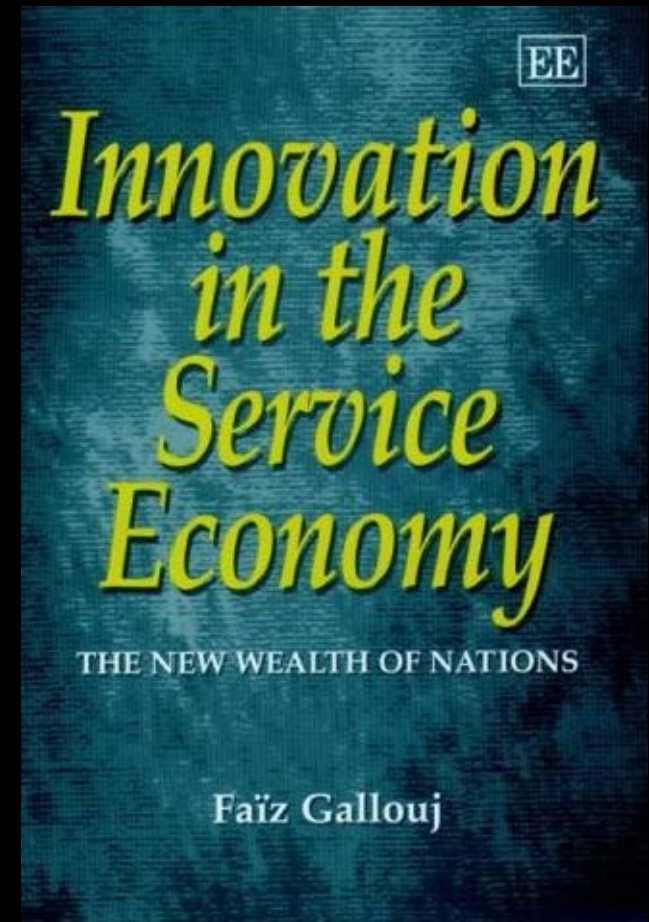
Service Science, Management and Engineering

SSME – Education for the 21st Century

Robert Morris
VP, Services Research

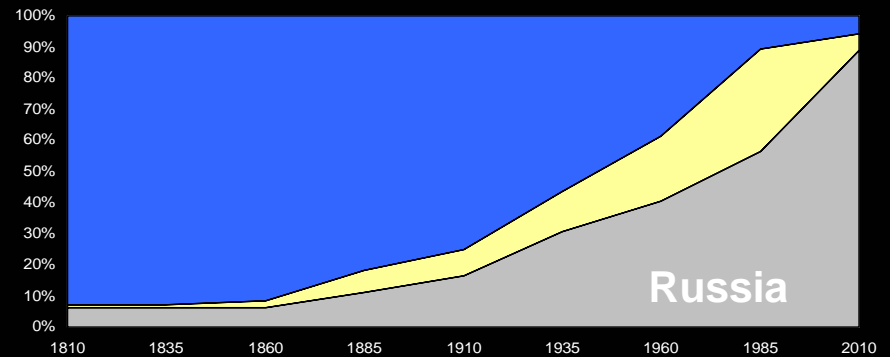
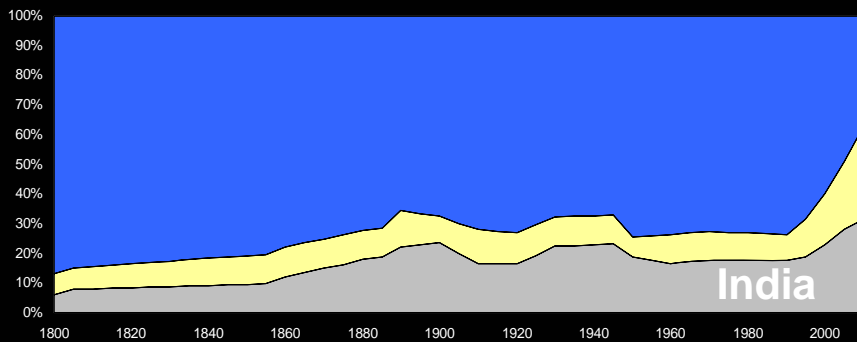
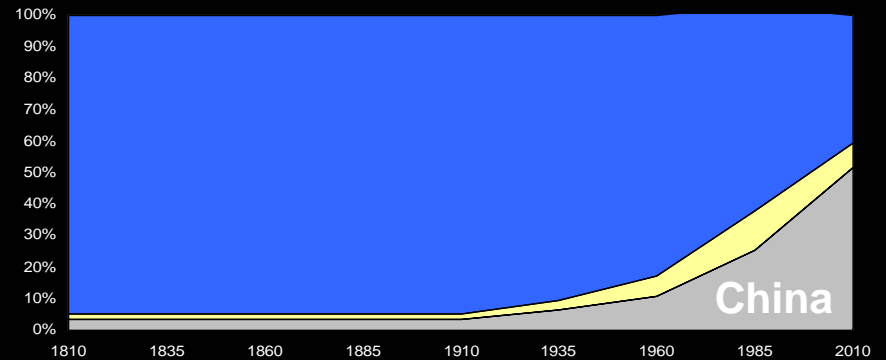
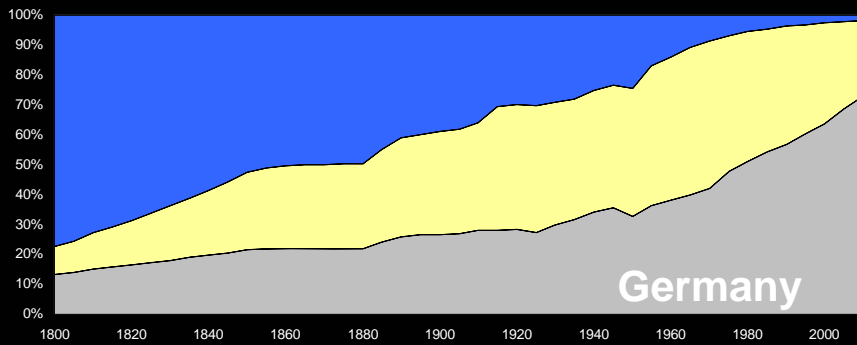
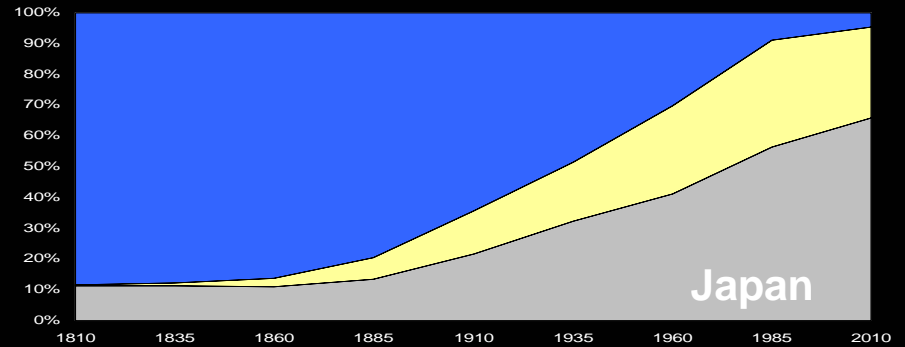
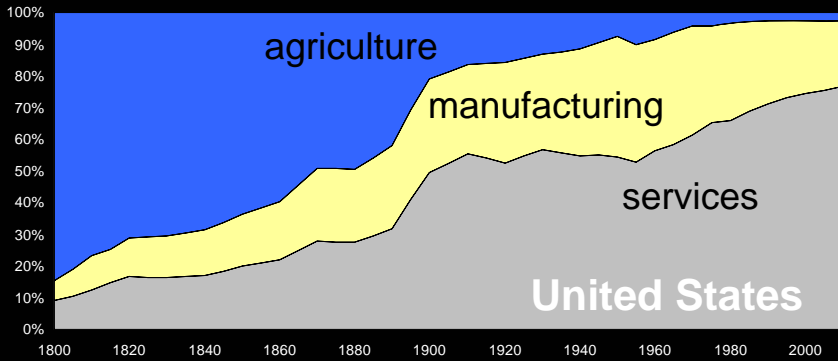
The Problem of Service Innovation

“... modern economies are both service economies and economies of innovation. Paradoxically, they are not regarded as economies of innovation *in* services... It is as if service and innovation were two parallel universes that coexist in blissful ignorance of each other.”



And it's a Services World...

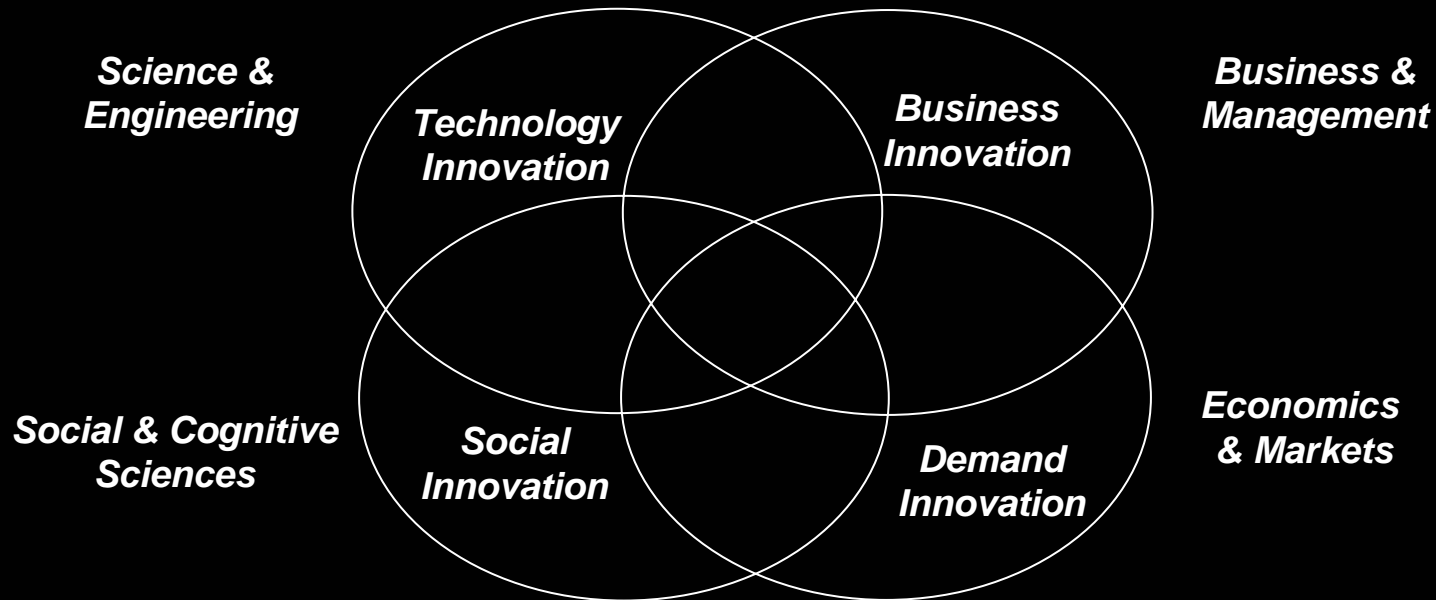
Source: 2004 IBM study, based on national labor data



IBM MEANS SERVICES

For every business, large or small,
there is an International Business Machines
product.

Service Science, Management, and Engineering



Growth requires innovation that combines people, technology, value, clients

Service Research and Education is Interdisciplinary



Science and Engineering

Industrial and Systems Engineering

Computer Science & Info. Systems

Math and Operations Research

Economics and Social Sciences

Business Anthropology

Organizational Change & Learning

Business and Management

Need more T-shaped people – both deep and broad

Communications of the ACM, July 2006

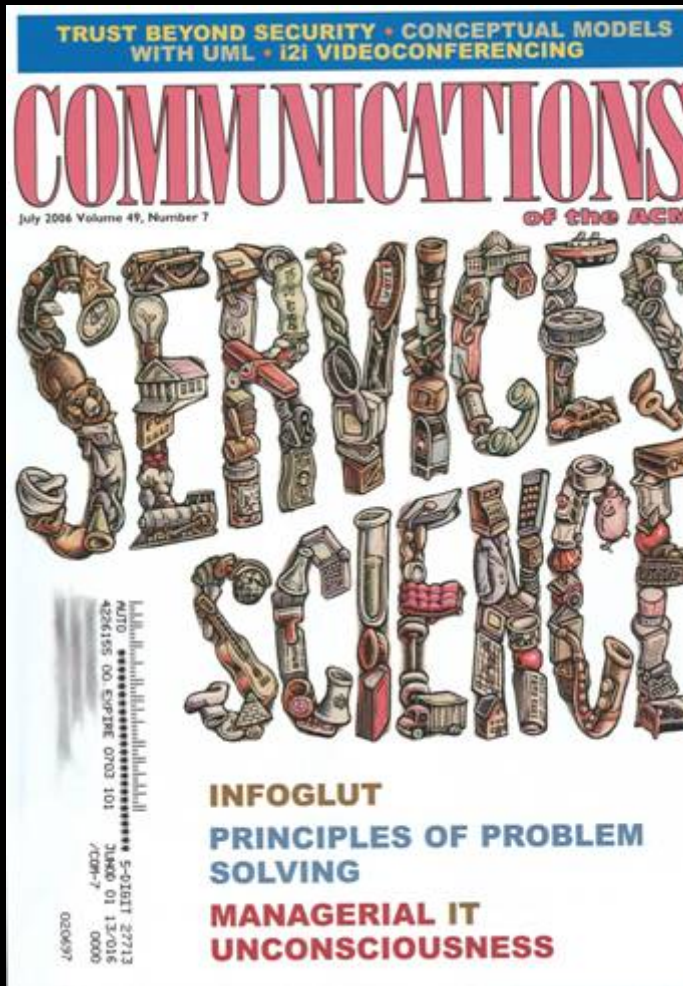


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Why Are We Here?

- **Share**
 - SSME curriculum and research to date
- **Discuss**
 - Plans for SSME curriculum and research
- **Collaborate and learn from each other**
 - Joining practitioners, faculty, others
- **Roadmap**
 - Establish SSME as a legitimate area or discipline

Agenda - Today

■ Morning

- Nick Donofrio, IBM – Service Innovation and the Demand for Skills
- Individual paper reports
- Panel - Role of Government – moderator Susan Tuttle, IBM

■ Afternoon

- Carl Schramm, Kauffman Foundation, Entrepreneurial Imperative
- Individual paper reports
- Val Rahmani, IBM Global Technology Services – Skill Application
- Irving Wladawsky-Berger, IBM – Service Innovation

■ Posters and reception

Agenda - Tomorrow

■ Morning

- Debra Stewart, Council of Graduate Schools
- Individual paper reports
- Panel – Business Partner Perspective
 - Cathy Lasser, IBM Research - moderator
- Stuart Feldman, IBM Research – Next steps and summary

Position Papers – What We Learned...

- **Surge of services programs at masters level**
- **Urgent need for graduate education in service**
- **Some research underway**
 - Usually productivity and efficiency focused
- **Future research**
 - Specific problems, looking for immediate benefits
 - New methods, models tools and frameworks needed
 - Approaches and questions outlined
 - Broaden focus to include management and social sciences
- **Consensus: integrated research needed**

see <http://www.almaden.ibm.com/asr/summit/papers.shtml>

16th Annual AMA Frontiers in Service Conference

2007
October 4 - 7

The conference will highlight the latest thinking in service, particularly those that combine aspects of technology, social science, and business.

