

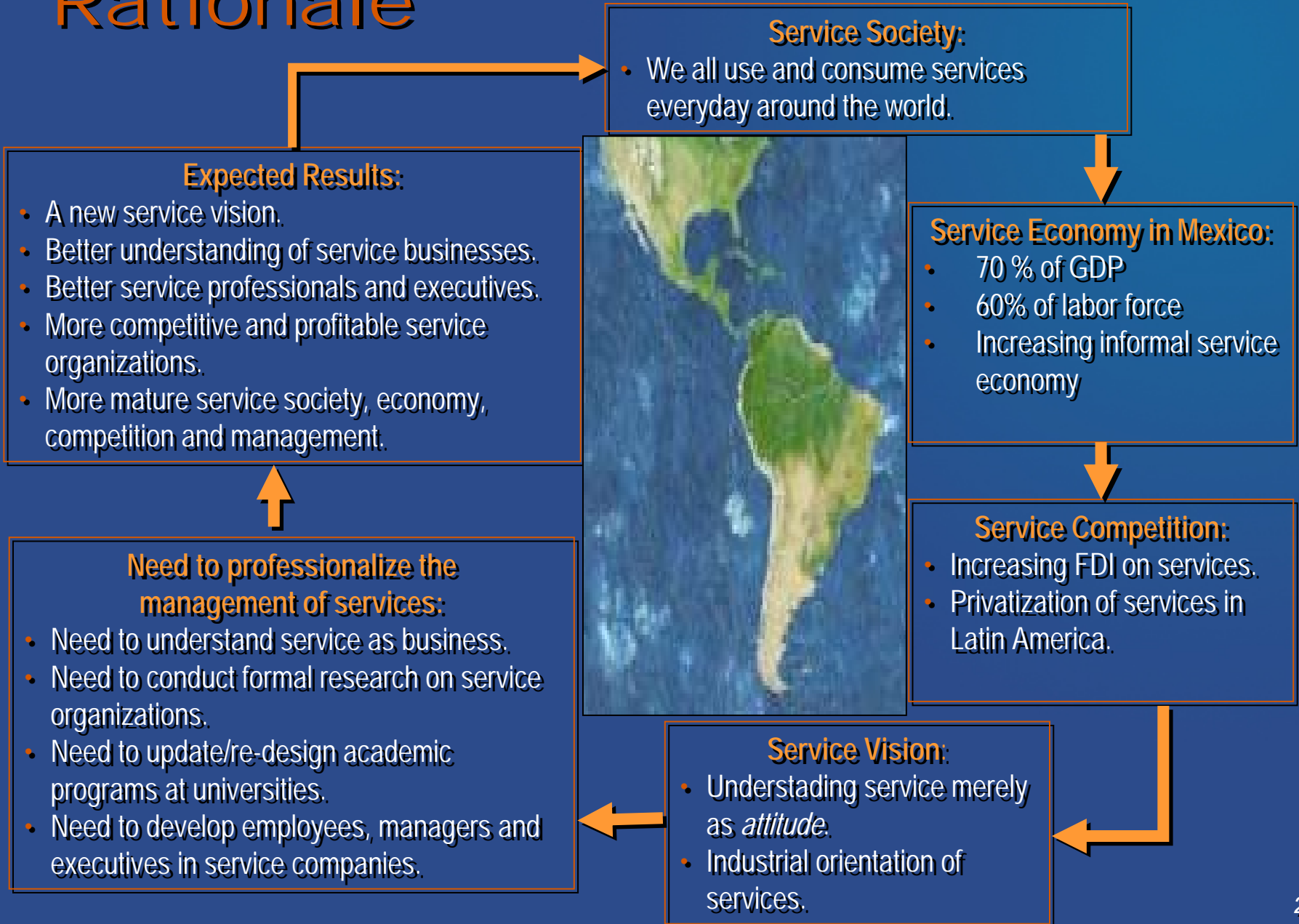
The Graduate School of
Management and Leadership - EGADE

The Evolution of Services Management in Latin America: Building a New Academic Field

Prof. Javier Reynoso

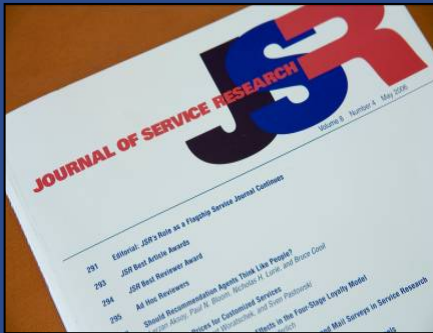
October 7, 2006

Rationale



Scientific Development

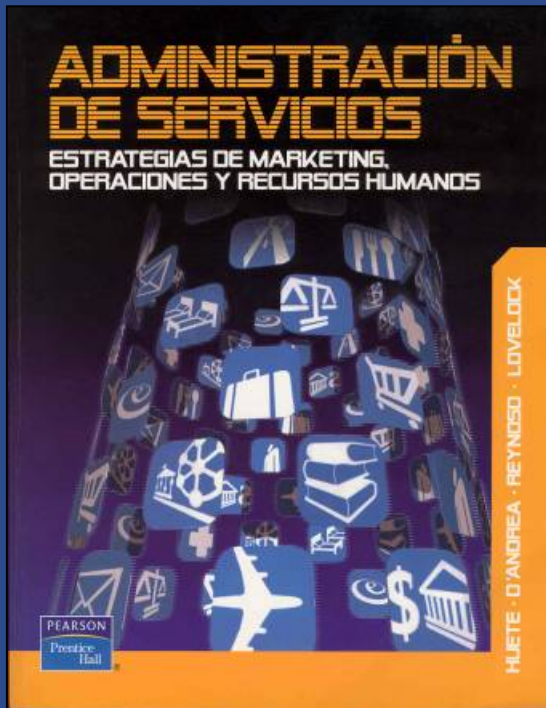
To contribute to the creation and dissemination of scientific knowledge of the service sector in Latin America.



- Development of relevant research streams.
- Participation in international congresses and publications.
- Edition and adaptation of books for Latin America.
- Writing of case studies of service organizations.
- Creation of a service information center.
- Support to the creation of service research initiatives in other Latin American countries.



Academic Development



To enrich and improve bachelor's, masters' and PhD programs in Latin American universities.

- Integration and development of a multi-disciplinary faculty group.
- Creation of services management certificates for bachelor's and master's programs.
- International faculty exchange.
- Advice to other universities in Latin America and Europe.

Service Business Development



To contribute to the improvement of competitiveness and profitability of service businesses in Latin America.



- Integration of service business communities in Mexico.
- Design of executive education programs on services management.
- Integration of a service business information network.
- Opinion center on services management.
- Inter-sectorial linkage business-university.
- *Service masters* seminars for top management.
- Support to micro and small service organizations at the bottom of the pyramid in Mexico.

