

W. P. CAREY

SCHOOL *of* BUSINESS

Services Science at ASU

Collaborative Initiatives across
W. P. Carey School of Business
School of Computing and Informatics
College of Liberal Arts and Sciences

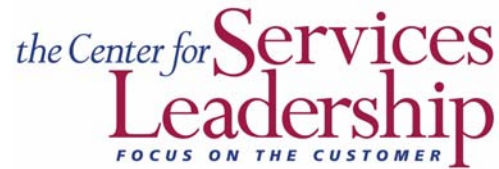
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Services Science – The Journey Begins

- Center for Services Leadership since 1985

www.wpcarey.asu.edu/csl



- Trans-Disciplinary Services Science work since 2004
- Building from services research traditions within business schools

Services Science Working Definition

*Services Science
is an emerging discipline
that focuses on fundamental
science, models, theories and applications
to drive innovation, competition,
and quality of life through service(s)*

Services Science Initiatives at ASU

- **Services Science Education**
 - MBA specialization in services leadership
 - Shanghai MBA in services management
 - PhD services science seminar
 - Undergraduate dual degree (proposed)
 - Executive programs through CSL
 - New collaborations
- **Faculty Research Clusters**
 - Focus on real, substantive issues
 - Faculty and PhD students from across disciplines
 - Methodology neutral
- **Trans-disciplinary workshops**
- **Alliances with other universities and businesses**
- **Joint papers and presentations**
- **Dual appointments for faculty**

Acceleration factors and challenges

- **Acceleration factors at ASU**
 - CSL and strong web of business partnerships
 - ASU’s vision of the “new American University”
 - Trans-disciplinary centers, schools, and degree programs
 - New School for Computing and Informatics
 - Collaboration encouraged and supported
 - Shear size
- **Challenges**
 - Disciplinary language barriers
 - Reward and incentive structures
 - Funding and resources for services science
- **Critical Juncture**