

Directions for Progress in University Research

Steven Alter
University of San Francisco
alter@usfca.edu
www.stevenalter.com

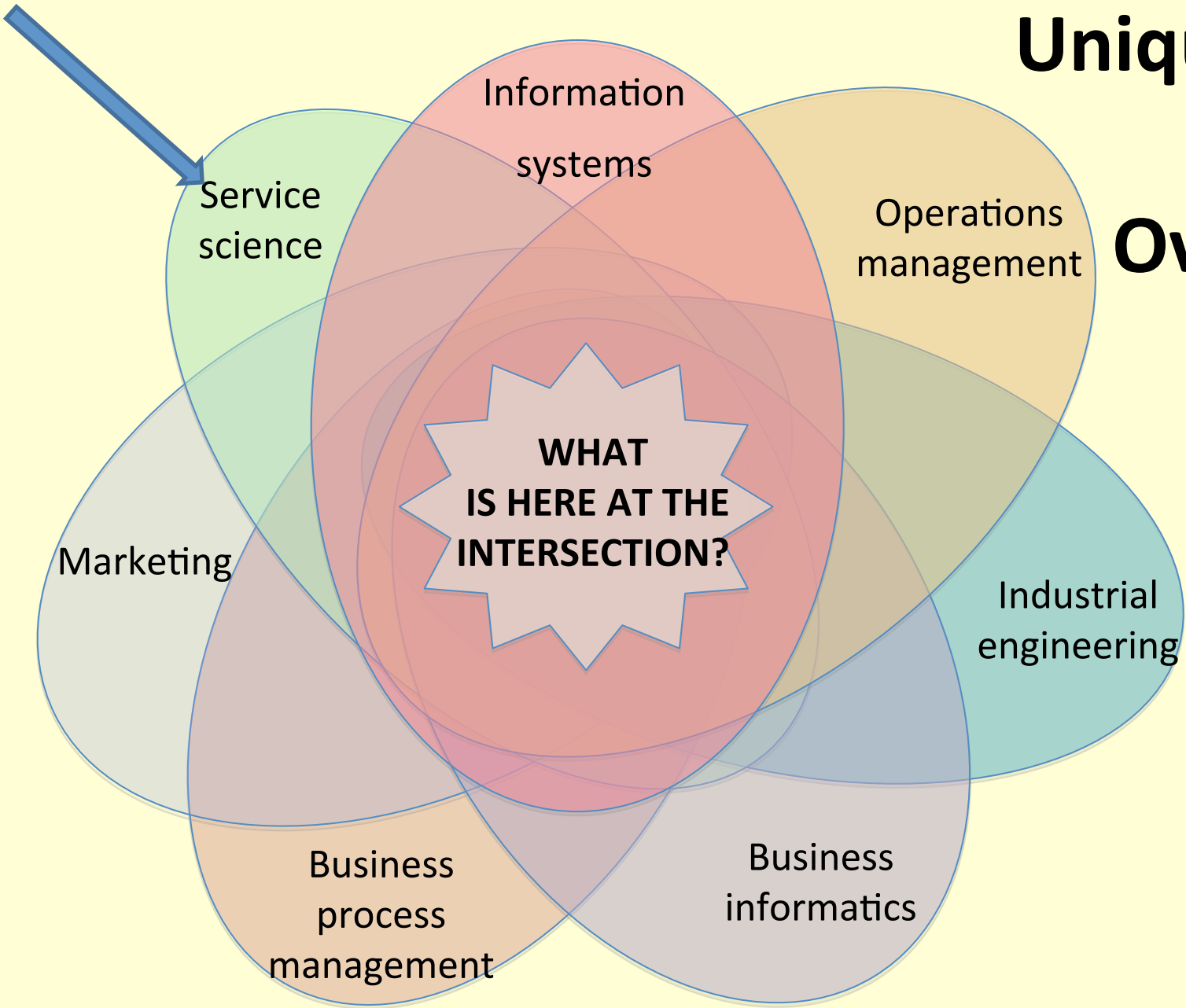
UC Service Science Summit
San Diego, Sept. 13, 2013

Explain What Is Included and Excluded in General and in Specific Research Findings

armed services	IT services	service industry
business service	IT service management	service interruption
civil service	legal services	service learning
community service	military service	service level agreement
customer service	news service	service management
denial of service	PaaS – platform as a service	service marketing
digital service	public service	service operations
financial services	SaaS - software as a service	service oriented architecture
food service	Selective Service System	service pack
Foreign Service	service computing	service quality
General Services Administration	service directory	service recovery
health services	service dog	service station
IaaS – infrastructure as a service	service-dominant logic	U.S. Secret Service
Internal Revenue Service	service economy	U. S. National Park Service
Internet service	service encounter	web service

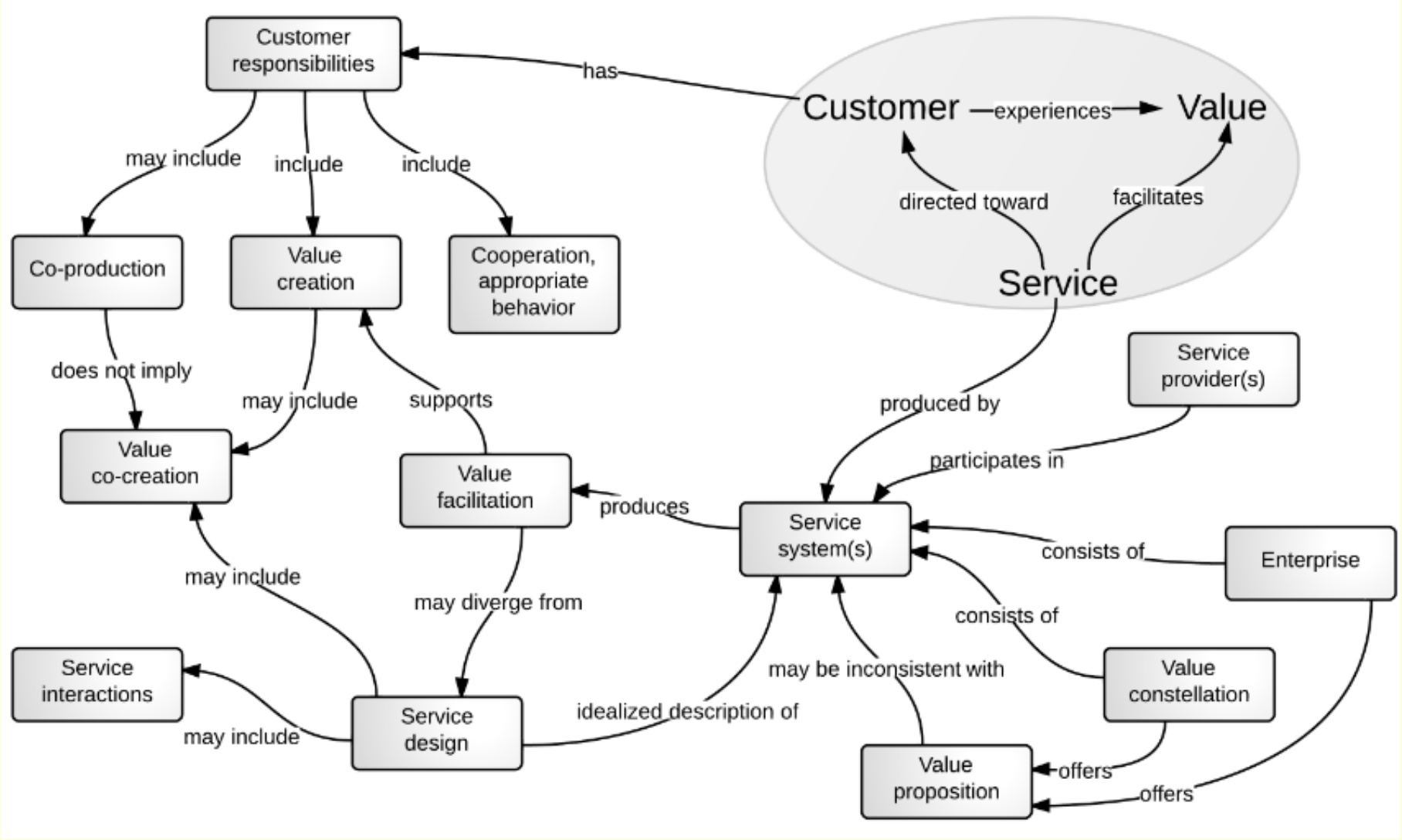
**WHAT IS MOSTLY
HERE AND NOWHERE ELSE?**

**Identify
Uniqueness
and
Overlaps**



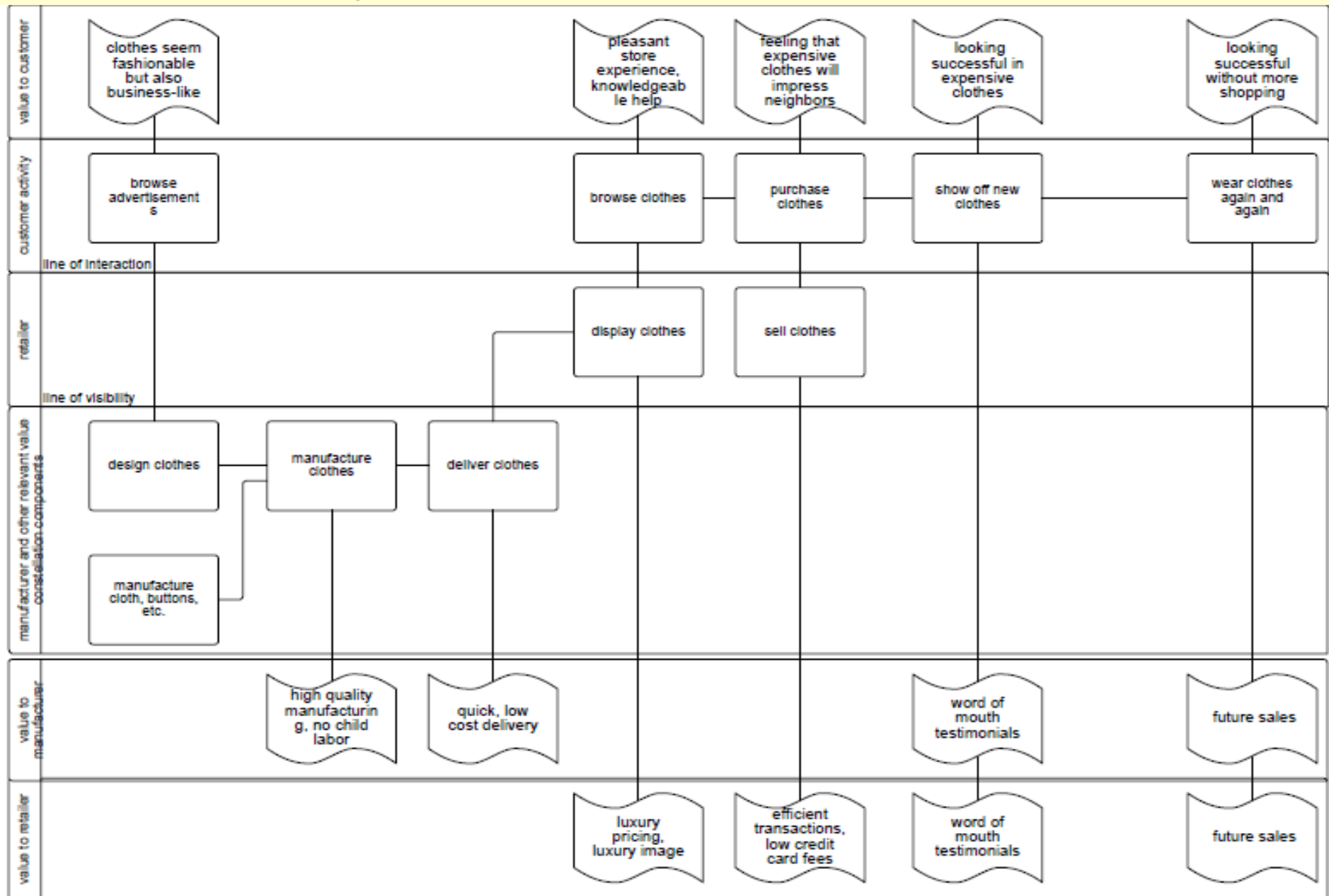
**WHAT
IS HERE AT THE
INTERSECTION?**

Concepts: Explain why a map of service-related concepts* is better or worse than others

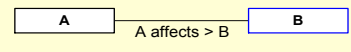
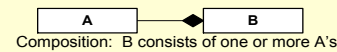
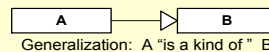
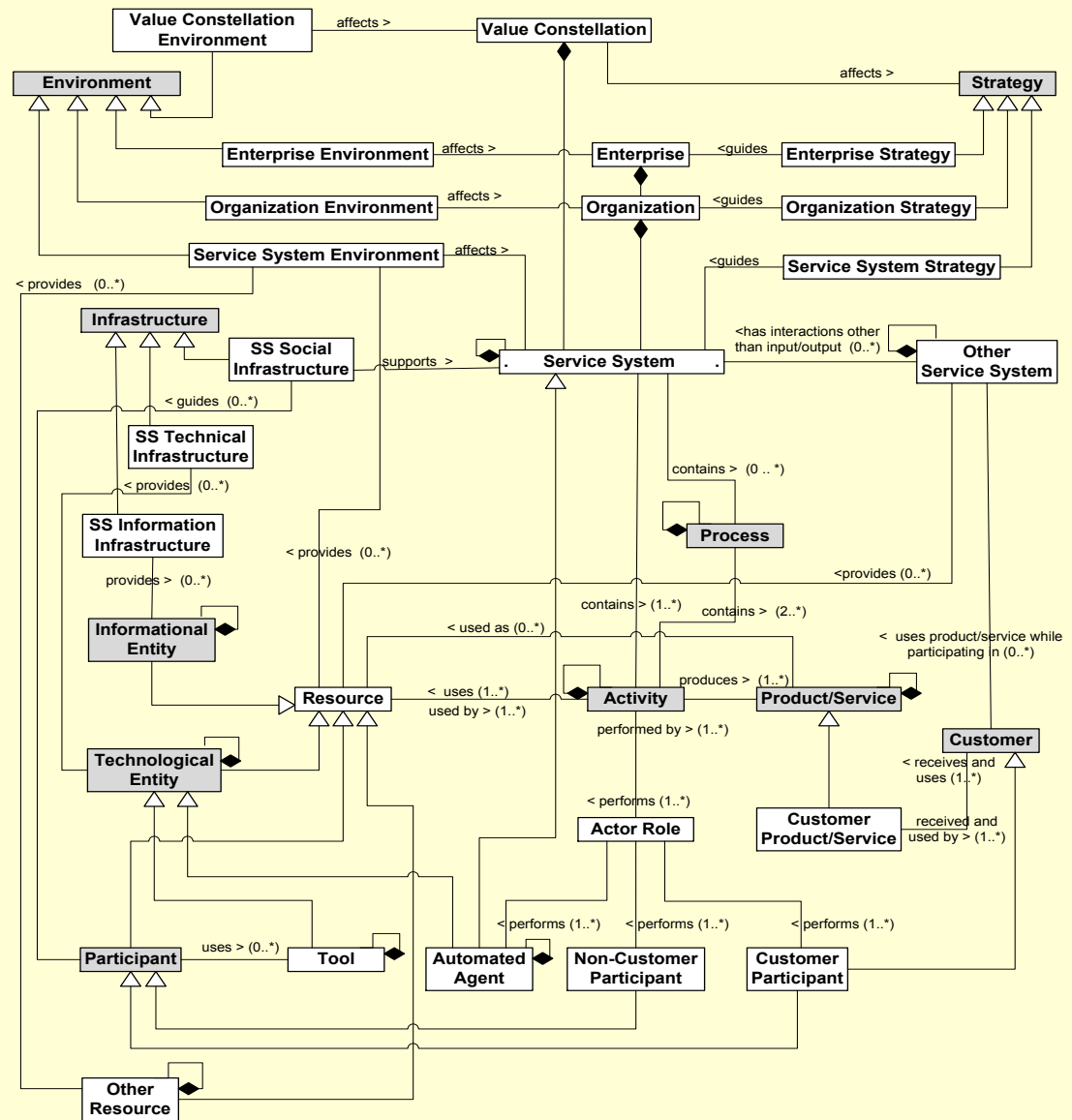


* Alter, S. 2013. "Value Blueprint and Service Design Space for Facilitating Value Creation," AMCIS Conference, Chicago, IL, Aug.15-17, 2013

Tools: Explain where a tool* is useful or useless



Models: Explain why a model or metamodel is better or worse than other models



Note: Many elements in the conceptual model have goals, attributes, performance indicators, and related principles, patterns, and generalizations that do not fit into a one page representation, and that must be included in more detailed explanations.

University Research Agenda

- Without worrying too much about definitions and nuances, use service science as an umbrella for practical research that matters to business and society.
 - Get talented people involved.
 - Learn about real problems.
 - Contribute to business, society, and personal career growth.
- Separately, extend the first phase of service science.
 - Develop, compare, and evaluate alternative definitions, models, and tools.
 - Be clear about the scope and limitations of definitions, models, and tools.
 - Highlight counterexamples and special cases.
 - Be careful about generalizing from cherry-picked examples.
 - Don't confuse sales claims with research results.
- Build on overlaps and differences between disciplines.