

UC Service Science Summit
UCSD, Rady School
September 13, 2013

Research in Service Management and Engineering

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Research at UCLA

- Health Care(w. UCLA Med, VA HSR&D)
 - Planning, business justification, operations
- Collaborative Services
 - Contracting, incentives, teams & free riding
- Service Process, Design, Analytics & Big Data
 - Behavioral models and experiential service design
 - Process models (w. IBM colleagues)
 - Transaction & content based services
 - Social networks, SEO, click-stream data
- Engineering; Comp Sci, WINMEC etc.
 - Smart grid, intelligent roadways, smart cities
 - RFID, Sensor networks, Mobile delivery
 - Telecom (wireless architecture), security, SOA

The UCLA Business and Information Technologies (BIT) Project

- **Global research network** of leading research institutions in each country
- **GNP/Labor/Trade studies** of economic evolution by country (five countries)
 - Data analysis (BLS, NIPA, BEA)
- **Global survey** of technology impact on business (in 12 countries, six languages)
- **Technology and Sector Studies**
 - Cases, analytical models
 - Business models; competition
 - Emerging structures, and changes

UCLA BIT Global Research Network

- | | |
|---|--|
| ▪ IAE, Buenos Aires, Argentina | ▪ Korea U. Business School, Seoul, Korea |
| ▪ PUC, Santiago, Chile | ▪ U.of Auckland, New Zealand |
| ▪ CINTEL, Bogota, Colombia | ▪ ISCTE, Lisbon, Portugal |
| ▪ Innovation Institute, Zagreb Croatia | ▪ ESAN, Lima, Peru |
| ▪ ESMT and Humboldt University, Berlin Germany | ▪ IESE, Barcelona, Spain |
| ▪ IIT-B, Mumbai, India | ▪ U.of Lugano, Lugano, Switzerland |
| ▪ SDA Bocconi, Milano, Politecnico di Torino Italy | ▪ National Sun Yat Sen U, Kaohsiung, Taiwan |
| ▪ U.of Malaya, Malaysia | |

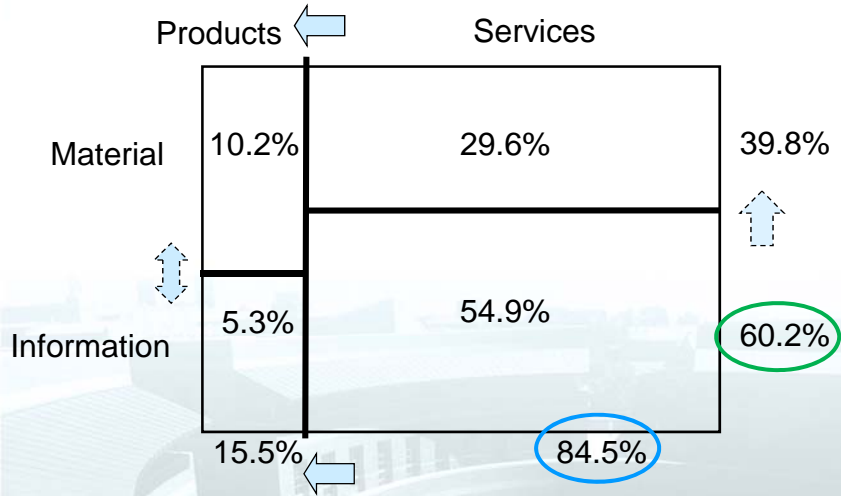
US Service Sector Studies

- Financial services
 - Retail banking: electronic banking, segmentation
 - Brokerage and investment
 - Mortgage banking: origination, securitization and servicing
- Entertainment and Media
 - Film, TV and Video: distribution technologies and disruption
 - New business models for video products
- Publishing
 - Electronic publishing; technical and legal
- Retail & Supply Chains
 - Business continuity planning (funded by AT&T Foundation)
 - RFID adoption
- Health care
 - Patient information, EHR, Remote diagnosis, medical outsourcing (projects with VA, UCLA Med School, RAND Corp)
- Business data services
- IT Consulting and Outsourcing

Picturing the Economy

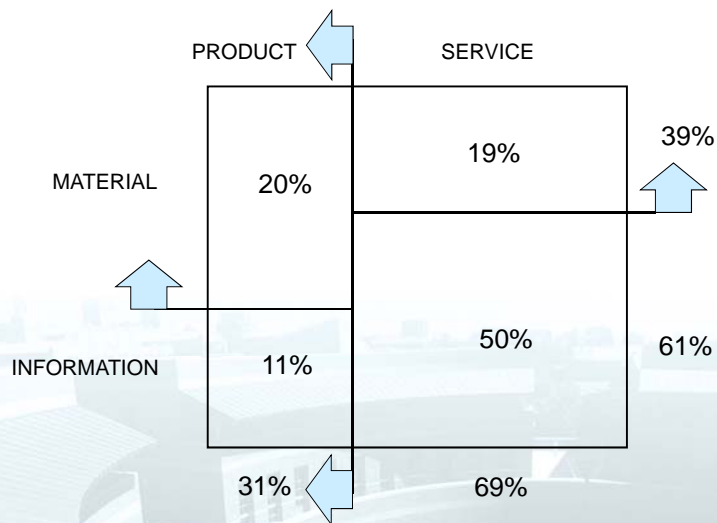
		Delivery Form	
		Products	Services
End product	Material	Steel, Cement Automotive Consumer Goods	Transportation Retailing Trade Construction Utilities
	Information	Computers Books, Magazines Data bases Music CD's	Telecommunications Financial Services News/Information Consulting Education

US GNP Breakdown (2007 est.)



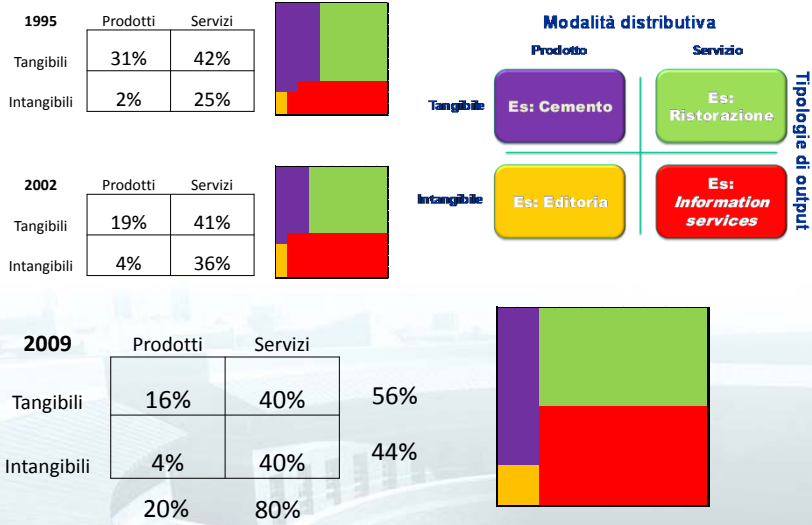
Apte, Karmarkar, Nath, "The US Information Economy: Value, Employment, Industry Structure and Trade", Foundations and Trends TIOM, (2012)

The S. Korean Economy (2005)



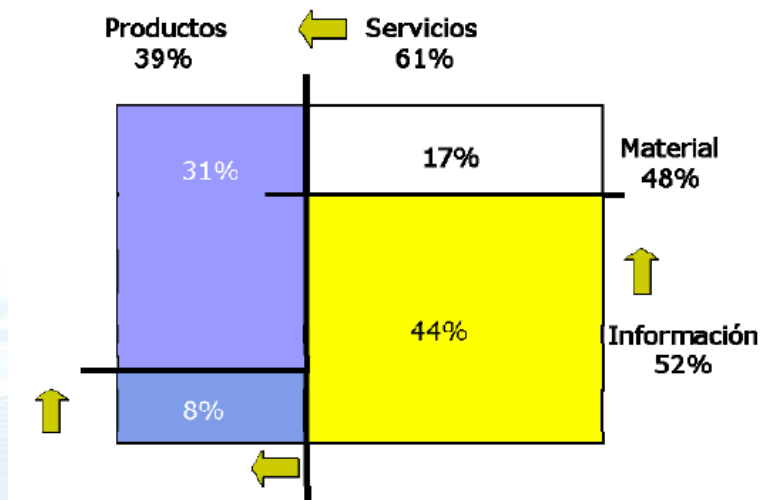
Choi, Rhim, Park, "New Business Models in the Information Economy", BIT Korea, KUBS

The Italian Economy (1995-2009)



Baglieri, Zambolin, "The Future of Services"; SDA Bocconi, Milano Italy

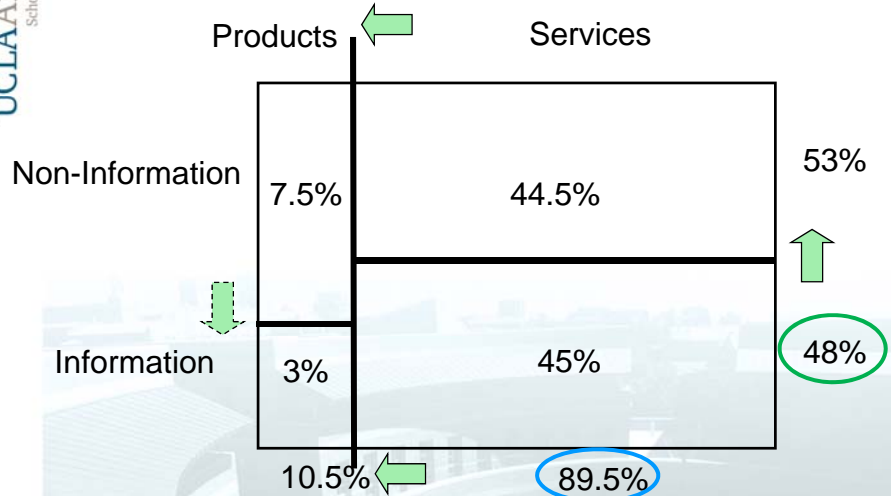
The Chilean Economy 2003



Sergio Godoy, et al., "La empresa chilena en la economía de la información", PUC, BIT Chile 2007;

US Employment, No. of jobs (2007)

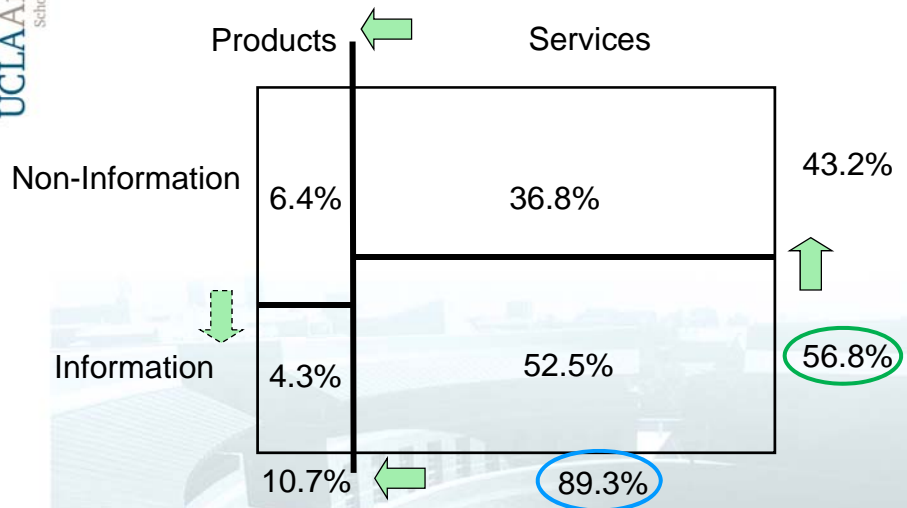
(based on US BLS data on 820 job categories)



Apte, Karmarkar, Nath, "The US Information Economy: Value, Employment, Industry Structure and Trade", Foundations and Trends TIOM, (2012)

US Total Wage Bill Distribution (2007)

(based on US BLS data on 820 job categories)



Apte, Karmarkar, Nath, "The US Information Economy: Value, Employment, Industry Structure and Trade", Foundations and Trends TIOM, (2012)

US Average Wage Rate Index (2007)

	Products	Services
Non-Information	59	58
Information	100	82

Apte, Karmarkar, Nath, "The US Information Economy: Value, Employment, Industry Structure and Trade", Foundations and Trends TIOM, (2012)

BIT Research Volumes

