

Service Management And Marketing Managing The Moment Of Truth In Service Competition Issues In Organization And Management Series

If you ally obsession such a referred **Service Management And Marketing Managing The Moment Of Truth In Service Competition Issues In Organization And Management Series** book that will find the money for you worth, get the unconditionally best seller from us currently from several preferred authors. If you want to droll books, lots of novels, tale, jokes, and more fictions collections are then launched, from best seller to one of the most current released.

You may not be perplexed to enjoy all ebook collections Service Management And Marketing Managing The Moment Of Truth In Service Competition Issues In Organization And Management Series that we will extremely offer. It is not with reference to the costs. Its nearly what you infatuation currently. This Service Management And Marketing Managing The Moment Of Truth In Service Competition Issues In Organization And Management Series , as one of the most working sellers here will definitely be accompanied by the best options to review.

Service Quality - Benjamin Schneider 2004

The last three decades have seen a dramatic increase in the attention businesses devote to their quality of service. Scholars and researchers in a number of disciplines, including marketing, human resources I/O psychology, sociology, and consumer behavior, have all made substantial contributions to understanding what service is, how service and service delivery quality are experienced by customers, and the role of employees and their organizations in service delivery. Service Quality: Research Perspectives presents a comprehensive overview and analysis of the field and its research, including its growth, emerging trends, and debates

Essentials of Marketing - Paul Baines 2013

Building on the outstanding success of Baines, Fill and Page's bestselling textbook, 'Essentials of Marketing' has arrived. This is the must have textbook for students looking to excel in their studies and careers.

Service Management and Marketing -

Christian Grönroos 2000-10-10

"Grönroos presents the most scholarly and provocative examination of services marketing that I have seen in our literature. This book is guaranteed to challenge company ideas on how services should be managed and the role they play in defining a company's competitive strength and profitability. Grönroos continues as one of services marketing's most original thinkers." Philip Kotler S.C Johnson Son Distinguished Professor of International Marketing, J. L. Kellogg Graduate School of Management Northwestern University "Grönroos is one of the world's foremost experts on this topic. This new book will be eagerly read by many." Stephen W. Brown PhD Edward M. Carson Chair in Services Marketing, Professor and Director, Center for Services Marketing Management, Arizona State University "Service Marketing and Management is exceptionally good! It is the most comprehensive and integrative textbook in the field. And the real

icing on the cake is its unique customer relationship management perspective to service marketing." Jagdish N. Sheth Charles H. Kellstadt Professor of Marketing, Emory University

Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods - Delener, N. 2012-01-31

"This book explores areas such as strategy development, service contracts, human capital management, leadership, management, marketing, e-government, and e-commerce"-- Provided by publisher.

MARKETING 3E P - Paul Baines 2014-02

Linked to an online resource centre and instructor's DVD, this textbook introduces the basic principles of marketing. It includes numerous contemporary case studies, chapter summaries and review questions.

The Service-Dominant Logic of Marketing -

Robert F. Lusch 2014-12-18

Expanding on the editors' award-winning article

"Evolving to a New Dominant Logic for Marketing," this book presents a challenging new paradigm for the marketing discipline. This new paradigm is service-oriented, customer-oriented, relationship-focused, and knowledge-based, and places marketing, once viewed as a support function, central to overall business strategy. Service-dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision, rather than the exchange of goods, as the proper subject of marketing. It moves the orientation of marketing from a "market to" philosophy where customers are promoted to, targeted, and captured, to a "market with" philosophy where the customer and supply chain partners are collaborators in the entire marketing process. The editors elaborate on this model through an historical analysis, clarification, and extension of service-dominant logic, and distinguished marketing thinkers then provide further insight and commentary. The

result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice.

Services Marketing - K. Rama Moahana Rao
2011

Marketing Communication - Richard J. Varey
2002

Providing a fresh and innovative framework for the management of marketing communication processes, this textbook shifts the focus from message-making to relationship-building, focusing on a planned, integrated marketing communication programme.

Handbook on Business Information Systems

- Angappa Gunasekaran 2010

--Book Jacket.

Marketing Communication - Richard Varey
2002-09-11

Providing a fresh and innovative framework for the management of marketing communication processes, this textbook uses references to

communication studies, cultural studies and critical management studies to shift the focus from message-making to relationship-building. Providing a contemporary examination of marketing as a social process, author Varey focuses on a planned, integrated marketing communication programme. He combines a managerial perspective with current communication and marketing theory, to develop a contemporary set of principles, incorporating such recent developments as e-communication and new media. It investigates the issues of: organizing and locating marketing in a business corporation management responsibility for planning and decision making the role of the marketing communication manager in contemporary society. With a good balance of theory and practice and UK and European case studies, this noteworthy book covers a range of issues of significance to both the public and private sectors, and large, medium and small businesses.

Service Failures and Recovery in Tourism and Hospitality - Erdogan Koc 2017-10-20

Tourism and hospitality services are highly prone to service-failure due to a high level of customer-employee contact and the inseparable, intangible, heterogeneous and perishable nature of these services. Service Failures and Recovery in Tourism and Hospitality, with its extensive coverage of the literature, presents an invaluable source of information for academics, students, researchers and practitioners. In addition to its extensive coverage of the literature in terms of recent research published in top tier journals, chapters in the book contain student aids, real-life examples, case studies, links to websites and activities alongside discussion questions and presentation slides for in-class use by teaching staff. This book is enhanced with supplementary resources. The customizable lecture slides can be found at: www.cabi.org/openresources/90677

Challenges of Information Technology

Management in the 21st Century - Information Resources Management Association.

International Conference 2000

As the 21st century begins, we are faced with opportunities and challenges of available technology as well as pressured to create strategic and tactical plans for future technology. Worldwide, IT professionals are sharing and trading concepts and ideas for effective IT management, and this co-operation is what leads to solid IT management practices. This volume is a collection of papers that present IT management perspectives from professionals around the world. The papers seek to offer new ideas, refine old ones, and pose interesting scenarios to help the reader develop company-sensitive management strategies.

Quality Management for IT Services: Perspectives on Business and Process

Performance - Praeg, Claus-Peter 2010-09-30

"This book gives both scientists and practical experts an insight into the many different facets

of IT service quality management"--Provided by publisher.

Marketing Theory - Michael J Baker
2010-03-31

Electronic Inspection Copy available for instructors here Building on the popularity of the first edition, published in 2000, the Second Edition brings together revised and new, original chapters from an outstanding team of contributors providing an authoritative overview of the theoretical foundations and current status of thinking on topics central to the discipline and practice of marketing. Summary of key features:

- A marketing theory text written specifically for students
- Provides an introduction and overview of the role of theory in marketing
- Contributors are leading, well-established authorities in their fields
- Explains key concepts for students in a clear, readable and concise manner.
- Provides full, in-depth coverage of all topics, with recommended further readings

Services Marketing: - Rao

The second edition of Services Marketing, with an enhanced conceptual foundation, meets this requirement of students, managers and marketing professionals. The enhanced pedagogy and coverage in this edition in conjunction with the lucid and pithy style of the author make this book perfect for students of business administration, commerce and management.

Handbook of Relationship Marketing - Atul Parvatiyar 1999-12-22

As businesses increasingly stress the importance of cooperation and collaboration with suppliers and customers, relationship marketing is emerging as the `core' of all marketing activity. In recent years, there has been an explosive growth in business and academic interest in relationship marketing, yet no comprehensive book has been available to present key concepts, theories, and applications. The editors of this volume have assembled an authoritative and global cast of chapter contributors and crafted a

volume that will become the seminal, founding work in this growing field. Their approach is eclectic, including a broad coverage of topics, diverse theoretical and conceptual paradigms, and global viewpoints.

Service Management and Marketing - Christian Gronroos 2016-01-26

Written by a leading pioneer in the field, the revised and updated fourth edition of this successful text examines service management and management in service competition from the point of view of the service profit logic. It focuses on adopting service logic in the management of service firms as well as of product manufacturers which want to become service providers. With a wide base of examples, Christian Grönroos draws on decades of experience to explain how to manage any organization as a service business and move closer to current and future customers. Service logic and service management are all about customer-focused outside-in management, using

current academic research and business practice to make organizations more successful in the service-based economy. The author has created a unique set of YouTube video lectures, one per chapter, to enhance the chapter topics and further bring the concepts to life:

<https://www.youtube.com/watch?v=Ok5aU-aB3VI&list=PLGI2ZA6GM9FsuxR0RV9VATJjLfPEzQVh->

Service Management and Marketing - Christian Gronroos 1990

Gronroos (international and industrial marketing, Swedish School of Economics and Business Administration in Finland) examines the nature of market-oriented management and analyzes the impact that service-dominated competition has had and will continue to have on management thinking and decision making. He includes practical advice on how to cope with specific situations relative to the consumptive process. Annotation copyrighted by Book News, Inc., Portland, OR

Managing Organizations for Sport and Physical Activity - Packianathan Chelladurai

2014-04-15

Managing Organizations for Sport and Physical Activity, fourth edition, presents a clear and concise treatment of managing organizations in sport and physical activity. The four functions of management--planning, organizing, leading, and evaluating--provide a general framework that represents the simplest and best approach for introducing readers to the intricacies of management. For each management function, Chelladurai presents relevant theories and their practical applications, citing those theoretical models that are most appropriate to the unique aspects of the sports industry. He uses the open systems perspective, placing organizations in the context of their environment and emphasizing the manager's role in adapting and reacting to changes in that environment. To apply theory to sport management practices, Chelladurai provides numerous examples from the fields of

physical activity and sport, including professional sports, intercollegiate athletics, health and sports clubs, and recreation/fitness programs. New to the Fourth Edition A chapter on service quality, which describes the notion of quality in sport management services--from the local fitness center to the pro sport arena. It also discusses the measurement of service quality and the gaps in translating customer expectations into the desired service. A new feature providing "An Expert's View," which offers additional perspectives on relevant topics contributed by scholars who research and publish in a specific area. New sidebars on current topics relevant to the field of sport management; some examples include US Track and Field's SMART goal setting as well as genes and technology of leadership. Pedagogical Aids Developing Your Perspective. Thought-provoking questions ask learners to apply theoretical information to contexts relevant to them from their current experiences or in their future

careers. Managing Your Learning. Key points from each chapter enhance comprehension. Strategic Concepts. Key terms lists provide for a shared vocabulary in discussing the major concepts of management. In Brief. Short summaries of the important points in a section help crystallize concepts. To Recap. Brief boxes revisit key concepts discussed earlier in the book. Extensive references to journals, scholarly texts, and relevant websites.

Internal Marketing: Directions for Management - Barbara Lewis 2000-08-24

Bringing together contributions from leading writers in the field of service marketing and management, this book represents a much-needed source of current research and conceptual development in internal marketing. Key themes and issues explored include:* the social model of marketing* the human resource management perspective* marketing and service
Improving Tourism and Hospitality Services
- 2004

Consumer satisfaction is a key issue for all those involved in tourism and hospitality services. Through a multitude of case studies this book explores the challenges of managing tourism and hospitality businesses in order to produce maximum customer satisfaction. It outlines the various frameworks available for the study of tourist satisfaction, before examining service delivery systems and definitions of quality. It then discusses the role that marketing can play in tourism and hospitality services, and the ways in which hospitality and tourism services can be improved. The book contains examples of customer dissatisfaction, and examples of organisations that have succeeded in providing profitable services with high levels of customer loyalty.

Services Marketing Self-Portraits: Introspections, Reflections, and Glimpses from the Experts - Raymond P. Fisk 2012-03-15

Strategic Service Management - Bettie M.J.

Goud 2019-11-22

Services comprise about 70% of the BNP in most Western societies. Services surround us each and every day and include such sectors as medical, IT, financial, travel, telecommunication and educational. This book is about services and has been written for service managers and practitioners as well as students who aim to move into those areas. The book outlines the fundamental issues of service and service management - offering support by discussing some twenty different business administration models. Real-world examples from both non-profit and for-profit sectors are used throughout the book as well as "what to do" summaries. This text provides an excellent introduction to service management for students of marketing, economics, business administration, hospitality management and other courses.

[A Reader in Marketing Communications](#) - Philip J. Kitchen 2005

Combining papers on marketing communications

with commentary and overviews from the editors, case studies and student question and answer sections, this text provides a global perspective on this topical subject.

Marketing - Paul Baines 2022

How does Google support organizations in their transformation to digital marketing? How does the International Food Waste Coalition influence more sustainable behaviour? How did a producer of Thai herbal toothpaste amend their marketing mix to maintain sales during COVID-19? With insights from leading practitioners and exploration of the latest issues to affect consumers and businesses alike, Marketing answers these questions and more to provide students with the skills they need to successfully engage with marketing across all areas of society. Founded on rigorous research, this critical text presents a current, complete guide to marketing success and explores topical issues such as sustainability and digital transformation. Its broadest ever range of examples, Practitioner

Insights and Market Insights also give readers a unique view into the fascinating worlds of marketing professionals. Individuals from Arch Creative, Klarna, eDreams Odigeo and Watson Farley and Williams are just a few of the practitioners that join the authors to offer real-life insights and career advice to those starting out in the industry. Review and discussion questions conclude each chapter, prompting readers to examine the themes discussed in more detail, and encouraging them to engage critically with the theory. New critical thinking questions also accompany the links to seminal papers throughout each chapter, presenting the opportunity for students to take their learning further. An exciting development for this new edition, the enhanced e-book offers an even more flexible and engaging way to learn. It features a select range of embedded, digital resources designed to stimulate, assess, and consolidate learning, including practitioner videos to offer further glimpses into the

professional world, multiple-choice questions after each key section of the chapter to offer regular revision and understanding checkpoints, and a flashcard glossary at the end of each chapter to test retention of key terms and concepts. Marketing is the complete package for any introductory marketing module. This book is accompanied by the following online resources. For everyone: Bank of case studies Practitioner insight videos Career insight videos Library of video links For students: Key concept videos Author audio podcasts Multiple-choice questions Flashcard glossary Internet activities Research insights Web links For lecturers: PowerPoint slides Test bank Essay questions Tutorial activities Discussion question pointers Figures and tables from the book **Advances in Production Management Systems. Sustainable Production and Service Supply Chains** - Vittal Prabhu 2013-09-05 The two volumes IFIP AICT 414 and 415

constitute the refereed proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2013, held in University Park, PA, USA, in September 2013. The 133 revised full papers were carefully reviewed and selected for inclusion in the two volumes. They are organized in 4 parts: sustainable production, sustainable supply chains, sustainable services, and ICT and emerging technologies.

Service Quality for Facilities Management in Hospitals - Low Sui Pheng 2016-05-12

This book examines the Facilities Management (FM) of hospitals and healthcare facilities, which are among the most complex, costly and challenging kind of buildings to manage. It presents and evaluates the FM service quality standards in Singapore's hospitals from the patient's perspective, and provides recommendations on how to successfully improve FM service quality and achieve higher patient satisfaction. The book also features

valuable supplementary materials, including a checklist of 32 key factors for successful facilities management and another checklist of 24 service attributes for hospitals to achieve desirable service quality in connection with facilities management. The book adopts a unique approach of combining service quality and quality theory to provide a more holistic view of how FM service quality can be achieved in hospitals. It also integrates three instruments, namely the SERVQUAL model, the Kano model and the QFD model to yield empirical results from surveys for implementation in hospitals. Although the book was written from the perspective of FM service quality for hospitals, the findings and recommendations are also relevant for other non-healthcare sectors where appropriate lessons may also be drawn for FM and service quality in general. It will particularly benefit Quality Managers, Facilities Managers and Hospital Administrators.

Relationship Marketing - Francis Buttle

1996-05-28

'This book, written by a group of outstanding UK researchers, pinpoints the essence and scope of relationship marketing and vividly demonstrates its applicability in different industries. Relationship marketing is the marketing of the next millennium. Don't argue. Just read the book!' - Evert Gummesson, Stockholm University

By examining the relationship between theory and practice, Relationship Marketing appears at an important stage in the development of relationship marketing. The opening chapter examines relationship marketing (RM) theory, reviews a number of RM definitions and reports on the economic arguments in favour of RM. It describes the nature and scope of marketing relationships, picking out characteristics such as concern for the welfare of customers, trust and commitment between partners, and the importance of customer service. Finally, it identifies a number of requirements for

successful RM. The next 12 chapters describe, analyze and critique RM practice in a number of organizational settings (supply-chain relationships, principal-agent relationships, business-to-business relationships, intra-organizational relationships) and industries (hospitality, air travel, retail banking, corporate banking, credit cards, financial advisory services, advertising agencies, not-for-profit organizations). The final chapter reflects on the relationships between theory and practice.

Mobile Service Innovation and Business Models - Harry Bouwman 2008-05-27

Modern economies depend on innovation in services for their future growth. Service innovation increasingly depends on information technology and digitization of information processes. Designing new services is a complex matter, since collaboration with other companies and organizations is necessary. Service innovation is directly related to business models that support these services, i.e. services can only

be successful in the long run with a viable business model that creates value for its customers and providers. This book presents a theoretically grounded yet practical approach to designing viable business models for electronic services, including mobile ones, i.e. the STOF model and – based on it – the STOF method. The STOF model provides a ‘holistic’ view on business models with four interrelated perspectives, i.e., Service, Technology, Organization and Finance. It elaborates on critical design issues that ultimately shape the business model and drive its viability.

Proceedings of the 11th Toulon-Verona International Conference on Quality in Services - Rocco Moliterni 2008

The Toulon-Verona Conference was founded in 1998 by prof. Claudio Baccarani of the University of Verona, Italy, and prof. Michel Weill of the University of Toulon, France. It has been organized each year in a different place in Europe in cooperation with a host university

(Toulon 1998, Verona 1999, Derby 2000, Mons 2001, Lisbon 2002, Oviedo 2003, Toulon 2004, Palermo 2005, Paisley 2006, Thessaloniki 2007, Florence, 2008). Originally focusing on higher education institutions, the research themes have over the years been extended to the health sector, local government, tourism, logistics, banking services. Around a hundred delegates from about twenty different countries participate each year and nearly one thousand research papers have been published over the last ten years, making of the conference one of the major events in the field of quality in services.

Fundamentals of Marketing 2e - Paul Baines
2021-01-12

Based on the bestselling Marketing by Baines, Fill, Rosengren, and Antonetti, Fundamentals of Marketing is the most relevant, concise guide to marketing, combining the most essential theories with a global range of practitioner insights.

Service Quality Management in Hospitality,

Tourism, and Leisure - Connie Mok

2013-01-11

Does your staff deliver the highest quality service possible? Customers today expect a very high overall level of service in hospitality, tourism, and leisure. Competition in these fields will thus be driven by strategies focusing on quality of service to add value, as opposed to product or price differentiation. Service Quality Management in Hospitality, Tourism, and Leisure highlights concepts and strategies that will improve the delivery of hospitality services, and provides clear and simple explanations of theoretical concepts as well as their practical applications! Practitioners and educators alike will find this book to be invaluable in their businesses and in preparing students for the business world. This essential book provides you with clear, comprehensive explanations of theoretical concepts and methods that will give you the competitive edge in this fast-changing field. Topics covered include: services

management marketing operations management human resources management service quality management Service Quality Management in Hospitality, Tourism, and Leisure brings together an array of pertinent materials that will measure and enhance customer satisfaction and help you provide superior hospitality services, and groups them in easy-to-use clusters for quick reference.

Routledge Handbook of Sport Management - Leigh Robinson 2013-03

The Routledge Handbook of Sport Management is the most up-to-date and comprehensive guide to theory and practice in sport management ever published. It provides students and scholars with a broad ranging survey of current thinking in contemporary sport management, exploring best practice in core functional areas and identifying important future directions for new research. Key topics covered in the book include: managing performance marketing human resource management the economics and

finance of sport strategy managing change governance of sports organizations customer relations branding and retail. With contributions from leading scholars and professionals from around the world, the book illustrates the global nature of contemporary sport business and highlights the opportunities and challenges for managers operating in an international market place. Representing a definitive survey of contemporary issues in sport management, this is an essential reference for all students, scholars and practitioners working in sport.

Involving Customers in New Service

Development - Bo Edvardsson 2006-10-13

This book deals with how companies can involve customers or users in order to learn with them in the field of service-based business development. It presents a variety of customer-involvement approaches, methods for learning with customers, and the results of case studies conducted in both service and manufacturing companies focusing on value-creation through

services. Based on research carried out by several research groups around the world, as well as on illustrative cases, the book creates new actionable knowledge regarding customer-involvement which will be useful for both practitioners and scholars. Benefits for readers include: an understanding of the business potential of learning with customers and other users; an overview of the fields of new service development and customer-involvement with regard to concepts, theoretical frameworks, and models, in addition to strategies and techniques for involving users in fruitful ways during the innovation process; an illustration of the cases based on the results of empirical studies; and managerial implications and guidelines regarding how to manage customer-involvement during the different phases of the new service and business development process.

Contents:Process of Customer Interaction in New Service Development (I Alam)The Role of the Customer in the Development Process (B

Sandén et al.)Customers as Co-Innovators: An Initial Exploration of Its Strategic Importance (U Mannervik & R Ramirez)Customer-to-Customer Interaction in Service Development: A Many-to-Many Approach (E Gummesson)New Service Development: Learning from and with Customers (B Sandén et al.)Managing Ideas that are Unthinkable in Advance: A Matter of How and Where You Ask (P Kristensson)Learning from Experiments Involving Users in Service Innovation (P R Magnusson)Customer Involvement — Lessons Learned: A Study of Three Customer Involvement Projects at Volvo Cars (F Dahlsten)Service Encounter Analysis Based on Customer Retrospection (P Echeverri)How to Better Learn from Users (H Björkman)Video-Based Methodology: Capturing Real-Time Perceptions of Customer Processes (P Echeverri)Customer-Oriented Service Engineering as a Success Factor — Findings of Case Studies of Customer Integration in the Service Development Process (R Nägele)Service

Innovation, User Involvement and Intellectual Property Management (C Hipp & C Herstatt)Customer and Supplier Involvement in New Service Development (F Hull et al.)Readership: Researchers and professionals in the fields of marketing, business development, strategy as well as service and product development. Suitable as a textbook for postgraduate courses like quality management, marketing, service management, operations management, and product management. Keywords:Customer Involvement;User Involvement;Service Development;Product Development;Innovation;Understanding CustomersKey Features:Several internationally-distinguished scholars present their latest findings concerning customer-involvementProvides readers with useful presentation and explanation of theories, augmented by illustrative examplesReviews:“This is a comprehensive text that addresses competently the general lack of

knowledge regarding new service development and the different tools and approaches required ... it is a high value resource for most in the NPD field interested in either new service development or even co-creation with customers applied to either products or services."Journal of Product Innovation Management

Service Quality - Roland T. Rust 1994

The importance of service and service quality has been growing in the world economy since the late 1970s. Establishing new levels of sophistication and rigor, as well as a broad set of approaches, Service Quality presents the latest research and theory in customer satisfaction and services marketing.

Service Innovation - Esam Mustafa 2019-03-14

This book looks at service innovation, service industries, and innovation performance in services. It seeks a broader explanation and understanding of services, service innovation and its performance, and the future of service innovation in different service industries. In

addition, it discusses service domination in the big economies around the world and how that was created and supported by service innovation. The book will be useful for academics interested in service innovation as well as practitioners in the service business.

Marketing - Michael John Baker 2001

Co-Production and Public Service

Management - Victor Pestoff 2018-10-03

This volume compiles a dozen essays, by one of the most prolific proponents of co-production as a solution for many of the challenges facing public services and democratic governance at the outset of the 21st Century. Co-production is considered a partnership between citizens and public service providers that is essential for meeting a growing number of social challenges, since neither the government nor citizens can solve them on their own. These challenges include, among other things, improving the efficiency and effectiveness of public services in

times of financial strain; increasing the legitimacy of the public sector after decades of questioning its ability with the spread of New Public Management; promoting social integration and cultural pluralism in increasingly diverse societies when millions of refugees and immigrants are on the move; tackling the threat of burgeoning populism following the rise of anti-immigrant and anti-global parties in many countries in recent years; and finally, finding viable solutions for meeting the growing needs of aging populations in many parts of the world. This volume addresses issues related to the successful development and implementation of a policy shift toward greater citizen participation in the design and delivery of the services they depend on in their daily lives and greater citizen involvement in resolving these tenacious problems, facilitated by the active support of governments across the globe. Moreover, it explores participatory public service management that empowers the front-line staff

providing public services. Together with users/citizens they can insure the democratic governance of public service provision.

Organizational Effectiveness, Service Quality, and Related Aspects in its Services -

Rainer Bubenheim 1997-08-27

Inhaltsangabe:Abstract: Services in the field of information technology (IT) are an emerging and expanding market. The quality with which they are delivered to the customer and the effectiveness of their provision determine the economic success of an enterprise to a large extent. Therefore, the dissertation centers around service quality and organizational effectiveness. Introducing, the characteristics of services in general - intangibility, inseparability, heterogeneity, and perishability - and the role of projects in IT services are explained. Then, organizational effectiveness is defined as internal efficiency plus adaptability to external demands. Two models are compared showing that organizational effectiveness consists of

several factors - e.g. motivation, management leadership, or structure - which indeed can be measured via a particular diagnosis questionnaire. Analogously, two service quality models are put forth. They reveal that total quality is comprised of the technical quality of the service outcome (objective quality) and the functional quality of the process (subjective quality). Likewise, service quality can be evaluated by regarding ten determinants and graphically displaying them in an importance-performance grid. Relating to both points above, aspects in marketing (internal, interactive) and operations (service as a basic function and as one objective) are considered. The so-gained theoretical insights are practically applied in an investigation of an IT service department for which specific recommendations are deduced. Generally, results suggest that service quality and organizational effectiveness are somehow related and commonly influenced by organizational structure, customer orientation,

as well as management, leadership, and motivation. The discussion of these points finally leads to the conclusions that (1) a matrix structure in IT services is more apt than any other one, (2) a people-oriented management style is of crucial importance for motivating people and reaching performance, and (3) orientation towards the customer and marketing the buyer-seller interactions decisively influences the perception of service quality.

Inhaltsverzeichnis: Table of Contents: List of Figuresix Preface and Acknowledgementsx Prologue1 1.Introduction3 2.Managing Services and Organizational Effectiveness in Business Administration Literature5 2.1General Characteristics of Services5 2.2Organizational Effectiveness9 2.3Service [...]

Service, Satisfaction and Climate: Perspectives on Management in English Language Teaching - John Walker 2010-10-06 Discusses English Language Teaching (ELT) as a service, issues surrounding ELT teachers as

service providers, the work of ELT managers, client expectations and perceptions of ELT

service, comparison of staff estimates and client ratings of service quality, and considerations of service milieu and climate in ELT centers.