



Universität Zürich

Institut für Strategie und Unternehmensökonomik

Lehrstuhl für Services- und Operationsmanagement

Professor Dr. Helmut M. Dietl

Doktorandenseminar in Services- und Operationsmanagement (454):

23. 05. 2007 – 24. 05. 2007

- Zeit:** wird noch angekündigt
- Ort:** Seminarraum UNK E 02, Universitätsstrasse 84, 8006 Zürich,
(Tramhaltestelle „Winkelriedstrasse“, Tram Nr. 9 oder 10)
- Anmeldung:** Bitte melden Sie sich im Sekretariat (sekretariat.dietl@isu.unizh.ch)
mit Name, Emailadresse, Studienrichtung und Matrikelnummer an.
- Anmeldefrist:** 31. April 2007
- Leistungsnachweis:** Eine Präsentation zu einem der untenstehenden Themen und
Teilnahme am Seminar (Anwesenheitspflicht)

Themen- und Literaturliste:

After Sales Services

Lee, Hau, Morris A. Cohen, Carl Cull, and Don Willen. "Saturn's Supply-Chain Innovation: High Value in After-Sales Service." MIT Sloan Management Review 41, no. 4 (Summer 2000): 93-101.

Cohen, Morris A. and Seungjin Whang. "Competing in Product and Service: A Product Life-Cycle Model" Management Science 43, 1997,

Service Operations

Bitran, G. R., and M. Lojo. "A Framework for Analyzing Service Operations." European Management Journal 11, no. 3 (1993): 271-82.

Bitran, G. R., and L. Pedrosa. "A Structured Product Development Perspective on Service Operations." European Management Journal 16, no. 2 (1998): 169-189.



Service Guarantees

Hart, Christopher W. L. and Leonard A. Schlesinger. "Guarantees Come to Professional Service Firms." MIT Sloan Management Review 33, no. 3 (Spring 1992): 19-29.

Hart, C. "The Power of Unconditional Service Guarantees." Harvard Business Review (July- August 1988): 54-61. Reprint #88405.

Customer Interaction

Bitran, G. R., and M. Lojo. "A Framework for Analyzing the Quality of the Customer Interface." European Management Journal 11, no. 4 (1993): 385-96.

Urban, Glen L. "The Emerging Era of Customer Advocacy." MIT Sloan Management Review 45, no. 2 (Winter 2004): 77-82.

Customer Satisfaction

Reichheld, Frederick. "Learning from Customers Defections." Harvard Business Review (March-April 1996): 56-68. Reprint #96210.

Jones, Thomas O., and W. Earl Sasser, Jr. "Why Satisfied Customers Defect." Harvard Business Review (November-December 1995): 89-99.

Customer Retention

Schneider, Benjamin, and David E. Bowen. "Understanding Customer Delight and Outrage." MIT Sloan Management Review 41, no. 1 (Fall 1999): 35-45.

Peter Fader and Bruce Hardie "How to Project Customer Retention"
University of Pennsylvania - Marketing Department and London Business School, working paper (downloadable at SSRN)

Managing Uncertainty

Bitran, G. R., and S. Mondschein. "Managing the Tug-of-War Between Supply and Demand in Service Industries." European Management Journal 15, no. 5 (1997): 524-534.

Elliot Rabinovich "Why Do Internet Commerce Firms Incorporate Logistics Service Providers in Their Distribution Channels? The Role of Transaction Costs and Network Strength" Journal of Operations Management, Forthcoming



Service Innovation

Menor, L., M. Tatikonda, and S. Sampson. "New Service Development: Areas for Exploitation and Exploration." *Journal of Operations Management* 20 (April): 135-157

Joe Tidd and Frank M. Hull. "Managing Service Innovation: The Need for Selectivity Rather than Best Practice" *New Technology, Work and Employment*, Vol. 21, No. 2, pp. 139-161, July 2006

Service Design

Goldstein, S.; R. Johnston, J. Duffy and J. Rao. "The Service Concept: The Missing Link in Service Design Research?" *Journal of Operations Management* 20 (April): 121-134.

Jun Zhang , Kah-Hin Chai and Kay-Chuan Tan . "Applying TRIZ to Service Conceptual Design: An Exploratory Study" *Creativity and Innovation Management*, Vol. 14, No. 1, pp. 34-42, March 2005