

Title	教育サービスの経験価値共創モデルに関する研究「韓国語教育サービスのアクションリサーチ」
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Citation	
Issue Date	2014-12
Type	Thesis or Dissertation
Text version	ETD
URL	http://hdl.handle.net/10119/12616
Rights	
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Abstract

In this dissertation, a new service model with experience sharing for value co-creation (Experience Sharing based Service Co-creation Value Model: ESSCV model) is proposed.

According to legacy service theories, service providers provide services to customers based on fixed scenarios. When the services are successfully finished, customers leave the service stage. Finally, customers decide the value of services which they have received and the entire process for providing services is finished. However, customers' experiences lead to new needs for services.

Our main purpose of this dissertation is to consider the successive service co-creation value after providing services. Service values for customers are changing dependent on their experiences as time goes by and are influenced by interactive sharing experiences with closely related people. Based on such considerations, a new service model for education service is proposed.

The proposed model utilizes information technology (Web2.0, Social network service, Smart device) for sharing their experience values among teachers, students and their friend. The effectiveness of the proposed model is demonstrated through the action research of Korean language education service.

In the action research, ESSCV model was applied to Korean language education service during 7 weeks. We conducted the Korean education service based on ESSCV model on two Korean classes, 22 people during 7 weeks (01.Jun~ 20.July, 2012) in Komatsu city, Ishikawa prefecture, JAPAN.

As a result, the shared customers who shared their experiences using information technology such as SNS had high satisfaction points with 7.66 (maximum 10 points). On the other hand, the non-shared customers had low satisfaction points with 6.22. Also, the shared customers had higher points on communication with 6.41 and recommendation with 7.8. But the non-shared customers had lower point with 4.7 and 5.8 respectively. The students' satisfactions were improved by sharing their experiences. These results showed that the proposed methodology could increase the service co-creation value and satisfactions among service providers and customers.

Therefore, the effectiveness of the proposed model could be demonstrated through its application to Korean language education. The utilization of information technologies such as Web2.0, social network, smart devices for sharing experiences value is very effective for co-creating high service values.

Keywords: Service science, Education service, Experience Sharing, Korean language, ESSCV Model