

Title	ビジネスプロセスマネジメントのためのサービスドミナントロジックに基づくサービスメディエータモデル
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Abstract

Keywords: service field; service mediator; service dominant logic; information service; business management, human resource management.

The recent upsurge in service management activities in firms has also attracted the investigative interests of research scholars. Issues in service activities have been researched and solved through the lens of service perception. Several approaches to service have been discussed to promote the effectiveness of businesses. The service dominant logic (SDL) proposed by Vargo and Lusch (2004) has notably revealed alternative direction in service management, where service values have been noted as being the most important factor in the service process, in which collaboration between firms and customers is crucial from the viewpoint of the value-in-use concept. On the other hand, the good dominant logic (GDL) concentrated on selling goods (value added) but not considering the real value products could even serve customers (value in exchange). It is a simple model in which suppliers is the providers (firms) selling the products and giving value to the recipients (customers). Consequently, the conventional mediator based on GDL also existed but it depends greatly on transferring the value added on products/services. This kind of mediator is not really a bridge to match supply and the demand between suppliers and users. It lacks of value co-creation to fulfill the real seeds and needs of organizations and customers.

This research introduces the service dominant logic applied in business process management with service mediator model. The concept of a service mediator has been proposed to IT service business and human resource management to fill the gaps in collaborations between providers and users. Providers and users here are considered equally in service exchange in business and they are both beneficiaries in the process. They could be firms, customers, employers, employees, etc. in the service process. The service mediator supports co-creation between service providers and users by matching services, sharing information, and promoting collaborations.

A service mediator matches providers' service seeds and customers' service needs to create service values between providers and customers (Doan and Kosaka, 2011). This research proposes a service mediator model, which based on value co-creation concept and service field concept. In this research, three players model has been emphasized because its role in some business processes is better than two players (organizations and customers) work with each other. The proposed model concentrated on value co-creation in SDL to strengthen the relationship between organizations and its customers.

The effectiveness of the mediator in the IT service business and human resource management has been verified through successful business outcomes from case studies carried out during the research period. With the results finding, this research contributes to create new knowledge to business management. Regarding service experience, this model contributes to understand of value co-creation and enhance the service value. Moreover, this research brings practical knowledge to organizations by encouraging them to strengthening firms' performance by creating good service field equipped with supporting functions. They should focus on IT infrastructure and develop IT system as a competitive tool management. Training T-shape people is also our suggestion to enhance the value co-creation.