WMG Service Systems Research Group
Research Seminar Series

iSIM: An Integrated Design Method for Commercialising Service Innovation

By
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Tuesday, July 19, 2016
Seminar Rooms, IIPSI Building, WMG,
University of Warwick, Coventry

Programme

12.30pm     Presentation by Prof Eng K Chew
1.30pm       Discussion
2.30pm       End

If you would like to attend, please RSVP to Vivienne Tsimbili at:
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About the Presentation

Service innovation is focused on customer value creation. At its core, customer-centric service innovation in an increasingly digital world is technology-enabled, human-centered, and process-oriented. To profit from such innovation, firms need an integrated cross-disciplinary, holistic method to design and commercialize service innovation. This presentation describes a new integrated design method, known as iSIM (Integrated Service Innovation Method), for simultaneous service innovation and business model design for sustained customer value co-creation with the firm. It explains how iSIM would be holistically and iteratively practiced by practitioners, and illustrates its utility using Amazon as exemplar. Perspectives on iSIM from selected practitioners as well as managerial and leadership implications of implementing the iSIM will be presented. Potential areas for further research will be discussed.


About the Speaker

Dr. Eng K. Chew is a professor of Business/IT at the University of Technology, Sydney (UTS), and a former CIO of SingTel Optus, Australia. At UTS, Eng teaches practice-based and research-informed strategic business and IT management to IT & business professionals; and conducts research in the practices of business and service innovation. He supervises PhD students who are working in digital platforms & strategies, organizational agility, enterprise architecture, and mega-project management. He currently holds an InterMobility Research Grant from FNR Luxembourg to conduct business innovation research with selected Luxembourg firms in collaboration with Luxembourg Institute of Science and Technology. He also holds a contract research on service resilience with the Reserve Bank of Australia. Eng has B.E. (University of Melbourne) and Ph.D. (University of Sydney).