

Case Study



Leveraging Technology to Drive Service Innovations in Emerging Economies

An abstract of a Tutorial

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Emerging economies are the new growth markets. Countries such as China, India, Brazil and Russia, offer unprecedented business opportunities for consumer goods and services. The contribution of services to the GDP of these nations has been increasing significantly in the past few years. Of special interest are services that leverage information and communication technologies such web services, smart PDAs and cloud computing.

Driving service innovations in organizations that provide and consume services is fraught with multiple challenges due to characteristics that are integral to the nature of services. Characteristics such as the non-de-compositional nature of services, lack of ability to store services or inventorize them and the human factors in services delivery and consumption make service innovation management far more challenging than that for product innovation management.

The objective of the tutorial is to illustrate and discuss the state-of-the-art business and technology research issues in the area of services innovations. Emphasis would be provided on service innovations in emerging economies as these economies have a different set of drivers as opposed to the developed economies. Case studies will illustrate how technology played an important role in overcoming institutional voids of the emerging economies. The session will also include a deep dive on information and communication technologies that are relevant in emerging economies.



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