Monday 27.08. Auditorium H, Vesthove

1000 – 1230: Welcome & introduction to the course (Professor Martin Rønningen & Professor Sverre J. Herstad, HiNN). This introductory session will provide an overview of the course, and locate research on service innovation in the larger landscape of innovation studies. As point of departure it will recapitalize what is meant by Schumpeterian innovation-based competition and discuss how it is echoed in evolutionary theories of innovation and concepts such as innovation systems, ‘the learning economy’ and ‘service-dominant logic’. The distinction between assimilation, demarcation and synthesis approaches to services research will be discussed against this background. Finally, key points of convergence between services research and innovation studies more generally will be identified, and weighed against intrinsic sector, process or output characteristics that demand dedicated theories and concepts.

1230 – 1330: Lunch break

1330 – : Participants present their PhD projects.

Tuesday 28.08. Room K-121, Nyhove

1000 - 1200: Service-dominant logic (Professor Per Skålén, Karlstad University). This session introduces S-D logic and its key concepts such as value creation and co-creation, value propositions and resource integration.

1200 – 1300: Lunch break

1300 – 1500: Services innovation from an SD logic perspective (Professor Per Skålén, Karlstad University). This session focuses on service innovation from an S-D logic perspective drawing on the concepts that has been introduced during the morning session. Participants should read the literature for the sessions in advance considering the questions below, and be prepared to reflect on them in plenum.

1. Strengths of the article. What did you appreciate, what can you pick-up from the article?
2. Weaknesses of the article and how these weaknesses could be addressed?
3. Major contributions, what is it that makes this article worthwhile of citing? How does it add to the research frontier?
4. Suggestion for additional research based on the paper.
5. How does this paper relate to your research? What ideas came to your mind while reading this paper?

Wednesday 29.08. Room V-21, Vesthove

0900 – 1200: Innovation processes in a work-practice perspective (Professor Lars Fuglsang, Roskilde University). This lecture discusses how service innovation can emerge from everyday actions related to work practices rather than being a result of systematic R&D activities. This view of innovation may be particularly relevant to service firms that seldom are R&D based and often develop innovations from employees’ and customers’ experiences and practices. Thus, from a practice-based perspective, innovation is difficult to control and linearize. Yet, recognizing the practice-based character of innovation may enable service managers to engage with and further develop innovative activities present in an organization. The lecture discusses 1) the particular understanding of innovation that emerges from this perspective, 2) how this type of innovation may be researched, 3) experiences from research of how such innovations can be made visible in service firms and integrated with organizational strategies, and 4) the relevance of a practice-based approach to managers.

1200 – 1300: Lunch break

1300 – 1600: Innovation in the cultural and creative industries (Professor Atle Hauge, HiNN). Today's economy is characterised by change at an ever-increasing tempo. As suggested by numerous researchers, the only sustainable strategy to stay competitive in this accelerated economy is through innovation. It is well documented that few, if any, industries has experienced brisker changes than the cultural and creative industries (CCI). Consequently, there is no surprise that we find large numbers of highly innovative businesses in this industry. Thus suggests that CCI is not just a receptacle for higher disposable incomes generated elsewhere, but a motor of development in the Schumpeterian sense, where symbolic, organizational and material innovations first emerge. The transformation in CCI of goods-production business models into service production ones, is but one instance where CCI resides at the economy’s technological edge. In this part of the course, we explore service innovation in CCI, and argue that some of the radical innovations we see here diffuse to other parts of the economy.

Participants should read the literature for the session in advance considering the questions given above, and be prepared to reflect on them in plenum.

Approx. 1900: Dinner (place tbd)
Thursday 30.08. Auditorium H, Vesthove

0900 – 1200: Location and innovation in knowledge intensive business services (Professor Sverre J. Herstad, HiNN). A defining characteristic of modern economies is the growth of employment in knowledge intensive business services (KIBS). This lecture will deal with the nature of innovation-based growth in KIBS, how and why employment in the sector tend to concentrate in certain urban locations, and the interdependencies between KIBS and other domains of the economy that the innovation-location nexus expresses. First, it will reflect on the nature and drivers of innovation from the perspective of statistics as well as theory. Second, it discusses the concentration of KIBS employment in urban agglomerations against the background of agglomeration theory and the role played by KIBS in territorial innovation systems. Third, it considers in detail how innovation activity in the Norwegian KIBS sector is geographically differentiated.

1200-1300: Lunch break

1300-1600: ‘Intrinsic’ characteristics of public sector innovation (Professor Stephen Osborne, Edinburgh University and HiNN). This lecture will consider what we understand about the nature of public service innovation, and distinguishes it from innovation in the private sector. It will review definitional issues and the theory underpinning it as well as exploring the key challenges for theory and practice. The presentation will be based within the public service-dominant model of public services management and delivery. Key questions include:
- What do we mean by ‘innovation’ in a public sector context?
- How can innovation be balanced against other forms of organisational activity?
- How can risk by understood and engaged with in the process?
- What is the role of co-production in public service innovation and how is it related to the co-creation of value in these services?

Friday 31.08. Room K-121, Nyhove

0900 - 1200: Public value and innovation (Professor Rolf Rønning, LUC). The aim for public innovations are to create (added) public value. Mark Moore introduced the concept in 1995 in his seminal book “Creating Public Value”. It is, and has been a contested concept, but still it is important for discussions about what to do, and of where to go. In this session, we will discuss challenges in using the concept. Moreover, we will discuss PV both in terms of content, and in terms of the demand for more democratic involvement in public policy.

13-15: The social dimension of the service(s)-based learning economy (Professor Sverre J. Herstad, HiNN). From a societal perspective, private sector structural change and innovation should result in environmently sustainable economic development that is also inclusive and contributing to a better work-life. While the increasing weight of immaterial services relative to material goods may dampen negative environmental impacts of economic
growth, intrinsic characteristics of services innovation and organization that are particularly evident in the KIBS sector suggests that social consequences warrant more research and policy attention than currently received. Viewing these intrinsic characteristics in light of Bengt Åke Lundvall inaugural lecture from 1995 and the predicted Fourth industrial revolution, the objective of this final lecture is to raise awareness and increase interest in these issues.

Literature

Introduction to the course


Service-Dominant Logic and Service Innovation

Preparatory reading

Participants that are new to the service dominant logic can choose to read one of the two following books as preparatory reading (the first also available in Swedish and Norwegian, the second only available in Swedish):


Literature for session 1, morning, focusing on Service-Dominant Logic


Literature for session 2, afternoon, focusing on Service Innovation from a Service-Dominant Logic perspective


Innovation processes in a work-practice perspective


Location and innovation in knowledge intensive business services


**Innovation in cultural and creative industries**


**‘Intrinsic’ characteristics of public sector innovation**

S Osborne & L Brown 2011 ‘Innovation, public policy and public services: the word that would be king?’ in Public Administration (89, 4) pp. 1335-1350


**Public value and innovation**


**The social dimension of the service(s)-based learning economy**

