PhD Course:
Service and Relationship Management Doctoral Course

September 26-30, 2011
Nordic Centre, Fudan University, Shanghai

Organizers
KATAJA (The Finnish doctoral program in business studies)
Nordic Centre at Fudan

Aim
Students learn about service management, the paradigm shift toward service logic and the relationship oriented marketing management and research implications from them in both the consumer and industrial market. The course covers for example concepts and models of service management and service logic, customer relationships, business to business relationships and networks, relationship dynamics, and research methods for studying service and relationships. Emphasis is given to familiarizing the students with research publications/articles dealing with service and relationship management from different perspectives as well as analysing and discussing the evolvement and fundamental underlying assumptions, key questions and limitations. Students read, analyze, and discuss research publications that have had or are assumed to have a major impact and develop skills in reading and analysing them. This ability strengthens the students’ research skills and facilitates the design and writing of a doctoral thesis. Methodological issues are also addressed since they are closely linked to the students’ doctoral theses. The course should give a good platform to formulate research problems and supports doctoral students’ own research.
Learning objectives
After the course the participants are familiar with the latest research in value in services, business models, service transformation, value co-creation, customer experience, service innovation, service logic and service boundary management. The participants are able to detect gaps in literature so that PhD thesis topics and aims can be generated. The participants will understand the recent development in services and relationship management research. The participants will receive knowledge, understanding and preparedness to find their own aims and topic in service and relationship management research.

Target group
Doctoral students and post doctoral researchers who are interested in research in the domain areas of service and relationship management. The participants should be doctoral students or faculty members at Fudan or any of the member universities of KATAJA or Nordic Centre at Fudan University.

Amount of participants
Maximum 25 participants will be accepted to the course.

Instructors
- Professor Christian Grönroos, HANKEN School of Economics, Finland
- Professor Kaj Storbacka, HANKEN School of Economics, Finland
- Professor Fan Xiucheng, School of Management at Fudan Universit, Shanghai
- Professor Bo Edvardsson, Karlstad University, Sweden
- Associate Professor Jan Persson, Lund University, Sweden

Examination
In order to pass the course you are required to
- read literature for each session (see the preliminary program)
- be active during the sessions
- send in for all participants one page research proposal with emphasis on methods ONE week before the start of the course
- prepare for 4 ppt slides for your brief research proposal presentation in the beginning of the course
- hand in a revised research proposal focusing on cross-cultural methods one month after the course that reflects ALL the course literature (articles, books, and slides) as well as other information given during the course (ca. 15 pages)
- in order to get credits you need to pass all the above parts of the course
Course coordinator

For enrollment to the course, please, take contact with Pia Polsa (pia.polsa@hanken.fi)
For practical arrangements, please, take contact with Freya Gao (freya@nordiccentre.org)
The address of Fudan University and Nordic Centre's location on Campus:
http://www.nordiccentre.org/downloads/Fudan_campus.pdf

Application

Application form is filled out online HERE. The link might not work in mainland China, in that case, Please download the excel form HERE, fill it out and send it to enroll@nordiccentre.org
A CV should be also sent to enroll@nordiccentre.org
Deadline for submitting applications is: 1 September 2011

ORGANIZERS

THE NORDIC CENTRE  WWW.NORDICCENTRE.ORG

The Nordic Centre is a joint venture between Fudan University and 26 Nordic universities and research institutions to facilitate research cooperation, students exchange and collaboration with Shanghai based Nordic companies and national representations. The Nordic Centre is located at Fudan University in Shanghai. Current members:

China: Fudan University  Denmark: Aalborg University  Iceland: University of Iceland  Norway: Norwegian School of Management BI  Sweden: Karolinska Institutet  Uppsala University
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# Syllabus

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<th>Day</th>
<th>Time</th>
<th>Room</th>
<th>Subject</th>
<th>Readings</th>
<th>Learning objectives</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>Mon. 26 Sep.</td>
<td>8.00-9.30</td>
<td>Nordic Centre</td>
<td><strong>Value co-creation, Customer Experiences and Service innovation</strong>&lt;br&gt;Everyone reads the material and prepares response to the following questions:&lt;br&gt;a) Summarize the main message of the articles. What did you learn?&lt;br&gt;b) Do the messages differ from each other in some way - if so, how?&lt;br&gt;c) In what way does each article contribute to service(-dominant) logic and to your own thesis topic?&lt;br&gt;d) List what your learning is from each article and how you can use it in your own Phd thesis work.&lt;br&gt;e) List some article-specific questions you have after reading them.</td>
<td>Edvardsson, B. Tronvoll, B. and Gruber, T. (2011).&lt;br&gt;Heinonen, K., Strandvik, T., Mickelsson, K-J., Edvardsson, B and Sundström., E., 2010 Edvardsson, B., Gustafsson, A., Kristensson, K and Witell, L., 2010 Edvardsson, B., Enquist, B., and Johnston, B., 2010 Gebauer, H; Edvardsson, B; Gustafsson, A and Witell, L., 2010</td>
<td>Bo Edvardsson</td>
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<td></td>
<td>10.00-11.30</td>
<td>Nordic Centre</td>
<td><strong>Tea and coffee</strong></td>
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<td>Bo Edvardsson</td>
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<td></td>
<td>13.00-14.30</td>
<td>Nordic Centre</td>
<td>Lunch</td>
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<td>Bo Edvardsson</td>
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<td></td>
<td>15.00-</td>
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<td><strong>Tea and coffee</strong></td>
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<tr>
<td>Tues. 27 Sep.</td>
<td>8.00-9.30</td>
<td>Nordic Centre</td>
<td><strong>Service logic and marketing</strong></td>
<td>Grönroos, C. 2011a&lt;br&gt;Grönroos, C. 2011b&lt;br&gt;Grönroos, C. and Helle, P. 2010&lt;br&gt;Grönroos, C. 2009</td>
<td>Applicability to my own research</td>
<td>Christian Grönroos</td>
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<td>Christian Grönroos</td>
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<td>Christian Grönroos</td>
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<td><strong>Tea and coffee</strong></td>
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<td></td>
<td>Workshop:</td>
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### Value, Business Model and Markets

Everyone reads the material and prepares response to the following questions in a class:

- a) Summarise the main message of the articles.
- b) Do the messages differ from each other in some way - if so, how?
- c) In what way does each article contribute to service(-dominant) logic?
- d) List what your learning is from each article for your own PhD work
- e) List some article-specific questions you have after reading them.

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<tr>
<th>Time</th>
<th>Location</th>
<th>Topic</th>
<th>Presenter</th>
<th>Notes</th>
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<tr>
<td>8.00-9.30</td>
<td>Nordic Centre</td>
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<td>15.00-</td>
<td>Nordic Centre</td>
<td><strong>Workshop:</strong></td>
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<td>Preparation of seminar. Applicability to my own research</td>
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<tr>
<td>Thurs. 29 Sep.</td>
<td></td>
<td><strong>Service transformation</strong></td>
<td>Fan Xiucheng</td>
<td>All</td>
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<td>Preparation of seminar. Applicability to my own research</td>
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<td>Fri. 30 Sep.</td>
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<td><strong>Cross Boundary Management in service organizations particularly in none profit service organizations – relevance and problems</strong></td>
<td>Jan Persson</td>
<td>All</td>
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</table>

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**Reading:**


Grönroos, Christian: Value co-creation in service logic. A critical analysis. /Marketing Theory /((forthcoming 2011))


Storbacka, K. and Nenonen, S Scripting markets: From value propositions to market propositions. SEPARATE PDF DOCUMENT to be distributed.

Korkman, O, Storbacka, K., and Harald, B. Practices as markets: value co-creation in e-invoicing. Forthcoming. SEPARATE PDF DOCUMENT to be distributed.