

EXAM QUESTIONS

Please answer the questions 1 - 4.

In each question, choose either a or b but NOT both.

1a) The development of understanding on the nature of service innovation: from the linear technological paradigm to the 're-discovery' of Schumpeter's basic arguments

1b) Gallouj's characteristics-based model on service innovations – its basic idea, benefits and challenges

2a) The original stage-gate model of innovation and the improvements made in it by Alam and Perry

2b) Service as a unique experience and as an opportunity for innovation: explain the Edvardssonian model of the service offering and discuss its applicability in the analysis of service innovation

3a) The perspectives of user-based and employee-driven innovation: the basic ideas in each and the need to integrate them

3b) Integrating the bottom-up and top-down processes in service innovation: the concepts of balanced empowerment, strategic reflexivity and service encounter-based innovation

4a) Open innovation: what is its contribution to innovation theory and to innovative practices?

4b) Compare the views of New Service Development and Service-Dominant Logic – what is common and what is different?