Towards a Maturity Model for Service Innovation Capabilities: Identifying the Research Imperative
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Proposed Service Innovation Maturity Model

5. 
Optimising
Service innovation is institutionalised through empowered staff and formalised processes. It is linked to the firms strategy and outputs lead to competitive advantage.

Process Control

4. 
Measured
Understanding of service innovation in the context of the firms strategy. Consistent results through monitored processes.

Process Measurement

3. 
Defined
Consistent and standardised service innovation processes, practices, and procedures.

Process Definitions

2. 
Managed
Beginning to understand service innovation necessity. Inconsistent but attributable results.

Basic Management

1. 
Initial/Ad hoc
Low service innovation awareness. Short-term focus and inconsistent and unpredictable results.

The Research Gap

The existing research concerned with large/manufacturing firms is not developed. Ineffective resource deployment and unknown innovative performance need a mechanism to describe, prescribe, and compare.

Literature Review

Resource-Base Theory

- Barney, 2007

Service Innovation Maturity Model

- Power & Lynch, 2012

Capability/Strategy Model

- Walsh, 2012

Innovation of Firms

- Walsh et al., 2011

Research Agenda

Align Capabilities to the Maturity Levels

Create Scales to Measure Capabilities and Overall Maturity

Quantitatively Test the Maturity Model

Research Method

Academic Output

Practitioner Output

The Measurement of Innovation Activities

References


