Irish SMEs are unaware of their potential to develop and improve services (innovative performance).

No apparatus to quantitatively assess service innovation capability (SIC) has been developed or tested.

As a result ineffective resource deployment is pervasive across the services sector.

Evident need for a mechanism to describe, prescribe, and compare SIC - The maturity model framework.

The Research Gap

The Seven Maturity Levels

Increasing Maturity

The Four Service Innovation Capabilities

Sample Service Innovation Capability Maturity Results

Methodology

Next Steps

Contribution

Philosophy: Positivistic.

Research Design: Descriptive.

Research Approach: Quantitative.

Research Method: Mail and Online Survey.

Sample: Irish Service Organisations from RIKON database (< 250 employees).

Analysis: SPSS/Amos - Structural equation modelling.

• Develop scales for capability assessment.
• Commence data collection phase.
• Evaluate the results through statistical analyses.

Academic: Enhances the literature on service innovation, dynamic capabilities, and maturity modelling.

Translational: The project addresses the void in practical supports providing a tool for the assessment and targeted improvement of SICs.