Service Innovation Diagnostics: Guidelines for Developing and Validating a Measure of Service Innovation Capability Maturity

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1. Context and research gap
- Success does not depend on singular, discrete service innovations, but the ability to achieve them repeatedly and continuously, labelled service innovation capability (Lillis et al., 2015)
- Organisations are unable to diagnose their service innovation capability performance (Hogan et al., 2011)
- Lack of measures that observe guidelines in their development and that neglect the assessment of maturity, or sophistication with which this capability is executed (Kohler et al., 2013)

2. Methodology
- Best practice procedure for the development of measures (Churchill, 1979; MacKenzie et al., 2011)

3. Conceptualising service innovation capability
- A hierarchical, multidimensional construct formed by user involvement, networking, strategising, and knowledge management, embedded in an organisation’s routines or processes with the potential to repeatedly deploy and reconfigure resources in the continuous creation or improvement of services

4. Conceptualising service innovation capability maturity

5. Developing measurement items
- Content valid items developed and endorsed for each dimension at each level of maturity

6. Specifying the measurement model
- The formative measurement model has (Bollen and Davis, 2009):
  - 2 directed paths from the construct to reflective variables
  - A single path from the construct constrained to 1
  - Free covariance between dimensions

7. Next steps
- Pretest with 8 SMEs to evaluate questions and survey structure
- Pilot study with a sample of 150 ‘business services’ organisations to confirm goodness-of-fit and validity
- Main study with a sample of ICT organisations (n=300), cross-validated with pilot results to confirm the generalisability of the measure
- Norms developed to guide interpretation

8. Contribution
- Theoretical
  - Includes a consideration of capability to achieve sustainable success
  - First to apply maturity in a service innovation capability and across the service innovation concept

- Methodological
  - First study to develop an index for service innovation capability maturity

- Practical
  - Enables organisations to rapidly generate a picture of their service innovation capability performance, identifying strengths and weaknesses, and contrast them with other organisations

9. Reference list