

Avviso di Seminario

Introduction to Service Science

by

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Abstract:

Nowadays we are living in a world with a growing impact of services. Services became more complicated, complex and hard to design. It is not just a new phenomenon; it is a complex change of economic paradigm with all related consequences.

The presentation is focused to the presentation of basic elements and contexts of the Service Science domain - to understand the difference between Product Dominant Logic (PDL) and Service Dominant Logic (SDL), basic principles and modeling. It is necessary to understand new relationships and models that are created in service world, as well as the role of Information and Communication Technologies in service.

The presentation will introduce to the Service Thinking, how to establish a stable service relationship, what are possible issues and problems, coming with service dominant logic.

On the practical examples, taken from Smart City of Industry 4 domains students will understand the basement of paradigm change and how they need to change the way of their thinking.

About the speaker:

Ing. Leonard Wallezký, Ph.D. is a member of Faculty of Informatics of Masaryk University. He is head of Laboratory of Service Systems, where he is exploring the application of ICT in the service environment, mainly how the final value is created, and what are the ways to involve the customer to the process of value co-creation.

The Smart City group, established form members of Laboratory of Service Systems and Laboratory of software architectures and information systems, is focusing to the research of Smart Services and their application in Smart City, Industry 4 and other domains. He is also participating in the related research of ERP systems and their development to support innovative solutions.

Leonard Wallezký finished his master studies in 1998 on Faculty of Economics and Administration of Masaryk University. In 2008 he successfully defended his Ph.D. thesis focused on Economics of information, the topic which was less unknown in the Czech Republic.

From 2011 he is a member of Faculty of informatics of Masaryk University where he is responsible for teaching the main courses of SSME (Service Science, Management, and Engineering). Here he also got a lot of experiences of the university – business cooperation and was managing huge internship cooperation (more than 50 companies and 60 students in each semester).

He is a hosting professor at several European universities and colleges – ESIEE Paris, University of Salerno, University of Pula, ISTAO (Ancona, IT).