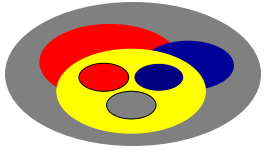


The key role of the discovery process in the Services Sector

Michel Léonard

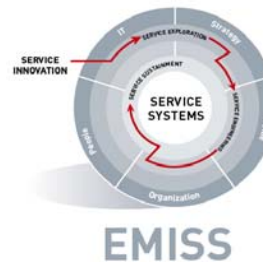
QuickTime™ et un
décompresseur
sont requis pour visionner cette image.

Applied Policy Seminar
“Promoting Innovation in the Services Sector”
25 March 2010



Master and Bachelor programs in Services Science

International Conference on Exploring services science
IESS 1.0, 2010 / IESS 1.1, 2011



University of Amsterdam
Technical University of Catalonia, Barcelona
Foundation for the Open University of Catalonia
Faculty of Informatics Masaryk University Brno
University of Geneva
Public Research Centre Henri Tudor, Luxembourg
University of Paris 1 Pantheon-Sorbonne
Faculty of Engineering of the University of Porto
University of Skövde

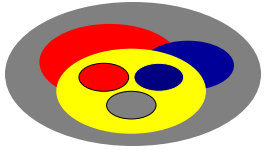
QuickTime™ et un
décompresseur
sont requis pour visionner cette image.

QuickTime™ et un
décompresseur
sont requis pour visionner cette image.

QuickTime™ et un
décompresseur
sont requis pour visionner cette image.

CE, 25-03-2010

2



Summary from the draft Concept Note

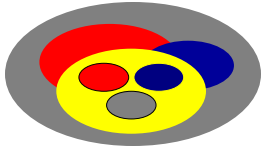
Innovation in services: delimitation of the concept,
discussion of main features and characterization of the scope.

Innovation policy and services: identification of specific policy challenges
and discussion of appropriate responses to address them.

Infrastructure to support innovation policies in services:
presentation of concrete mechanisms of intervention
– in particular, support institutions-
tailored to the specific needs of the services sector.

Case studies: Examples of specific policy interventions
targeting specific problems or activities

Policy options for the promotion of innovation in the services sector



Innovation in services: *delimitation of the concept*,
discussion of main features and characterization of the scope.

Old concept : why so important now?

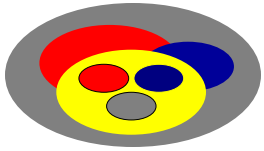
Multiple causes: one of them information technologies (IT: Internet...)
But not *applied* IT, not *applied* informatics:
more complex, much more innovative

A mix between tangible - intangible - concrete - abstract

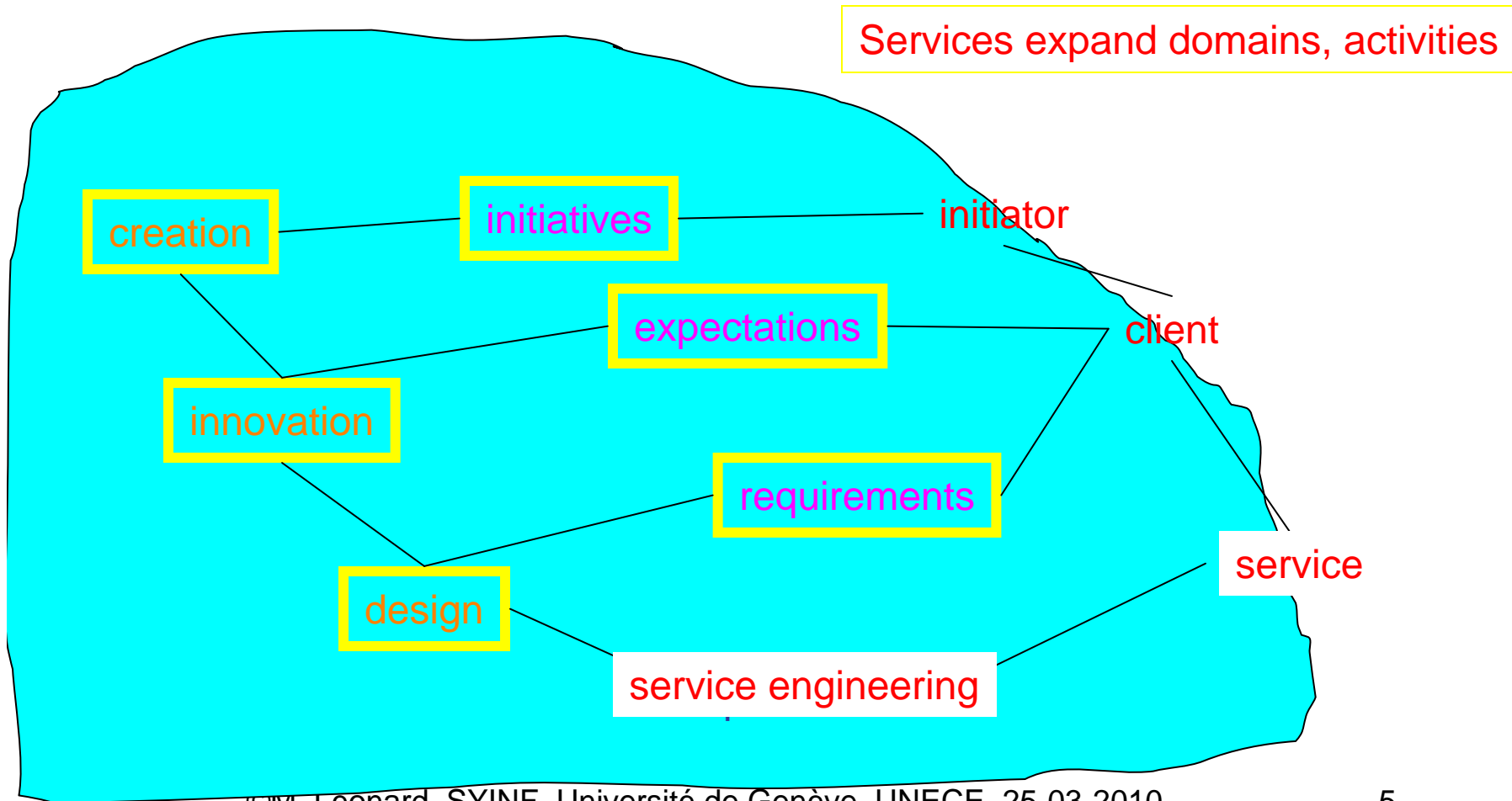
We are in front of unknown territories,
where human exchanges, human activities will be dramatically transformed.

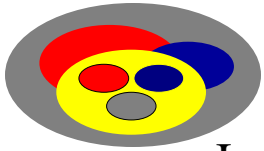
We are inside a discovery process, at a global level,
the originality of which is due to the IT platforms,
which are used to explore these unknown territories.

information



Innovation in services: *delimitation of the concept*,
discussion of main features and characterization of the scope.





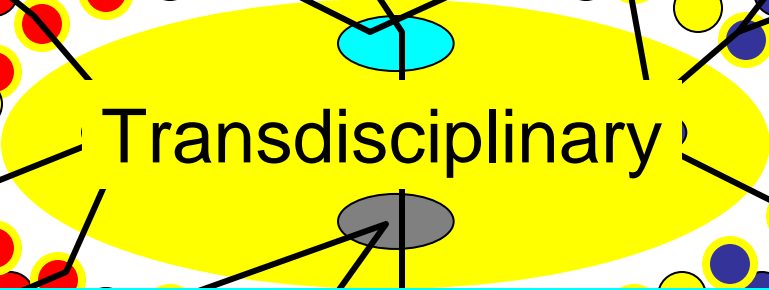
Innovation policy and services: identification of *specific policy challenges* and discussion of appropriate responses to address them.

“Cross-pollination” space (ML, A. Yurshychyna, W. Opprecht)

Strategic

Not to find a *solution* to a complex problem

Activities



To discover a service as an evolvable sustainable platform

To innovate together

Knowledge

Design Technology Informatics

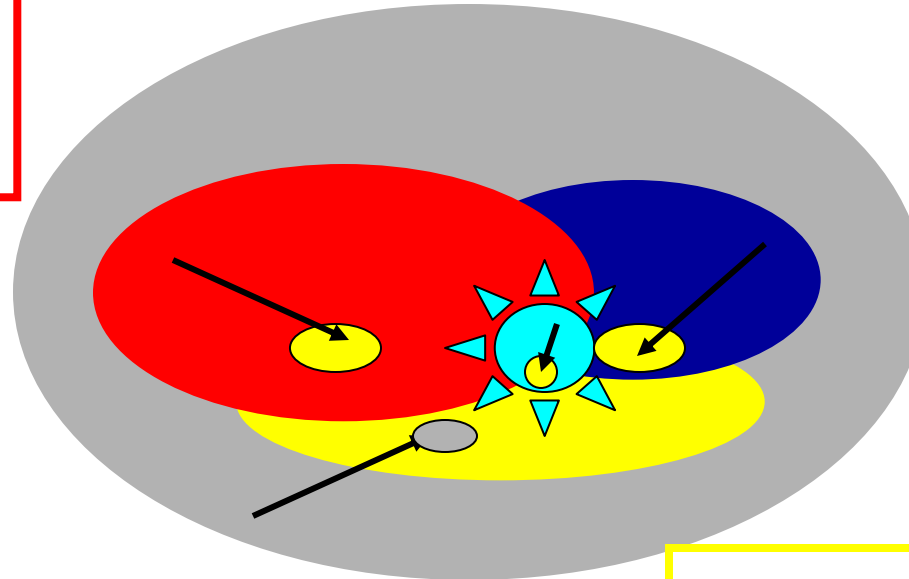


Learning trajectories ...

Strategy

(governance, initiative, development)

Activities:
Engineering
Management



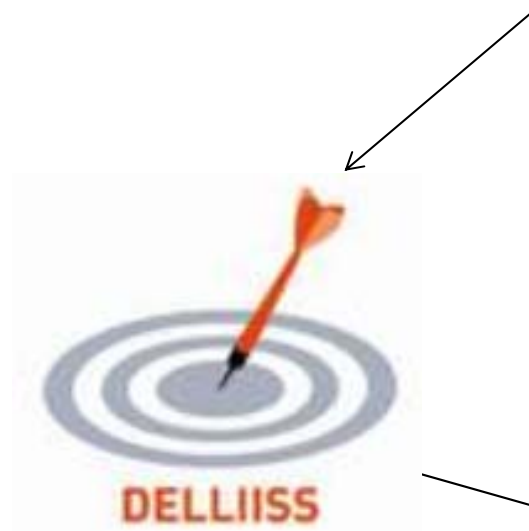
IT

(database,
ERP, SOA,
Middleware,
Components
,
Software
architecture;
etc)

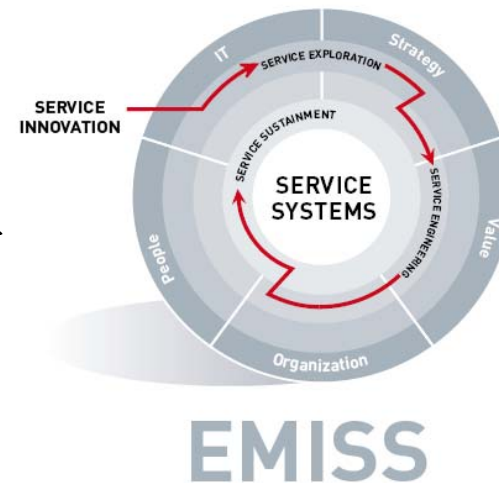
Business context and environment
(domain knowledge, skills & competencies,
regulations, norms, etc)

Services

(project management, architecture
deployment, implementation ...)

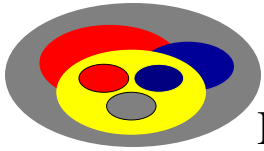


- ERASMUS projects focusing on cooperation between higher education and enterprises
- New curriculum design



Designing Lifelong Learning for a professional audience in « *Innovation and governance of value-creating sustainable ICT-empowered services* »:

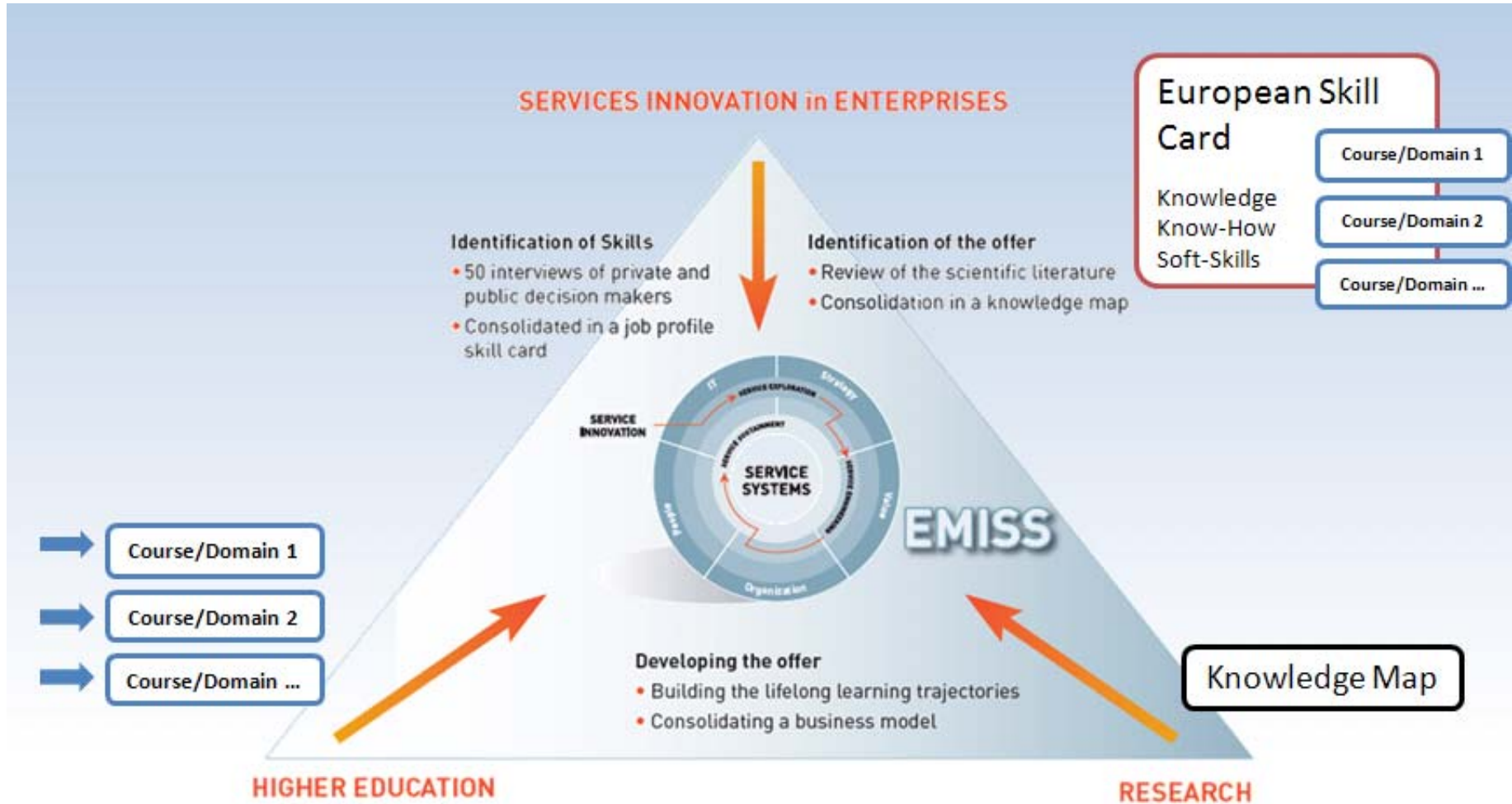
Skill cards at the national level and at the European level Executive Master in Innovative Service Systems



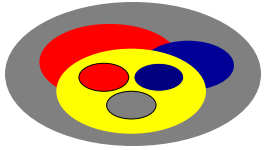
Innovation policy and services: challenges and appropriate responses /
infrastructure

Executive Master in Innovative Services Science
EMISS (<http://iess.unige.ch/emiss/>)





A KNOWLEDGE TRIANGLE APPROACH



Infrastructure to support innovation policies in services: presentation of concrete mechanisms of intervention

Education

Master in Service science

Bachelor in Information system and Services Science

QuickTime™ et un
décompresseur
sont requis pour visionner cette image.

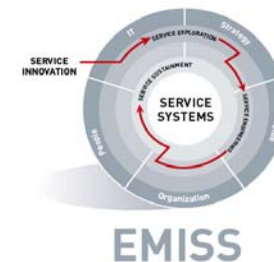
Skill cards

QuickTime™ et un
décompresseur
sont requis pour visionner cette image.

QuickTime™ et un
décompresseur
sont requis pour visionner cette image.

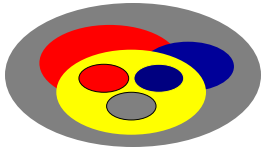
Executive Master in Innovative Services Science,
60 ECTS credits, January 2011

La Muse



International Conference on Exploring Services Science IESS 1.0 /
IESS 1.1/ February 16-17-18, 2011 / Geneva / <http://iess.unige.ch>

Forum IESS 1.1, February 16-17-18, 2011 / Geneva / <http://iess.unige.ch>



Policy options for the promotion of innovation in the services sector

Applied research is necessary, *of course...*

But we need dramatically fundamental research in Innovative Services Science...

... in order to obtain sustainable ***actionable thought***

Fundamental research in ***an open environment*** mixing
disciplines
governmental purposes
enterprise purposes
researchers, professionals, teachers, students