
The Productivity of Services:

A systematic literature review and research directions

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1. Concept of a Systematic literature review

2. Reporting from Stage 1 + 2

- Mapping the field of study – Keywords
- Producing a review protocol
- Conducting a systematic search

3. Preliminary Results

- Conventional model of Productivity
- Limits of the conventional concept

4. Open questions for discussions

CONCEPT OF A SYSTEMATIC LITERATURE REVIEW

Systematic Literature Review

Stage 1:

Planning the review

Step 1 – Forming a review panel

Step 2 – Mapping the field of study

Step 3 – Producing a review protocol

Stage 2:

Identifying and evaluating studies

Step 4 – Conducting a systematic search

Step 5 – Evaluating studies

Stage 3:

Extracting and synthesising data

Step 6 – Conducting data extraction

Step 7 – Conducting data synthesis

Stage 4:

Reporting

Step 8 – Reporting the findings

Step 9 – Informing research

Step 10 – Informing practice

REPORTING FROM STAGE 1 + 2

Mapping the field of study – Keywords

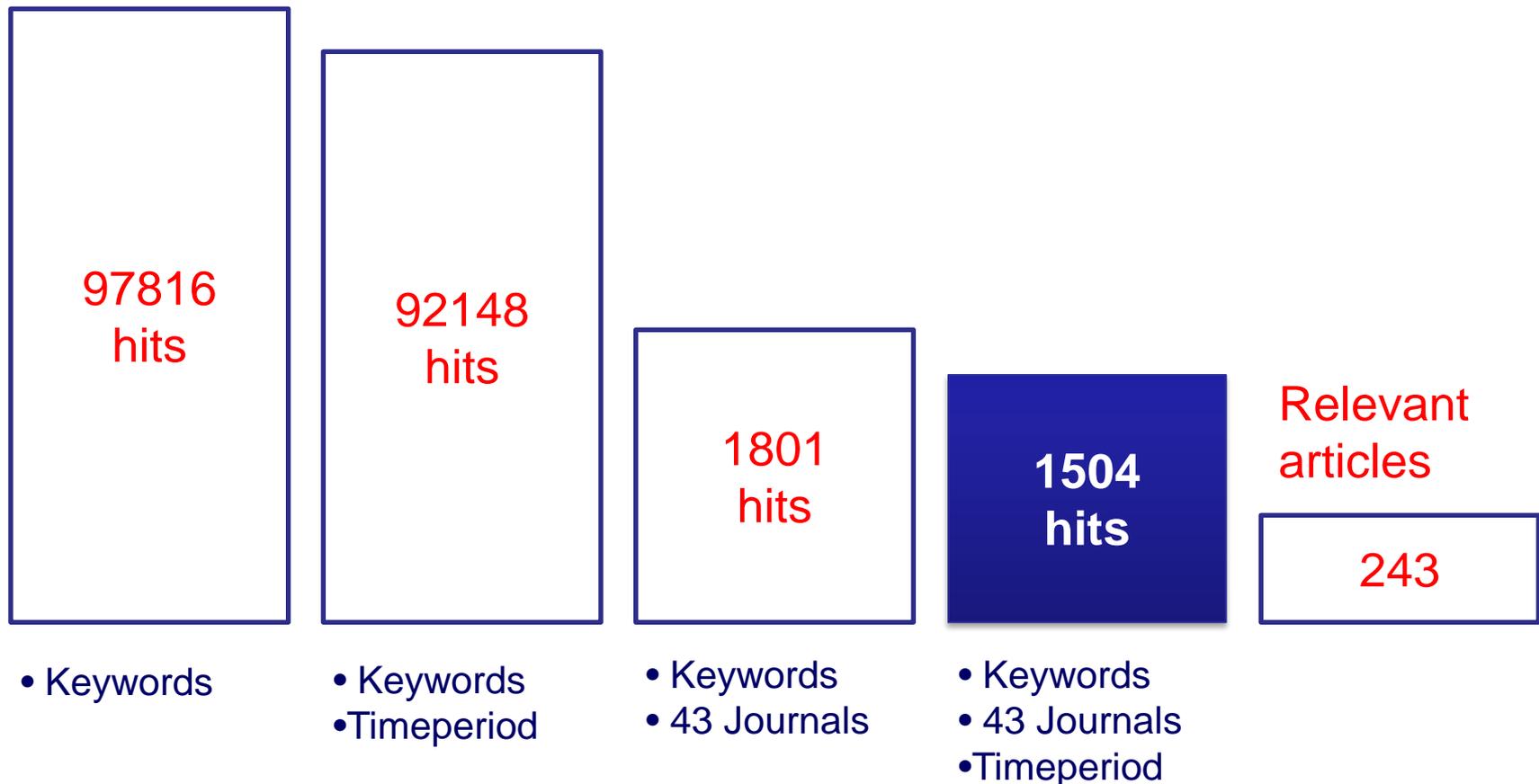
- **Defining relevant keywords:**
 - productiv* / productivity / productiveness
 - effectiveness / efficiency
 - outcome / performance / capability / fruitfulness
 - measur* / measurement / meter / gauging
- **Always in connection with:**
 - Service*

Producing a review protocol

- **Defining database for search:**
 - EBSCOhost - Business Source Complete (> 1,300 scholarly business journals)
 - **Defining period of time for search:**
 - 1989 – 2010 (period of 20+ years)
 - **Defining relevant journals:**
 - Usage of the JOURQUAL 2 (scientific journal ranking of the German Academic Association for Business Research)
 - Relevant sub rankings:
 - Service and Trade Management (A – E) → # 30
 - General Business Studies (A – C) → # 13
- $\Sigma = 43$ Journals

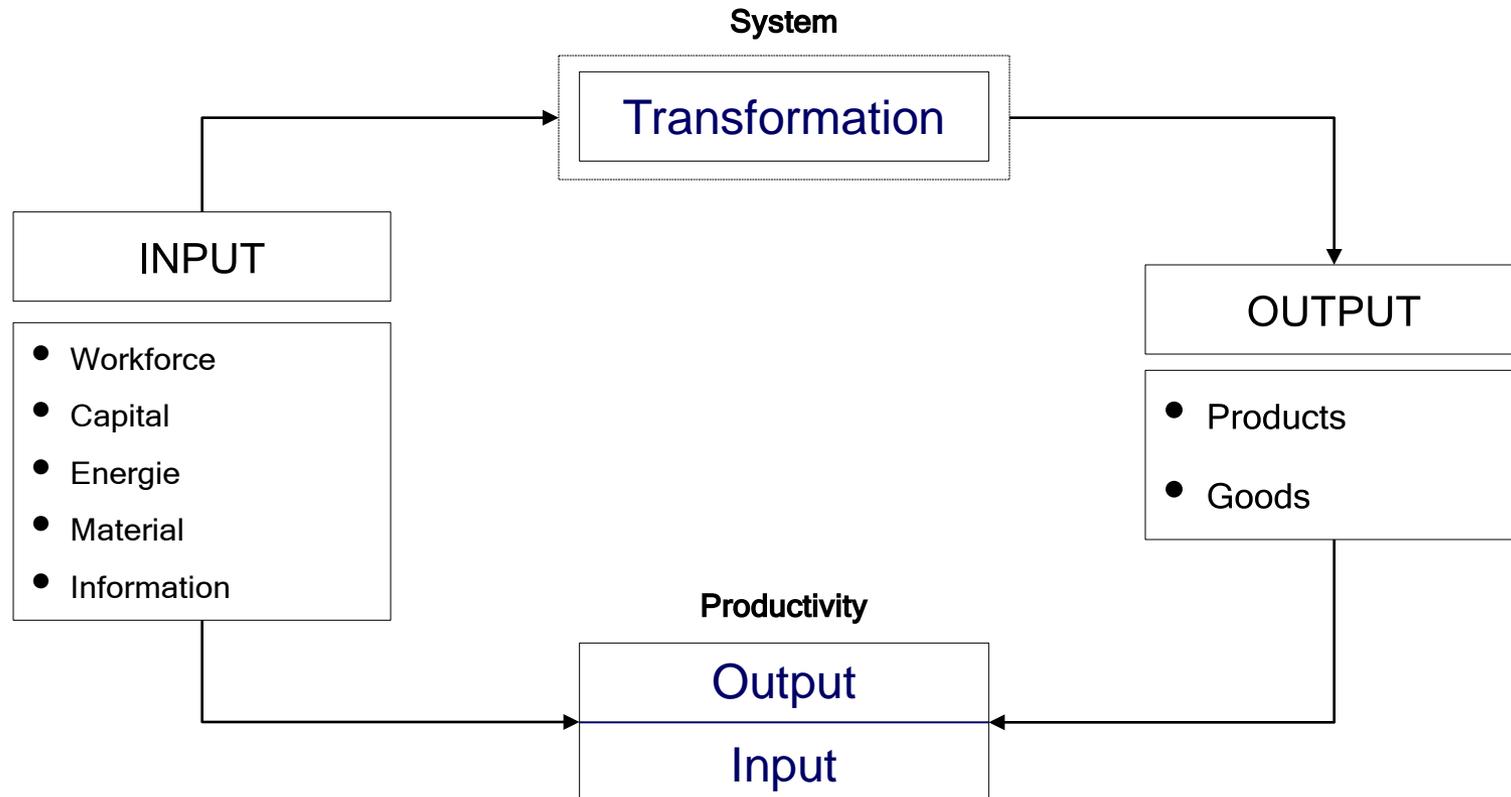
Conducting a systematic search

- Search conducted in abstract and title:



PRELIMINARY RESULTS

Conventional productivity concept

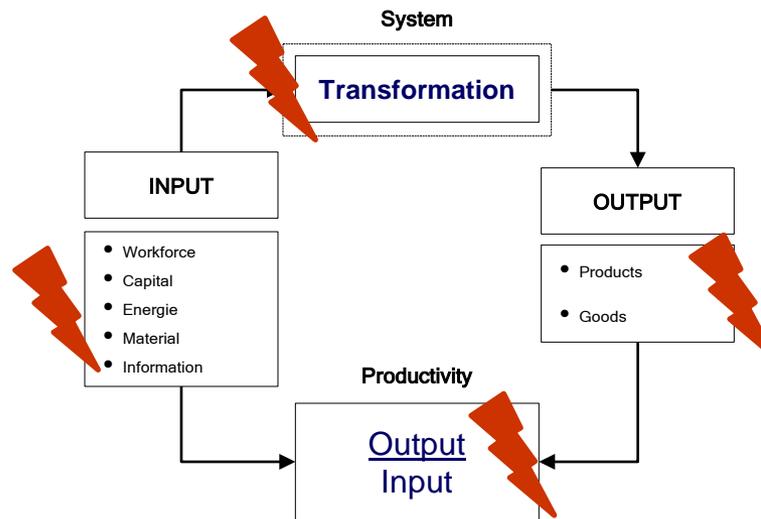


Limits of the conventional concept

- **Heterogeneity** of the transformation process is not given (Nachum (1999))
- **Customer** is part of the service process → dual role customer and co-producer (Martin/Horne (2001))

- **Inhomogeneity** of input and output (Johnston/Jones (2003))

- A **changed set of inputs** easily alters the perceived quality of the output (Grönross (2004))



- **Intangibility** of output (Ojasalo (1999))

- hard to clearly **define “one unit of service”** (Vuorinen et al (1998))

- How **input resources** are transformed into **economic results** for the service provider and **value** for is **customers** (Grönross (2004))

Open questions for discussion

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- Are there important things missed in the process of the systematic literature review? → Do you have adding's?
 - Should I use also other database to verify results? (e.g. ISI Web of Science) → What are our experiences?
 - Would like discuss preliminary findings

Thank you for your attention!



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General Business Studies (A – C)



-
- Administrative Science Quarterly
 - Management Science
 - Academy of Management Journal
 - Academy of Management Review
 - Strategic Management Journal
 - Journal of Economics and Management Strategy
 - Organization Studies
 - Journal of Management
 - Journal of Management Studies
 - International Journal of Industrial Organization
 - Journal of Management Inquiry
 - Omega
 - British Journal of Management
 - Journal of Business
 - Schmalenbach Business Review
 - Review of Managerial Science
 - Long Range Planning
 - Journal of Business Research
 - Management International Review MIR
 - Journal of Managerial Issues
 - Scandinavian Journal of Management
 - Journal of Economics and Business
 - International Journal of the Economics of Business (formerly: Journal of the Economics of Business)
 - Academy of Management Perspectives (formerly: Academy of Management Executive)
 - International Studies of Management and Organization
 - Management Decision
 - European Management Journal
 - Journal of Management and Governance
 - California Management Review
 - International Journal of Management Reviews IJMR
 - Journal of Business Strategy

General Business Studies (A – C)



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- Journal of Service Research
 - Journal of Retailing
 - Manufacturing and Service Operations Management
 - International Journal of Services Technology and Management
 - Journal of Financial Services Research
 - Journal of Service Management (formerly: International Journal of Service Industry Management)
 - Journal of Retailing and Consumer Services
 - Journal of Services Marketing
 - Managing Service Quality
 - International Journal of Retail and Distribution Management (formerly: International Journal of Retailing)
 - Service Industries Journal
 - eService Journal
 - European Retail Digest

Service Productivity Concept

- How effectively input resources are transformed into value for customers

