Understanding servitization, definitions and practical examples

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Speaker:
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Abstract

Servitization of manufacturing can be defined as a change process whereby a manufacturing company deliberately or in an emergent fashion introduces service elements in its business model. Servitization studies have developed in the crossing of the scholarly disciplines of industrial marketing, service marketing, and operations management, growing out of its former niche status and becoming a mainstream research interest. Servitization is now a common trend in many industries, yet, many companies fail in servitizing their business. In this seminar, working definitions of the concepts of service, service innovation, and servitization will be provided and the benefits and threats usually associated with servitization will be discussed through a case study.

Please contact school.socialsciences@unitn.it for the link to the Zoom event