



Service Science: The Foundations of Service Engineering and Management

Robin G. Qiu

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Features coverage of the service systems lifecycle, including service marketing, engineering, delivery, quality control, management, and sustainment

Featuring an innovative and holistic approach, *Service Science: The Foundations of Service Engineering and Management* provides a new perspective of service research and practice. The book presents a practical approach to the service systems lifecycle framework, which aids in understanding and capturing market trends; analyzing the design and engineering of service products and delivery networks; executing service operations; and controlling and managing the service lifecycles for competitive advantage.

Utilizing a combined theoretical and practical approach to discuss service science, *Service Science: The Foundations of Service Engineering and Management* also features:

- Case studies to illustrate how the presented theories and design principles are applied in practice to the definitions of fundamental service laws, including service interaction and socio-technical natures
- Computational thinking and system modeling such as abstraction, digitalization, holistic perspectives, and analytics
- Plentiful examples of service organizations such as automobile after-sale services, global project management networks, and express delivery services
- An interdisciplinary emphasis that includes integrated approaches from the fields of mathematics, engineering, industrial engineering, business, operations research, and management science
- A detailed analysis of the key concepts and body of knowledge for readers to master the foundations of service management

Service Science: The Foundations of Service Engineering and Management is an ideal reference for practitioners in the contemporary service engineering and management field as well as researchers in applied mathematics, statistics, business/management science, operations research, industrial engineering, and economics. The book is also appropriate as a text for upper-undergraduate and graduate-level courses in industrial engineering, operations research, and management science as well as MBA students studying service management.

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