



Ministerio de Producción
Presidencia de la Nación



UNIVERSIDAD
DE CHILE

Global Services Forum

in association with REDLAS Conference 2018:

Knowledge-based services for sustainable development

13–14 September 2018, Buenos Aires, Argentina

Session D

presentation by

Ms. Júlia Monteiro, Mr. Claudio Guarcello and Mr. Eduardo Raupp de Vargas

Federal University of Rio de Janeiro

Brazil

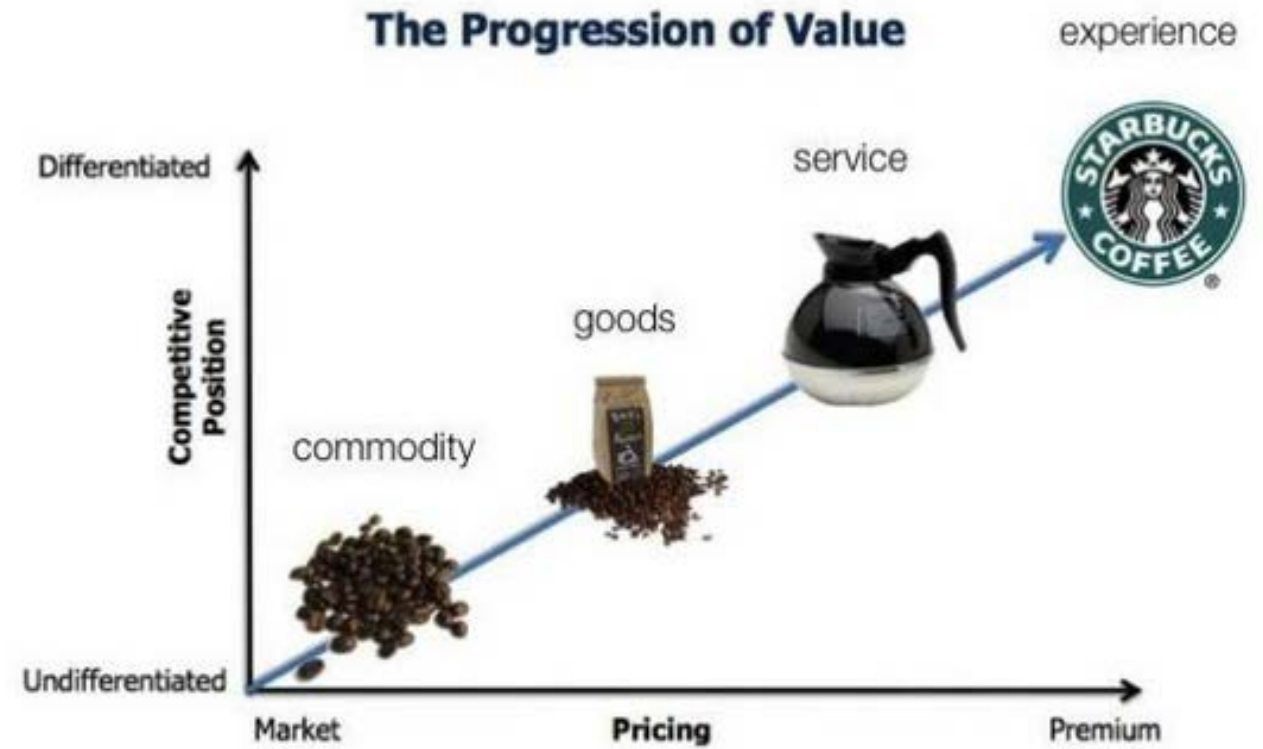
Reverse cycle of
innovations in the
dominant logic of
services: a look at the
information age

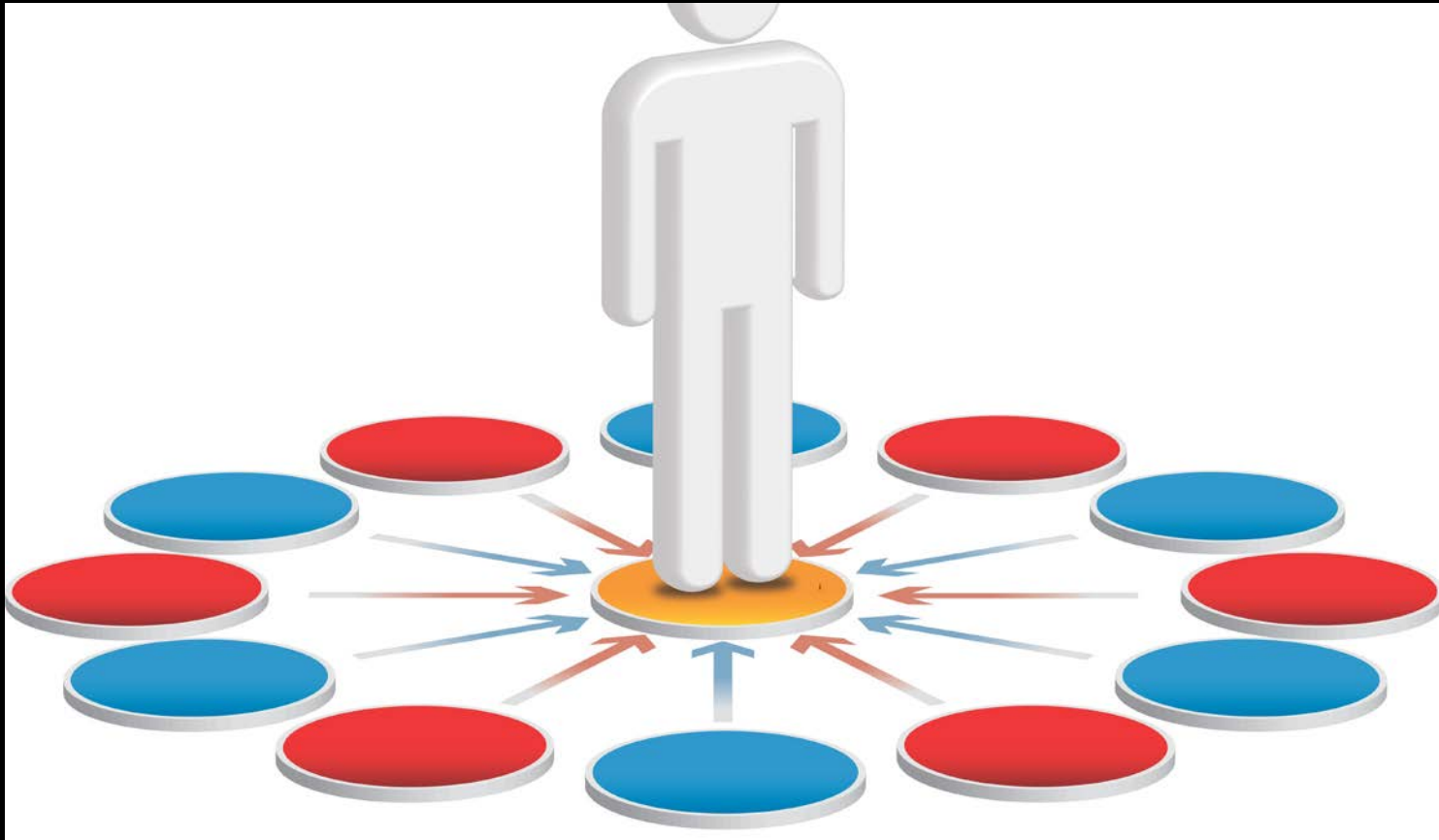
Júlia Monteiro

Claudio Guarcello

Eduardo Raupp de Vargas

Introduction





To understand the impact of a product or service on the market, it is necessary to adopt a consumer-centered approach.

Consumer oriented
approach

Service Dominant Logic

- A framework for explaining value creation
- The value is created at the moment of interaction between agents
- Service is exchanged for service
- All firms are service firms
- All economies and societies are service based





Service Dominant Logic

- Inspired by services
- Applies to services and product, to every firm.



Reverse
Product
Cycle

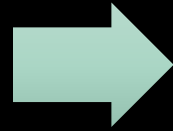
The cycle that innovation in services performs is the inverse of innovations in the products.

Initially, small incremental innovations occur to the service provided

After several incremental innovations there is a radical innovation capable of changing the market

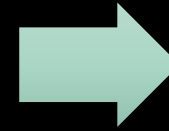
Initial fase – Improve efficiency

- Adoption of mainframe computers in the banking system made possible improvements in internal processes



Second fase – Improve quality

- Installation of minis and microcomputers in banks improve the quality of the service



Third fase – New services

- Internet banking enabled the whole service to be offered online

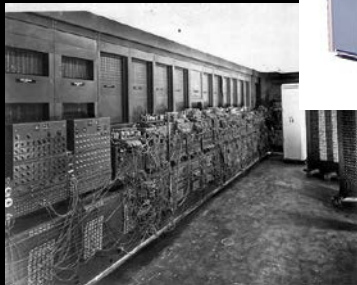
Reverse Product Cycle

Reverse Product Cycle in S-D Logic



- Reverse product cycle describes innovation from the point of view of services
- S-D Logic applies to all kind of firms
- Concludes that reverse product cycle applies for all kinds of innovations from the point of view of the costumer.

Tecnological Innovations of the XX Century



Thank you

julia.monteiro@coppead.ufrj.br
eduardo.raupp@coppead.ufrj.br
claudio.guarcello@coppead.ufrj.br