Service Operations Management for Engineers

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Date 6 November 2017 (Monday)
Time 10:00am - 11:00am
Venue G5-216, Yeung Kin Man Academic Building (AC1)

Abstract

Services are essentially intangible and service management has long been seen as the domain of Marketing because of the consequential problems of promotion and managing customer experience. The interest of Operations Management emerged later due to a recognition that tools and techniques for planning and control can be transferred from manufacturing to service sector organisations including healthcare, transportation, banking and finance.

More recently there has been a realisation that manufacturing sector companies can gain competitive advantage and add value by providing services as part of their total offering to customers. This is where the greatest relevance to engineers occurs.

The seminar will focus particularly on the means whereby traditional manufacturing companies have embraced services and are evolving to meet new global challenges and lower cost competition. It will use practical company examples of how engineering is moving beyond the “back office” and becoming an essential customer contact “front office” activity.
About the Speaker

David Bennett is a Visiting Professor at Chalmers University of Technology in Sweden and an Emeritus Professor at Aston University in the UK. Previously he was Professor of Technology Management at Aston Business School before retiring from this full-time appointment. His research has been published in around 80 peer reviewed journal articles. David Bennett’s main teaching activity has been concerned with international operations and technology management. At Chalmers he has developed a module on service operations management for the masters programme.

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All are Welcome!