

DOCTORAL COURSE DESCRIPTION

Course name	Field of science, code	Faculty	Department
Service management concepts and practice	Management S 003	Faculty of Economics and business administration	Business department

Delivery form	ECTS credits	Delivery form	ECTS credits
Lectures		Consultations	1
Individual work	6	Seminars	

Course summary
The aim: to help doctoral students capture theoretical aspects of service management and their application at a micro level. Objectives: • To get in-depth insights in service management contents and service management principles, to learn to prepare a service company management concept. • To capture methodology for researching service company management issues and to learn to apply it when creating company's strategy, forming competitive supply, and rationalising service provider and client interaction management process. • To get in-depth insights in theoretical discussions concerning service development and service management challenges under company performance internationalisation conditions, to learn to find out rational management decisions when internationalising a service company performance. Course outline: 1. Service management concept. 2. Service management issues research: theoretical principles, methods. and solution ways in service organizations. 3. Service company competitive advantage creation presumptions implementing service innovations based on improving service delivery process, service provider and client interaction, and service quality. 4. Service companies' expansion and internationalization need, as well as practical possibilities of international expansion. Evaluation strategy: Examination (70%) and academic project (30%) within the theme of service management conceptual views and their applications, based on the most relevant research publications, involving summarizations and insights provided by a doctoral student. The extent of the project: 25-30 pages.

Reading materials
• Bordoloi, S. K., Fitzsimmons, J. A., Fitzsimmons M. J. Service management: operations, strategy, information technology. Boston: McGraw-Hill, 2019. ISBN: 9781260092424. • Johnston, R., Clark, G. Service operations management: improving service delivery. Harlow: Pearson, 2019. 462 p. ISBN: 9780273740483. • Harvey, J. Complex service delivery processes: strategy to operations. American Society for Quality, Quality Press, Milwaukee, 2015. 456 p. ISBN: 9780873899161.

• Grönroos, Ch. Service management and marketing: customer management in service competition. Chichester: Wiley, 2011. 496 p. ISBN: 9780470028629.
• Daskin, M. S. Service science. Hoboken: J. Wiley, 2010. 587 p. ISBN: 9780470525883; ISBN: 0470525886.
• Bagdonienė, L., Hopenienė, R. Paslaugu marketingas ir vadyba. Kaunas: Technologija, 2015. 465 p. ISBN: 9789955256564; UDK: 338.46.339.13(075.8).
• Langvinienė, N., Vengrienė, B. Paslaugų teorija ir praktika. Kaunas: Technologija, 2008. 363 p. ISBN: 9955099240.
• Vengrienė, B. Paslaugu vadyba. Vilnius: Vilniaus universiteto leidykla, 2006. 271 p. ISBN: 9986198542.
Supplementary reading materials
• Ordanini, A., Parasuraman, A., Rubera, G. When the Recipe Is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations. Journal of Service Research, 2014, No. 17, p. 134-149, doi: 10.1177/1094670513513337.
• Chandler, J. D., Lusch, R. F. Service Systems: A Broadened Framework and Research Agenda on Value Propositions, Engagement, and Service Experience, Journal of Service Research February 2015, No. 18, p. 6-22, doi: 10.1177/1094670514537709.
• Lan Xia, L., Suri, R. Trading Effort for Money: Consumers' Cocreation Motivation and the Pricing of Service Options. Journal of Service Research, 2014, No. 17, p. 229-242, doi: 10.1177/1094670513507338.
• Ostrom, A. L., Parasuraman, A., Bowen, D. E., Patrício, L., Voss, Ch. A. Service Research Priorities in a Rapidly Changing Context, Journal of Service Research, 2015, No. 18, p. 127-159, doi: 10.1177/1094670515576315.
• Beibei Dong, B., Sivakumar, K., Evans, K. R., Zou, S. Effect of Customer Participation on Service Outcomes: The Moderating Role of Participation Readiness, Journal of Service Research, 2015, No. 18, p. 160-176, doi: 10.1177/1094670514551727.

Consulting professor's name	Position, scientific degree
Aurelija Ulbinaitė	Assoc. Prof., dr.
Main publications in the field during the last five years	
1. Simionescu, Mihaela; Ulbinaitė, Aurelija (2021). The relationship between insurance market and macroeconomic indicators in the Baltic states. Journal of Baltic Studies, 52(3): 373-396, DOI: 10.1080/01629778.2021.1920440. 2. Petronytė, Aurelija; Ulbinaitė, Aurelija (2021). Entrepreneurship promotion as a tool to counter youth emigration. International Journal of Economic Policy in Emerging Economies, 14(4): 415-442, DOI: 10.1504/IJEPEE.2021.116456. 3. Ulbinaitė, Aurelija; Gribovskis, Justas (2020). Žinių valdymo procesų ir verslo procesų integracijos sąveikos vertinimo modelis. Informacijos mokslai, 88: 142-166, DOI: 10.15388/Im.2020.88.46. 4. Petronytė, Aurelija; Ulbinaitė, Aurelija (2019). Evaluation of the relationship between youth entrepreneurship and emigration intentions: theoretical-methodological aspects. International Scientific Conference "Contemporary issues in business, management and economics engineering '2019". May 9-10, 2019, Vilnius, Lithuania, p. 88-100. DOI: 10.3846/cibmee.2019.009. 5. Piatkovskytė, Gytė; Ulbinaitė, Aurelija (2018). Tradicinių, elektroninių ir daugiakanalių	

pardavimų metodų ir rezultatų sąryšio vertinimo teoriniai aspektai. Informacijos mokslai, 83: 121-141, DOI: 10.15388/Im.2018.83.8. 6. Narkunienė, Judita; Ulbinaitė, Aurelija (2018). Comparative analysis of company performance evaluation methods. Entrepreneurship and sustainability issues, 6(1): 125-138, DOI: 10.9770/jesi.2018.6.1(10). 7. Zaveckaitė, Asta; Ulbinaitė, Aurelija (2018). Assessment criteria of project risk management in language translation service companies. Technological and economic development of economy, 24(4): 1323-1343, DOI: 10.3846/20294913.2017.1295287. 8. Balsera Zapata, Santiago; Ulbinaitė, Aurelija (2017). Business integration as a strategy of growth in the social media and network markets: the case of Facebook. 4th International Scientific Conference “International Conference on Business, Big-Data, and Decision Sciences”. August 2-4, 2017, Bangkok, Thailand, p. 210-219. ISSN: 2521-3806. 9. Ulbinaitė, Aurelija; Ždanovič, Gražina (2016). Management and related hurdles in the development process of integrated communication between service providers and consumers. 9th International Scientific Conference “Business and Management 2016”. May 12-13, 2016, Vilnius, Lithuania, [p. 1-9]. DOI: https://doi.org/10.3846/bm.2016.26. 10. Savickaja, Juliana; Ulbinaitė, Aurelija (2016). Geležinkelių transporto sektoriaus rizikos efektyvaus valdymo kryptys. Konferencijos “Šalies turtas ekonominėje politikoje – turto ekonomikos ir vadybos aspektai” mokslo darbai. May 6, 2016, Vilnius, Lithuania: Vilnius University Publishing House, p. 180-189. ISBN 978-609-459-299-7. 11. Zaveckaitė, Asta; Ulbinaitė, Aurelija (2016). Projektų rizikos valdymo vertinimas ir gerinimo galimybės kalbos vertimo paslaugų įmonėse. 5-toji Vilniaus universiteto Ekonomikos fakulteto studentų mokslinės draugijos konferencija. VU EF studentų mokslinės draugijos konferencija: straipsnių rinkinys 2015, Vilnius, Lithuania: Vilnius University Publishing House, p. 256-267. ISBN (online) 978-609-459-676-6. 12. Glinevičius, Žilvinas; Ulbinaitė, Aurelija (2016). Pensijų fondų dalyvių finansinis raštingumas ir investicijų bei rizikos valdymas planuojant pensiją. 5-toji Vilniaus universiteto Ekonomikos fakulteto studentų mokslinės draugijos konferencija. VU EF studentų mokslinės draugijos konferencija: straipsnių rinkinys 2015, Vilnius, Lithuania: Vilnius University Publishing House, p. 46-63. ISBN (online) 978-609-459-676-6. 13. Skardžiūtė, Gailė Eglė; Ulbinaitė, Aurelija (2016). Gyvybės draudimo sutarčių sudarymo proceso vertinimas ir problemų identifikavimas. 5-toji Vilniaus universiteto Ekonomikos fakulteto studentų mokslinės draugijos konferencija. VU EF studentų mokslinės draugijos konferencija: straipsnių rinkinys 2015, Vilnius, Lithuania: Vilnius University Publishing House, p. 225-237. ISBN (online) 978-609-459-676-6. 14. Savickaja, Juliana; Ulbinaitė, Aurelija (2016). Geležinkelių transporto įmonių rizikos valdymo procesų vertinimas ir optimizavimas. 5-toji Vilniaus universiteto Ekonomikos fakulteto studentų mokslinės draugijos konferencija. VU EF studentų mokslinės draugijos konferencija: straipsnių rinkinys 2015, Vilnius, Lithuania: Vilnius University Publishing House, p. 203-211. ISBN (online) 978-609-459-676-6.	
Consulting professor's name	Position, scientific degree
Jolanta Žemgulienė	Assoc. Prof., dr.
Main publications in the field during the last five years	
1. Lis, Anna Maria; Žemgulienė, Jolanta (2020). Organizational competence vs transferability of knowledge in cluster and park structures. Engineering Management in Production and Services, 12(2): 83-98, DOI: 10.2478/emj-2020-0013. 2. Žemgulienė, Jolanta; Valukonis, Mantas (2019). Transformational competence of organization // AIB-CEE 2019: 6th Academy of International Business Central Eastern European (AIB-CEE) chapter annual conference: „International business in the dynamic environment: changes in digitalization, innovation and entrepreneurship”, 25-27 September	

2019, Kaunas, Lithuania: book of abstracts / Edited by Jurgita Sekliuckienė, Rozita Susnienė. Kaunas: Kaunas University of Technology, 2019. eISBN 9786090216378. p. 129. DOI: 10.5755/e01.9786090216378. 3. Zemgulienė, Jolanta, Valukonis, Mantas (2018). Structured literature review on business process performance analysis and evaluation. <i>Entrepreneurship and sustainability issues</i>, 6(1): 226-252, DOI: 10.9770/jesi.2018.6.1(15). 4. Zemgulienė, Jolanta, Valukonis, Mantas (2017). Enterprise environmental investments and productivity growth – evidence for Lithuania industry sectors // <i>SGEM 2017: 17th international multidisciplinary scientific geoconference. Environmental economics: conference proceedings</i>. Vol. 17. Sofia: STEF92 Technology Ltd, 2017, p. 293-300. DOI: doi.org/10.5593/sgem2017/53 5. Kazakevičiūtė, Viktorija; Žemgulienė, Jolanta (2017). Vartotojo įtraukimo į paslaugų inovacijų vystymo procesą įtaka šio proceso ir įmonės veiklos rezultatams // <i>VU EF studentų mokslinės draugijos konferencijos straipsnių rinkinys</i>, 2016. Vilnius: Vilniaus universiteto leidykla. ISSN 2538-7421. eISSN 2538-743X. 2017, p. 311-323. Prieiga per internetą: <http://www.ef.vu.lt/dokumentai/nuotraukos/naujienos/2017/05/EF-studentu_mokslines_draugijos-2017-internetui-pdf_mazas.pdf>. 6. Zemgulienė, Jolanta (2016). The effect of R and D and technology spillovers within the productivity growth accounting framework: evidence from EU countries // <i>SGEM 2016: 3rd international multidisciplinary scientific conference on social sciences & arts: conference proceedings</i>. Book 2, Vol. 3. Sofia: STEF92 Technology Ltd, ISBN: 9786197105742. 2016, p. 1093-1100. 7. Žemgulienė, Jolanta (2016). Managing blood donorship: the effect of motivation on donor satisfaction and loyalty. <i>Regional formation and development studies</i>, 2(19): 153-164, DOI: 10.15181/rfds.v19i2.1291.	
Consulting professor's name	Position, scientific degree
Aida Mačerinskienė	Prof., dr.
Main publications in the field during the last five years	
1. Faituša, Ivita; Subačienė, Rasa; Mačerinskienė, Aida (2020). Challenges of outsourcing accounting in Latvia and Lithuania. <i>Entrepreneurship and sustainability issues</i>, 7(4): 2883-2896, DOI: 10.9770/jesi.2020.7.4(20). 2. Subačienė, Rasa; Budrionytė, Ramunė; Mačerinskienė, Aida; Tamulevičienė, Daiva (2019). Social enterprises: evaluation of the impact of state support and corporate income exemptions on the state budget of Lithuania. <i>Entrepreneurship and sustainability issues</i>, 6(3): 1156-1171, DOI: 10.9770/jesi.2019.6.3(7). 3. Andrulienė, Rasuolė; Mačerinskienė, Aida; Urbonavičius, Sigitas (2018). Relations of tourist push and pull motivations with their activities: the case of Lithuania. <i>International journal of sustainable development and planning</i>, 13(6): 893-904, DOI: 10.2495/SDP-V13-N6-893-904. 4. Liu, Yuanyuan; Mačerinskienė, Aida (2016). Managing the digital campaign process for sustainable tourism destination. <i>WIT transactions on ecology and the environment</i>, 201: 139-154, DOI: 10.2495/ST160121.	

Considered and approved by Vilnius University Management doctoral studies committee on October X, 2021, protocol No. X