Chapter 11
Future of Services

The dominance of services in our world and the challenges that the society and the individuals are facing. About the emergence of the Service Science as an independent discipline that will be taught, studied, researched and applied. Formulation of the scientific foundations of a Service Science. Spirituality and transcendental elements in the service discipline. Novel concepts and knowledge areas: service terrorism, service anarchy, service activism, service tyrannies. The role of history and arts and the inrush of humanities in the service domain.

Services shall definitely constitute the future of our global economies – as they always did and do in all levels all the years but now the difference will be that this dominance of services shall be evident and apparent in all levels of the society and the economy. This means that the emergence of the Service Science as an independent discipline that will be taught, studied, researched and examined shall take place. For sure, this is not a novelty: management and accounting as well as computers experienced at some point of their lifetime their transformation from a profession towards a science. And of course there is still a part of the people that don’t accept

them as such – at the end it is not a matter of taste but a matter of fact what defines something as a science.

The problem that I foresee with services is the basis upon which the formation of the scientific foundations will base: engineers have all the good reason to prefer an engineering background on services; same good is the reason for economists and business and/or management science professionals. Finally accountants, computer scientists and sociologists can exhibit some grounded reasons for supplying the basis for this ‘new old’ science.

My opinion is sharp-cut: there should be a totally new basis that shall reflect concerns and considerations of all the aforementioned disciplines. Even more: at a great extend, I see the need for introducing an extensive degree of spirituality and transcendal elements in the service science – though the obvious remark is that this comprises an unscientific practice. The reason for this comes from observation of phenomena that dominate our daily personal and working lives: management does not refer to Taylorism but – more and more – relates to leadership, where the latter term connotes terms like an enlightened leader who – more or less – executes his or her powers in a fashion that is totally unscientific and irrational. Additionally, dramatic elements in the organisation and conduct of business processes are not an innovation at all; the same holds for the ritual aspects that can be found in numerous occasions within the modern corporate and business world. The answer to this is simple: there is a need from the people to satisfy several levels of their lives both as individuals as well as members of an organised – professional or non-professional – community and to do so there is a need to introduce transcendal elements that can address parts of the encountered situations in a satisfactory though totally unscientific way.

To know how to do this is an extremely serious and scientific aspect that shall more and more be given increased importance by service scientists and service professionals. We should not forget that religion in all its more or less sense-making realisations constitutes an extremely good case for examining service science in an extremely well-defined application area namely this of intangible spirituality. At least, when you pay for an insurance service or a financial service, there are ways to measure the success or the satisfaction of the supplied (intangible) service in terms of some types of (tangible) results. Religion, on the other hand, does constitute an area where the success of the supplied service does not have a tangible equivalent to use as a benchmark.

What one should be able to see here is all the dangers that can relate with what I expect to happen in terms of a violent and forceful attack of this new type of (should I call them holistic?) services which shall promise to fulfil expectations that are not lying at the area of the service as such. Marketing and branding can provide some good examples for what we mean by this: in the same way that a successfully branded item (whatever this can be: a cloth or a computer or a beer or a car) differentiates the
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