

Motivation

Recent trends in the area of service-orientation, neither focussing solely on the business domain nor on the IT domain, have led to a proliferation of services. Nowadays, services are seen as fundamental building blocks that can be used to structure organisations internally as well as leveraging external capabilities of business partners within a business network/ecosystem. Many organisations, however, struggle with deriving compelling business benefits, with the design of service-enabled business models and with the management of the ever-growing number of internal and external services. Service Portfolio Management has emerged as a consequence. Decisions that have to be made by a portfolio manager include amongst others the introduction of new services, or the bundling of various services to offer more comprehensive solutions based on synergies and complementary service properties.

Project background

Within the research initiative “Smart Services CRC” (<http://www.smartservicescrc.com.au>), which is a commercially focused collaborative research initiative, developing innovation, foresight and productivity improvements for the services sector, eleven projects have been created each addressing challenges across the areas of customer service needs and services of the future.

Opportunities and requirements

The project “Service Portfolio Management” as part of the “Smart Services CRC” addresses the aforementioned challenges. Students are given the opportunity to contribute to industry-inspired research as part of writing their Master Theses at Queensland University of Technology (QUT) as a member of the Business Process Management Group (<http://www.bpm.fit.qut.edu.au>) in Brisbane, Australia in 2010/2011. A conference publication may be derived from this thesis. Students should fulfil the following requirements:

- Experienced in writing academic reports
- Proficient in English
- Good grades
- Independent working style
- Willing to interact with industry partners

Specific topics will be discussed in alignment with the interests of the student, their supervisors and industry partners.

Contact

If you are interested in working on a highly relevant topic including interactions with related industry partners, while experiencing the Australian culture, please feel free to contact Mr. Christoph Riedl (riedlc@in.tum.de) directly for further information.