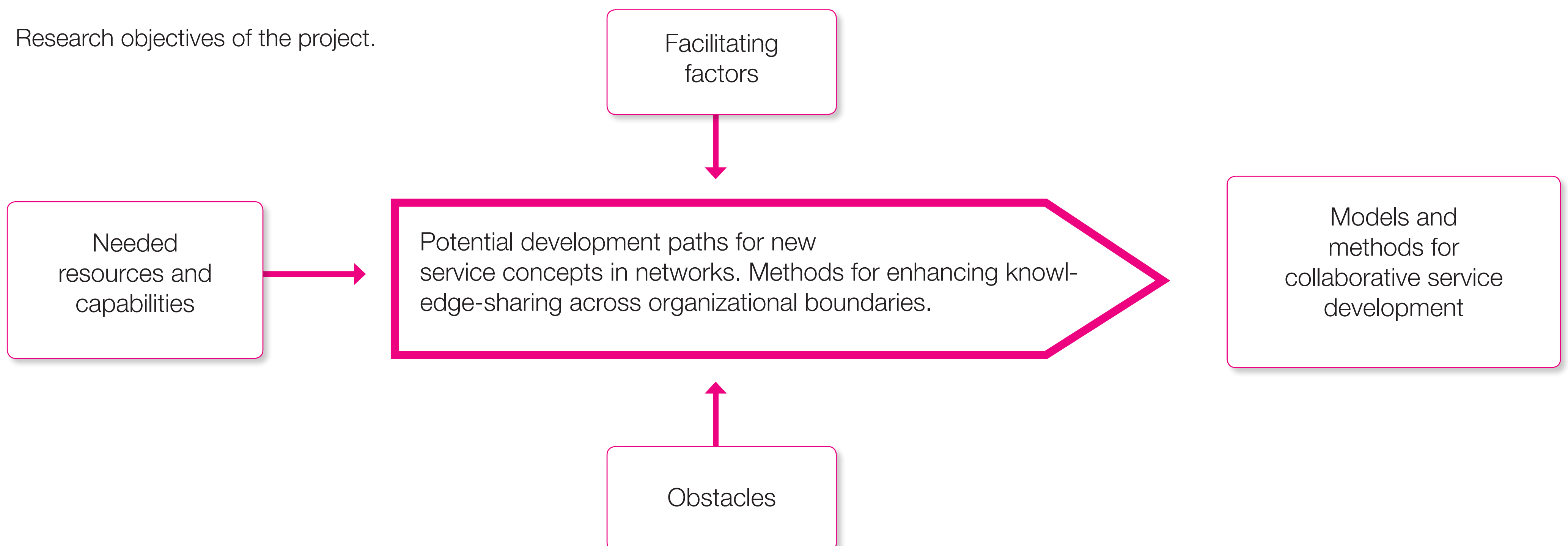


VERS0 - COLLABORATIVE SERVICE DEVELOPMENT IN BUSINESS NETWORKS



Objectives

VersO-project investigates and facilitates collaborative service development in business networks. The focus is on innovative, knowledge-based service concepts in trade, industrial services and KIBS-companies.

Approach and methods

The project applies a network approach to the study of new service development. Practical development projects in participating companies provide basis for case research. Data is collected through extensive qualitative interviews and participant observation.

Key results

The project develops models and methods for collaborative service development across organizational boundaries. New knowledge is provided regarding the networking methods that can be used to organize and manage the development of service concepts, and to renew business practices. The study identifies potential development paths for new service concepts in different kinds of B-to-B networks.

Project participants and schedule

The project is carried out by VTT Technical Research Centre of Finland and Turku School of Economics. Other partners include HAMK University of Applied Sciences, SME Foundation, and international research partners such as The Service Research Center at Karlstad University and Manchester Business School. Companies participating the project include Empower Oy, Machinery Oy, Ramboll Finland Oy and Salomaa Yhtiöt Oy. The project is scheduled for 1.11.2009 – 31.5.2011.

Contact persons

VTT, Taru Hakanen
taru.hakanen@vtt.fi
www.vtt.fi/sites/verso

**Turku School of Economics (TSE),
Elina Jaakkola**
elina.jaakkola@tse.fi

