



Growth of Services Management : A review

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Abstract

A variety of management theories and research projects have investigated the interrelationships among companies, their workers, and the people who consume their services. There is a need for an integrated framework that includes important concepts, causal processes, and several levels of analysis in this body of work. Using Service Management, your organisation may get consistent, high-quality services. When it comes to IT governance, a proactive and strategic approach is used in which IT serves as an intermediate between service providers and important players in defining and encouraging corporate growth. When it comes down to it, service management may be described as a collection of organisational activities and duties aimed at providing high-value services to customers and users alike.

Key Words: Services, Management, Integration, organizational etc

Introduction

One definition of service is "the application of specialised competence (knowledge and skills) via acts, procedures, or performances for the benefit of another entity or for one's own purposes". For example, in business, education, government or non-profit or voluntary settings and virtual environments, service is characterised by intangibility, heterogeneity and simultaneous production and consumption. Organizations and consumers benefit from these service elements because the quality of their interactions with an organisation and its representatives affects their service evaluations and behaviours; and customer results, in turn, affect organisational performance. "There must be an emphasis on both consumer evaluations and responses to service delivery (i.e., services marketing) and the processes that result in these results in order for a full study of service to be conducted (i.e., services management). Although an integrated theory of services management has not yet been developed, there are enough similarities in this study to build a framework on". The relationship between a business and its clients is at the heart of practically all activity in this field. It is common for studies to focus on antecedents or predictors that are thought to have a direct impact on consumer outcomes.



According to previous theoretical analyses in management literature, the necessity of addressing antecedents, mediating processes, and consequences of diverse organisational phenomena is congruent with this.

Nature of services

It is essential to investigate the unique qualities of services in order to get insight into creative and forward-thinking management. It is common for managers to use methods and strategies designed for physical things to handle service marketing challenges. This may lead to poor service levels in many service businesses. Inadequate knowledge about the nature of services is to blame. To deal with services from an economic and marketing standpoint, our awareness of their qualities improves as well. Products, on the other hand, have a set of qualities that distinguish them from services.

- (i) “Intangibility
- (ii) Inseparability
- (iii) Heterogeneity
- (iv) Perishability
- (v) No Transfer of Ownership”

Growth of services Management

To satisfy man's physiological demands of food, housing, and clothes, manufacturing businesses arose. This led to a profusion of versions of the same product, as well as a slew of enterprises engaged in its production, as fundamental needs were met. It is possible to trace the rise of service industries back to the rise of the economy and the accompanying societal changes. Changes in the environment have pushed different sorts of services to the forefront of the economy. The confluence of these environmental factors creates a new form of service. The following variables are responsible for the development of a new product or service.

- **Consumer affluence:** These new industries, such as health clubs, domestic services and travel and tourism are increasing at a far quicker rate than ever before because of the growth in consumer incomes and the desire of consumers to spend their money on these new services and products. There has been a dramatic shift in the way families spend their money.
- **Working women:** Women have recently made significant inroads across a wide range of fields. Women's job performance in the banking, insurance, and aviation



industries is extremely commendable. Female participation in practically all male-dominated pursuits is on the rise. Domestic activities, fast food restaurants, marital counselling, personal care, financial services, merchandising, etc. have evolved in recent times as a result of the increased engagement of women in commercial operations.

- **Double income no kids (DINK):** There is a growing number of working couples who have opted not to have children at all. The dink movement continues to grow and expand around the globe. Because they've come to terms with the fact that having children would inevitably mean more responsibilities at home and less time for themselves, they've decided to put off starting a family. Whatsoever their lifestyles, they have a double income and no children, which has led to the development and expansion of services like entertainment, hotels and restaurants, career institutions, domestic services, vacation resorts, personal care, etc.
- **Leisure time:** “Travel agencies, resorts, hotels, and other forms of entertainment are in high demand since people have the leisure time to travel and vacation. Adult education, remote learning, part-time courses, and so on are needed for those who want to take advantage of this free time and better their professional chances”.
- **Greater life expectancy:** There has been a huge rise in the life expectancy of individuals all across the globe, save for a few underdeveloped nations. Because of advances in medical technology and increased public knowledge of health and education, this may be the case. As people live longer, new possibilities in healthcare, nursing care, entertainment, and other pastimes open up, as does the need for investment banking and other financial services.
- **Product innovations:** Consumers' priorities have shifted in recent years from price to quality. They are in desperate need of products of the highest quality, compliant with worldwide standards. Manufacturers have thus concentrated their efforts on quality improvement and innovation, among other things. Product innovation has led to the development of a wide range of new services. These include, but are not limited to, maintenance, repair, computing, education, and training.
- **Product complexity:** For example, water purifiers, microwave ovens, laptops, and other goods that need the expertise of trained professionals are increasingly being acquired by families, resulting in a demand for services. As items get more



complicated, so does the need for qualified professionals to maintain them, as well as for related services like expert advice and counselling.

- **Complexity of life:** “For example, certain products and services have made human existence both easier and more complicated. Due to socio-economic, psychopolitical, technical, and legal changes in society, life has grown more complicated. Services including legal assistance and tax counselling, as well as airlines and courier service providers, have emerged as a result of this.
- **New young youth:** Every new generation has its own unique traits and preferences when it comes to daily activities and habits. People of different generations have vastly different perspectives on everything from their daily routines to their ideals in the workplace to their outlooks on life in general. There are more chances for services like entertainment, quick food, computers, travel, picnics, educational institutions and counselling because of the current generation's technological advancements.
- **Resource scarcity and ecology:** We've observed a rise in service providers including pollution control agencies, carpools, water management, etc. as the necessity for conservation grows.
- **Corporate crowd:** Globalization, privatisation, and liberalisation, together with increasing urbanisation, have resulted in the creation of the corporate world crowd and its support services. New services and redefining existing ones are brought forth by this audience. There will be an increasing number of services including hotels and restaurants, banking, insurance, travel and tourism, advertising, courier services, marketing research, health care, and legal services”.

Conclusion

A service is a kind of labour or practical assistance that is provided by one person to another. Intangible, inseparable, diversified, and non-store are only a few of the distinguishing characteristics of services. Customers might be satisfied if a product or service has a high level of quality. Process quality, product quality, physical quality, interaction quality, and organisational quality were all common characteristics of service quality. Customer expectations, competition, environmental conditions, the type of the service, and internal factors all contribute to a rise in the importance of service quality.

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