

# A SERVICE INNOVATION CAPABILITY MATURITY MODEL FOR SMEs



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## The Research Gap



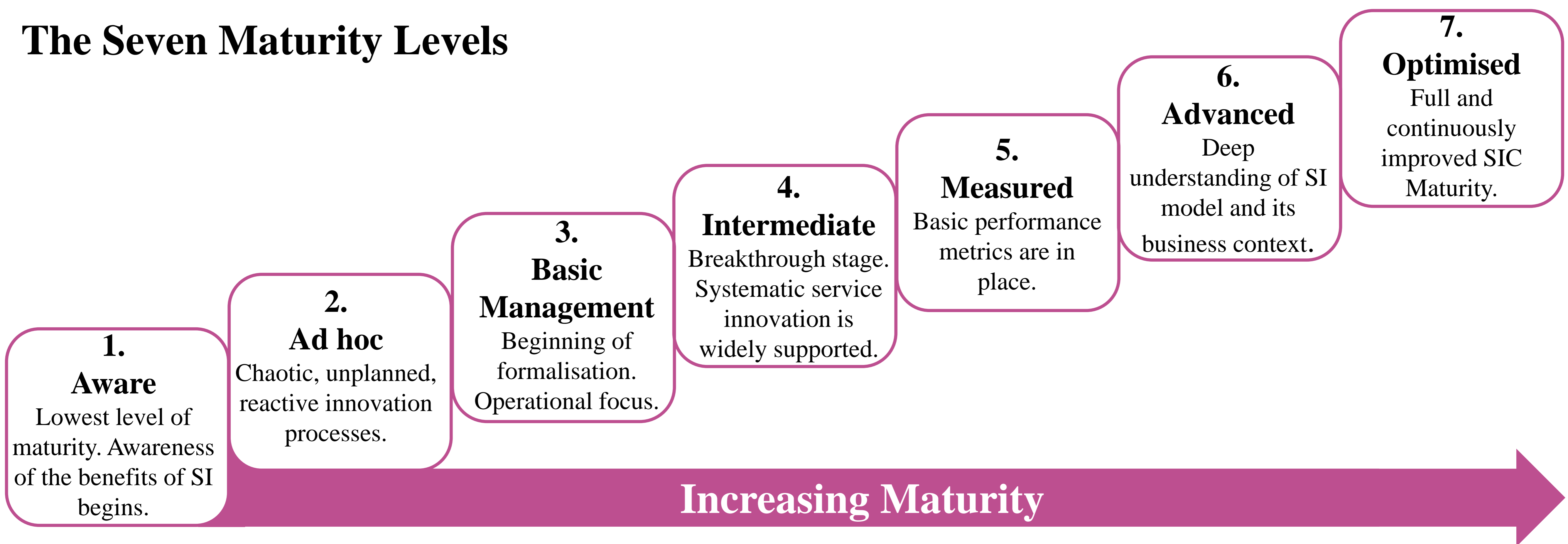
Irish SMEs are unaware of their potential to develop and improve services (innovative performance).

No apparatus to quantitatively assess service innovation capability (SIC) has been developed or tested.

As a result ineffective resource deployment is pervasive across the services sector.

Evident need for a mechanism to describe, prescribe, and compare SIC – The maturity model framework.

## The Seven Maturity Levels

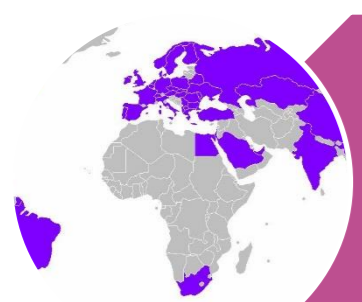


## The Four Service Innovation Capabilities



### Customer Involvement

- Involving customers in service innovation ideation, development, production, and delivery.



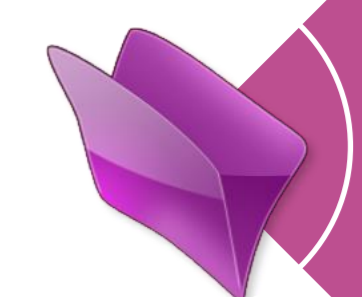
### Networking

- Orchestrating and managing networks to effectively collaborate with external actors.



### Strategising

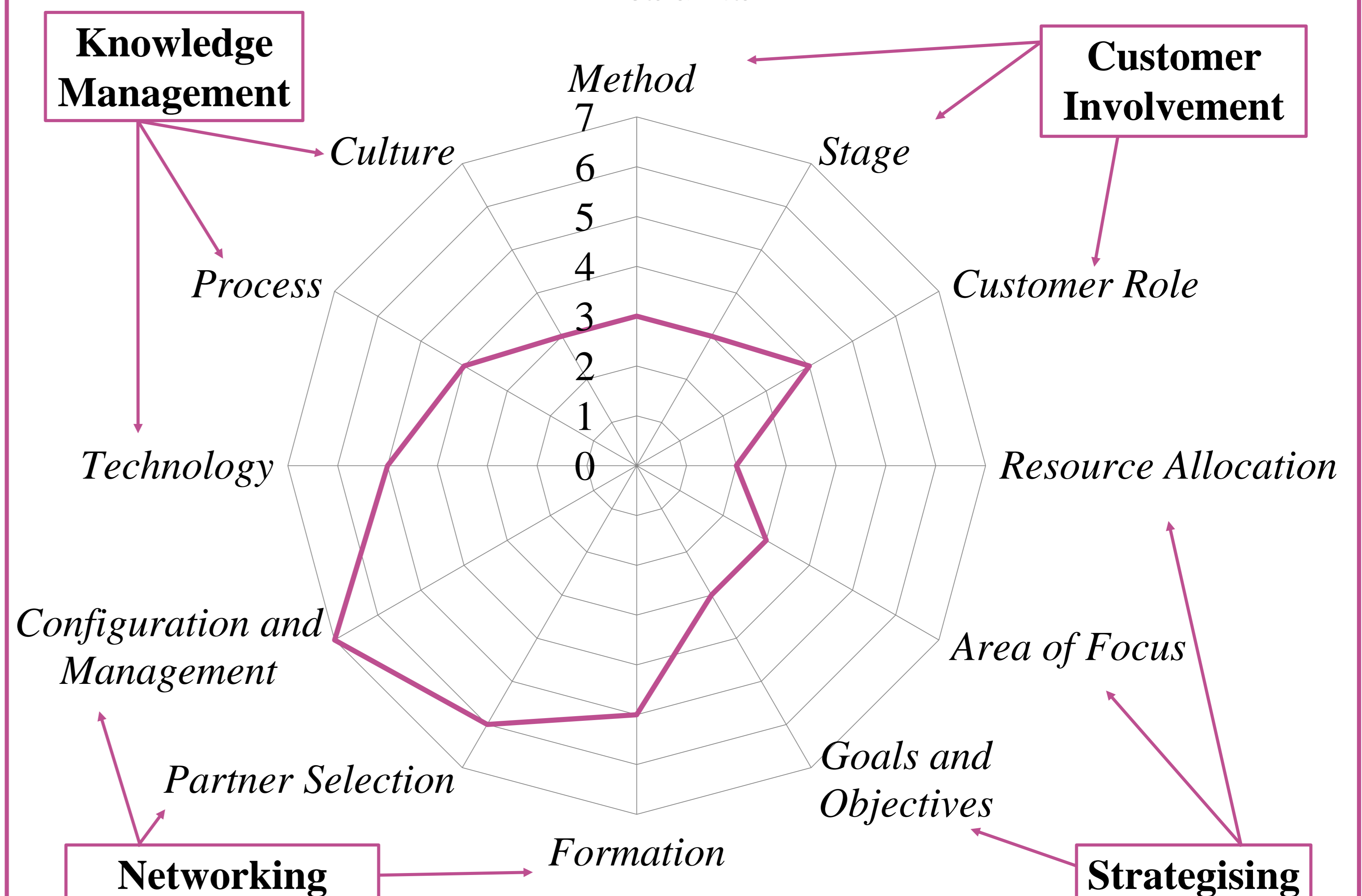
- Deciding where, when, and how service innovation will be used. Links SI objectives with overall organisational goals.



### Knowledge Management

- Managing and deploying intellectual capital for innovative purposes.

## Sample Service Innovation Capability Maturity Results



## Methodology

**Philosophy:** Positivistic.

**Research Design:** Descriptive.

**Research Approach:** Quantitative.

**Research Method:** Mail and Online Survey.

**Sample:** Irish Service Organisations from RIKON database (< 250 employees).

**Analysis:** SPSS/Amos - Structural equation modelling.

## Next Steps

- Develop scales for capability assessment.
- Commence data collection phase.
- Evaluate the results through statistical analyses.

## Contribution

**Academic:** Enhances the literature on service innovation, dynamic capabilities, and maturity modelling.

**Translational:** The project addresses the void in practical supports providing a tool for the assessment and targeted improvement of SICs.