**Aalto University**
**School of Business**

Department of Marketing

**23E10000 Service Business Strategy**

**ST 2019**

**08.01.2019-14.02.2019**

**Take Home Exam**                                                    February 12, 2019

*Basic information:*

- *Please consider both tasks; there is no choice option included.*
- *The suggested processing time indicates the maximum amount of points that can be achieved for perfectly answering the respective question.*
- *Be aware of the respective keywords in the questions (e.g., describe, discuss etc.).*
- *You may integrate figures, tables, bullet points etc. to illustrate your answers.*

1. **Idea:**
   You prepare an individual reflection note on two articles (one article published in Harvard Business Review and one in Journal of Business Research).

2. **Format:**
   Word or pdf; font Arial 12; line spacing 1,3.
   Maximum of **1600 words** plus a separate reference list if needed (note that references are not explicitly required). Other appendices will not be graded.
   Please stick to the defined word count; only content provided within the maximum word count including a 10% buffer will be graded. Clearly indicate the correct word count on the submitted document.

3. **Timeline:**
   Instructions for the Take Home Exam and the respective articles will be provided during the second last session on February 12, 2019 and a respective document will be uploaded to MyCourses after that session. Please pay special attention to the guiding questions, which should be addressed in your reflection note.
   Hand in your written statement by March 03, 2019 (midnight) via e-mail to sbstrategy2019@gmail.com.
   **Make sure to clearly indicate your name and student number on both the submitted document and the submitted file.**

4. **Material:**
   You are free to use any material for preparing your statement. References should be cited properly according to the APA citation format.

5. **Grading:**

   Reflection notes will be graded on a scale from 0 to 40 points.
   Carefully consider the guiding questions when preparing your answers. Try to tackle the essence of the question and pay attention to signal words used in the question (e.g., describe, depict, discuss, explain etc.).
   Precisely define the concepts you are referring to in your answer.
   Build a logical flow of argumentation in order to develop a convincing storyline.
   You may use examples to illustrate and support your line of reasoning.
   Try to provide convincing rationale for suggestions or evaluations that you may give.

6. **Articles and questions**

   **Article #1: Kolko, Jon (2015), "Design Thinking Comes of Age," *Harvard Business Review*, 93 (9), 66-71.**

   **Guiding questions:**

   a. What is design thinking? Depict the concept in your own words. (10 points)

   b. Please discuss to what extent design thinking seems or seems not relevant for service management. (10 points)

   **Article #2: Larivière, B., D. Bowen, T. W. Andreassen, W. Kunz, N. J. Sirianni, C. Voss, N. V. Wünderlich, and A. De Keyser (2017), "'Service Encounter 2.0': An Investigation into the Roles of Technology, Employees and Customers," *Journal of Business Research*, 79 (October), p. 238-246.**

   **Guiding questions:**

   c. What is meant with the concept "Service Encounter 2.0" and how might it differ from a "Service Encounter 1.0"? Please explain in your own words. (10 points)

   d. Larivière et al. (2017, p. 241) conjecture that "(…) customers also take on distinct and changing roles in the Service Encounter 2.0." Identify one of these roles, describe this role in your own words, and debate to what extent this changing customer role may or may not contribute to superior customer experiences (10 points)