**Keynote Talk**

*Title:*

Managing Operations in Service Economies

*Abstract:*

In the last decades we have witnessed a strong growth and globalisation of service activities. In many economies, services now account for over 70% of GDP; in Brazil, the estimate for 2011 is over 67%. Besides the general growth of the service sector, manufacturing companies are also offering products with a higher service component than in previous decades, on what has become known as the servitization of manufacturing. The frontier between products and services, as well as between manufacturing and service operations is becoming increasingly blurred. This radical change has created a substantially different environment and challenges for managing operations. Although the field of Operations Management has been key in early developments of service research (e.g., Dick Chase’s 1978 Harvard Business Review article entitled “Where does the customer fit in a service operation?”), in recent years its influence has lagged behind that of other disciplines.

Drawing on his research expertise, Rui Sousa will discuss the growing field of Service Management and how Operations academics can contribute to this field. In this context, he will discuss some of his latest research on Multi-Channel Service Operations.

*Duration (aprox.):*

45 mins + Q&A (20 mins) [to be adjusted closer to the date; the whole session will fit a 1.5 hour slot]

***Bio:***

***Rui Sousa*** is Professor of Operations Management at the Catholic University of Portugal (Porto) and holds a PhD from London Business School (United Kingdom). His research has won several awards (including the European Foundation for Quality Management Best PhD Thesis Award) and has been published in leading international journals, including the *Journal of Operations Management*, *Production and Operations Management*, *International Journal of Operations and Production Management*, and the *Journal of Service Research*. Rui serves on a number of Editorial Review Boards and is a member of the Board of the European Operations Management Association (EurOMA), chairing the Education & Meetings Team. He was Conference Chair of the 17th Annual International EurOMA Conference (Porto, 2010), dedicated to the theme “Managing Operations in Service Economies”. He has also contributed to several scientific meetings in the area of Service Operations Management, including as Co-Chair of the Track of Service Operations Management of the Decisions Sciences Annual Meeting (forthcoming, 2012, San Francisco, USA) and as a faculty member of the EurOMA 2011 Summer School in Service Operations Management (Hungary). He has taught at the London Business School, London School of Economics and currently teaches in the EDEN Doctoral Seminar on Research Methodology in Operations Management, organized by EIASM (European Institute for Advanced Studies in Management). Rui’s present research and consulting interests include service operations, multi-channel services, quality management and operations strategy.