

Doctoral Course on Service and Relationship Management (course code 62339) 2023-2024 Hanken, Department of Marketing

Course aim and content

Students learn about service management, the paradigm shift toward service logic and the relationship-oriented marketing management and research implications from them in the consumer and industrial market. The course covers for example concepts and models of service management and service logic, customer relationships, business to business relationships, and research methods for studying service and relationships. Emphasis is given to familiarising the students with research publications/articles dealing with service and relationship management from different perspectives as well as analysing and discussing the evolvment and fundamental assumptions. Students read, analyse, and discuss research publications that have had or are assumed to have a major impact and develop skills in reading and analysing them. This ability strengthens the students' research skills and facilitates the design and writing of a doctoral thesis. Methodological issues are also addressed since they are closely linked to the students' doctoral theses. The course should give a good platform to formulate research problems and supports doctoral students' own research.

An additional and significant aim with the course is to gather doctoral students researching service and relationship related matters and offer the opportunity to network.

Learning objectives

You have an overview over service and relationship management research and a deeper understanding of selected core concepts and issues.

After completing this course, students shall be able to

- analyse and synthesise core literature/concepts in service and relationship management research
- discuss and critically evaluate academic work
- apply service and relationship management research to your own research and doctoral thesis

Scope and language

ECTS 8, course language is English.

In-class time and venue

Online course preparations start in November 2023. The course includes 32 hours of class (seminar) time, divided into **four consecutive full-day class meetings during the week March 11-15, 2024**, from 8am-4pm, at Hanken School of Economics, Helsinki. **Note that the aim is to welcome everyone onsite at Hanken in Helsinki.**

Our marketing faculty plus potentially international guest professors are course instructors e.g.

Larissa Becker Braz. Assistant Professor of Marketing (tenure-track), Hanken.

Robert Ciuchita. Assistant Professor of Marketing (tenure-track), Hanken.

Johanna Gummerus. Professor of Marketing, Hanken.

Kristina Heinonen. Professor of Service and Relationship Marketing, Hanken.

Maria Holmlund. Professor of Marketing, Hanken, corresponding instructor and course responsible, maria.holmlund-rytkonen@hanken.fi, +358 40 3521 396

Mehkail Mustak. Assistant Professor of Marketing (tenure-track), Hanken.

Kaj Storbacka. Hanken Foundation Professor, Hanken.

Indicative topics

- Topical service research topics
- Qualitative methods
- Customer relationships
- Btb service and relationships
- Beyond dyads
- Digital service marketing
- Customer experience management
- Publishing in scientific journals

Examination

Evaluation is based on continual assessment, a written term paper, and a learning diary.

- 1) Presence and informed participation in all four days of class meetings compulsory. **20%**
- 2) Key learning analysis. Individual written analyses of the material. **20%**
- 3) Term paper, including presentation and discussion of the papers in class. **50%**
- 4) Learning diary. **10%**

Signing up for the course

The course is compulsory for all doctoral students admitted to Hanken's doctoral program in marketing in Helsinki in 2022 and 2023 and recommended to students of Supply Chain Management and Social Responsibility, and Management and Organisation. The course cannot be taken by those who have passed Relationship management (code 62339). Doctoral students from other universities in Finland and abroad are warmly welcome, please below for instructions for how to submit an electronic application.

Doctoral students from other universities wishing to participate are encouraged to send an email before Friday October 20 to maria.holmlund-rytkonen@hanken.fi including:

- contact information (name, university, address, e-mail),
- information on the current phase of the studies (incl. number of earned study credits)
- a short summary of the PhD research
- need and motive for taking part in the course

Notification of acceptance: before Thursday Oct 26

Hanken students: please sign up for the course in SISU as soon as possible

For more information regarding the course content contact Maria Holmlund. In case needed, priority when assessing applications will be given to relevance of the course to the doctoral thesis.

Welcome to the 11th bi-annual Service and Relationship Management course!

Maria Holmlund Course responsible and instructor. Professor of Marketing.

Hanken School of Economics. Department of Marketing. CERS-Centre for Relationship Marketing and Service Management. PO BOX 479, FIN-00101 HELSINKI, Finland. Visiting adress Arkadiankatu 22, Helsinki. Tel. +358-(0)9-431 33 396, gsm +358-(0)40-3521 396
E-mail maria.holmlund-rytkonen@hanken.fi