STRATEGIC MANAGEMENT OF SERVICES: A STUDY OF SKILLS ESSENTIAL FOR MANAGEMENT OF SERVICES

Cláudio José Carvajal Junior[1], Marcia Ito[2].

Abstract *— This research project aims to identify the skills needed for training services manager. The research is a literature review to identify the skills required for the professional who manages training services. It's also research this competences with academics who teach in the area of Management Services, and executives who select professional services for organizations. From the analysis of data collected, the study aims to identify the existing disciplines in post-graduate programs to develop the skills necessary for professional services.*

Keywords: Management, Services, Training, Expertise in Services.

A STUDY OF SKILLS ESSENTIAL FOR MANAGEMENT OF SERVICE

With the evolution of post-industrial society, the management services gained the attention of large companies introduce itself as a great opportunity for competitive advantage. In times of hyper-competition between companies, there is a close similarity between the products, all certified quality standard, and if the products are so similar, where will the competitive advantage of a company? The answer to this question is in the strategic management of services.

What are services? In 1983, when there was virtually no literature on management services, has developed a pioneering work by [1], to evaluate the quality of service. The authors state that there are three fundamental characteristics of services [2]: a) services are basically intangible, judged by performance and customer experiences b) The services are heterogeneous with the possibility of different performance and trial, as the supplier and customer, and c) the services, their production and consumption are inseparable, making harder their control and evaluation.

The challenge of implementing management tools in Services is a strategic goal for firms and, consequently, companies and business schools need to train professionals able to strategically manage their services in order to generate value for organizations, whether public, private or the third sector.

In this context, this paper discusses the factors to be considered in shaping the service management in organizations so that their work will bring a competitive advantage for companies, according to a survey of ten teachers in the area of management services, who teach in business school in the city of Sao Paulo.

ESSENTIAL DISCIPLINES FOR MANAGEMENT OF SERVICIES

Points	Disciplines – Skills
10	Concepts on services
10	Leadership and management teams
8	Knowledge of information technology
8	Knowledge of production engineering
10	Knowledge of logistics systems
10	Project management services
8	Planning techniques and quality management
10	Marketing services
9	Portfolio management services
8	Economic analysis
8	Financial management techniques

(Points represent the evaluation of importance on a scale from 0 to 10)

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1 Cláudio José Carvajal Júnior, MSc Student Technology Center Paula Souza, Av. Dr. Altino Arantes, 574 apto 14, São Paulo, SP, Brazil, claudio@faculdademodulo.com.br

2 Marcia Ito, PhD in Electrical Engineering, Coordinator of the Science Service Research Lab Praça Coronel Fernando Prestes, 74 (metrô Tiradentes) - CEP 01124- 060 - São Paulo – SP, Tel.: (11) 3327.3000, ito@mind-tech.com.br.