

# 知識科学に基づくイノベーションデザインセミナー

## テーマ

## 「Digital transformation: harnessing digital technologies for the next generation of services デジタルトランスフォーメーション: 次世代サービス創造のためのデジタル技術の活用」

講演者: ケンブリッジ大学

Deputy Director, Cambridge Service Alliance

Dr. Mohamed Zaki 氏

日時: 令和2年12月11日(金)18:30~20:30

実施方法: オンライン (WebEx)

参加希望者は、12月7日(月)21時までに  
こちらから登録してください。



### 講演要旨:

Customer expectations in both the business-to-business (B2B) and business-to-consumer (B2C) worlds are being ramped up as market entrants endlessly innovate to enhance their services. However, companies can also see the opportunities that are being created in this new experience and platform-led economy. At the same time, the fear of new competition emerging from unexpected quarters is very real. Ultimately, firms are terrified of the Kodak and Toys R Us scenarios: eyes fixed on a game-changing technology as it comes over the horizon but unable to make the organisational changes that would allow them to embrace it. However, the Kodak example is instructive in lots of ways. It is very difficult for large companies to achieve the kind of shift from product to service transformation demanded of them in the new digital era. Equally, they cannot opt out. In this talk, I will discuss how strategically firms can design their future services. Managers will need to understand service innovation across the digital, physical and social 'spaces'. Until now service research has looked at these three distinct service environments separately but organisations increasingly need to understand how they come together to create satisfying customer experiences and to design their services accordingly.

### 講演者略歴:

1997-2001|Zagazig University BSc エジプト.  
2001-2002|IBM  
2008-2013|Doctoral Program, Center for Service research at Manchester Business School  
2013-2016|Research Associate, Department of Engineering, University of Cambridge  
2016- | Senior research associate, Institute for Manufacturing, University of Cambridge  
2017- | Deputy director, Cambridge Service Alliance