| SERVICE CHINESE
COURSE WORK – MID TERM | DR. JAMES STANWORTH

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1.0 Project choices

Please choose *one* of the following projects.

1.2.1 Topic 1. Learning skills to manage service in strange lands

Topic focus

Expatriates face an enormous challenge to manage service. Their factory floor is where customers and staff interact to create value. Mistakes ripple through the organization, visible for all to see, while success is hard won often through learning.

Issue to consider (a few)

- What are expatriate manager(s) experiences of managing service?

- What particular difficulties does this create at the 'coal face'?

- What factors are critical for success?

What am I looking for?

Data should be collected from an expatriate manager (at least one primary interview) while secondary data (e.g., online video of interviews) can also be used. An explanation anchored in culture for what is going on. Identification of factors of success with some research based support for your statements.

1.2.2. Topic 2. Technology adoption – customer critical incidents.

Topic

As customers engage with self-service technologies negative (and may positive) incidents will emerge. These incidents will reflect the customers' cultural heritage.

Issue to consider (a few)

- For a distinct group(s) of customers what are typical incidents?

- How do these incidents reflect the customers' cultural heritage?

What am I looking for?

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Reports draw on a rich array of incidents that are carefully categorized to reflect patterns of issues. These issues should be systematically related to explanations anchored in cultural meanings.

1.2.2. Topic 3. Motivating service staff

Topic

Staff play a central role in delivering service and so managing people becomes an act of quality assurance. Motivation is not a universal concept and so managers need to attune to ways that ignite staff energy towards performance.

Issue to consider (a few)

- What is motivation? How is it distinct between Chinese and Western settings?

- How do Chinese organizations try to motivate staff?

- Why are incentives so significant in US business practices?

What am I looking for?

Reports should engage with the meaning of motivation and distinctions between Western and Chinese situations. Practical examples give an insight into how Chinese firms try to motivate service staff. Looking deep into incentives, the perceptive will start to see how fundamental belief about people shape the US approach to incentives and then explore similarities and differences with the Chinese.

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2.0 Reporting – final

2.1 Report (Due on 15th Jan.)

Your report should be long enough to concisely present your thoughts about the topic. Please take time to create a professional finish (e.g., cover page, section numbering, page numbering, paragraph formatting, referencing).

The report should be uploaded to the web <u>before</u> class. Please do not show up if the work is not uploaded! Use the following naming: [group_name].pdf

2.2 Presentation (Due 15th Jan.)

Your presentations should last c.15-20 minutes. Compliment your elegant slides with practice to avoid overruns.

In class groups will give feedback to each other. Please download the form from the web. It is a template so this means you can install it in your template directory and just open easily in its pre-prepared format.

Name feedback as:

[group_you_are_assessing][your_group_name].docx (or .pdf)

NOTE: These should be uploaded at the end of class – before leaving.

2.3 Evaluation

I will give feedback based on the presentation and proposal document. This will be posted to the web along with the peer review notes.

- Along with your report you should include the ***in-group peer review***. This in <u>only</u> seen by me. It should be labeled as [yourname]_[yourgroupname].docx. This will inform grading.