



# Christian Grönroos

## Service Management

### What it takes to become a service business

*Products have a tendency to disguise the customers!*

*What is a service? What does service do for the customers?*

*Why service triggers a customer focus.*

*How do customers perceive the quality of service?*

*Creation of customer value. The firm's and the customer's roles in value creation and co-creation.*

*The new role and scope of marketing in a service business.*

*Customers insight. What do firms need to know about their customers to develop and market service successfully?*

16  
Ottobre

Dalle ore  
11:00 alle ore  
13:00

Aula Convegni  
Macroarea di Ingegneria  
viale del Politecnico, 1  
Università degli Studi  
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"Christian Grönroos is Professor of Service and Relationship Marketing at Hanken School of Economics Finland and chairman of the board of the research and knowledge centre CERS Centre for Relationship Marketing and Service Management of this Business University."

"He is an Honorary Professor at Nankai University and Tianjin Normal University, P.R.China as well as at Oslo School of Management, Norway."

"Christian Grönroos has been selected as a "Legend in Marketing" and his research work will be compiled and featured in the forthcoming "Legends in Marketing" Series, edited by Dr. Jagdish Sheth (Series Editor) and published by the Sage Publications. Other marketing scholars featured as Legends include Richard Bagozzi, Shelby Hunt, Philip Kotler, V. Kumar, Naresh Malhotra, Kent Monroe, Jagdish Sheth, Yoram Wind, and Gerald Zaltman"