

<p style="text-align: center;">Research program: <i>“The new challenges of servitization: Service Supply Chain managerial practices”</i></p>
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Annex C

Department of Department of Management Engineering, information and production

Tutor: Prof. Paolo Gaiardelli

Description

The research project is structured in three main macro-activities:

- The analysis of product-service scientific and managerial literature. The activity is carried out to identify the main typical features that characterize both the organisation and the configuration of a product-service chain in the Automotive industry;
- Two surveys, the first aiming at analyzing the organisational characteristics of an industrial network that provides integrated product-service solutions, while the second aiming at testing the alignment between market needs, focal company requirements and the distinctive characteristics of dealers and assistance workshops, which provide a set of integrated product-service solutions;
- Investigation of the main financial and competitive performances of the companies under analysis to identify the major product-service components, the types of basic and innovative services that can help them to extend the functionality and the perceived value of their products, the actors and their roles within the service network, the processes and managerial practices at the basis of the decisions concerning the organization and the business strategy.