SERVICE MANAGEMENT

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ABSTRACT
Service management refers to the discipline used in industries to provide IT services. It includes the analysis of service profit and managing enterprises successfully in service competition. It benefits from a strategic service-oriented thinking and standardization in order to improve quality and increase profitability. This paper provides a brief introduction to service management.

Key Words: Service Management, I.T. Service Management.

1. INTRODUCTION
A service is usually provided to a customer by a provider. Typical services include banking, insurance, telecommunication, transportation, education, marketing, consulting, and entertainment. Nations have transitioned from agriculture and manufacturing economies to service-based economies. Services constitute more than 75% of industrialized nations’ economies [1]. Industrialized economies have become more service-oriented. Market competition has entered the era of service competition. Only by proper management of the service elements can companies faced with service competition achieve lasting competitive advantages. Mergers and acquisitions, new regulations, rapidly changing technology, increasing global competition, complex interactions between the producers and users, greater specialization of services, and increase in demand for customer services compel companies to be more responsive to changing demands [2]. As the importance of services for economies and organizations grow and these services depend on information and communication technology, there is a need for the holistic management of services to ensure proper alignment between the needs of the customer and the objectives of the organization.

Service management (SM) is a developing new network management paradigm. It may be regarded as a science, namely an organized and coherent assembly of concepts, principles, and techniques. The concept of “service management” was not introduced into mainstream scholarship until the early 1980s. It is illustrated in Figure 1 [3]. It is used in managing all of the service relationships that make up the workplace. It is used in providing the basis for core competency, distinctive performance, and increase the service provider's potential. Service management workflow is built on industry standard procedures. Its features can turn any service into a strategic business enabler.

2. APPLICATIONS
Typical service management products and systems include: Remedy Service Management, USD Service Management, Novell ZENworks, Oracle Enterprise Manager, Altrius Management Suite, Accenture, CA Unicenter, and Microsoft Systems Management Server [4]. Service management is applied in travel agency, civil service, welfare service, hospital education, and agriculture. Service management was applied in the service industry. Service industry relies on information technology and high-tech management to continuously improve the quality of service, enlarge market share, and compete. Good service management will help travel agencies maintain customer loyalty, bring profits to travel agencies and satisfied customers [5].

Service management is also applied in public or civil service systems, which care for personnel management. Civil service involves materializing political power by formulating and implementing various laws. Politicization is any form of intrusion into the civil service system that enforces anything but merit. It is almost undisputable that politicians have vested interests in who works in state administration, but they should not interfere in personnel decisions regarding civil servants [6]. A service management perspective is needed in welfare services. This will achieve
increased efficiency in welfare services. Organizing welfare services from a service management perspective will necessitate putting the values and norms of staff to the test [7].

3. ISSUES WITH SM

While everyone could see the importance of the service management to the success of an organization, the concept is still vague and fuzzy. There are different limitations and disadvantages from service management products and systems. The main disadvantage is complexity. The high interdependence of processes and concepts makes its implementation very hard especially in small organizations.

Information technology faces many challenges in its promotion of service management. Although information technology provides powerful tools for service workers, these tools may not be used properly [8]. Service management and standards are tightly related as better standards result in better service management. The major standardization bodies that create the technical specifications for service management standards are International Telecommunication Union (ITU-T), TeleManagement Forum (TM Forum) and International Organization for Standardization (ISO). For example, ISO 20000 is an internationally accepted standard for IT Service Management. Standards have consequences for both employers and employees. But using standards is not enough; managers should act as moral role models [9].

4. CONCLUSION

Advances in information technology and computer networks have provided exciting new opportunities in service management, which is regarded as a multidisciplinary field. The explosion of the World Wide Web allows businesses to connect and provide services to their suppliers and customers. Services play a major role in today’s economy and will continue to do so into the future [10]. Education on service management has spread into the hospitality management and tourism sectors.

![Service Management Diagram](image_url)
REFERENCES


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