

Service Innovation Alliance (SIA)

Transforming Business Challenges

Innovative and impactful

The Service Innovation Alliance (SIA) is a global leader in service innovation research. Our mission is to empower businesses by providing transformative solutions, cutting-edge research, and practical insights. Whether you're looking to enhance customer experience, revitalise your workforce, embrace digital transformation, or improve sustainability, SIA is your partner for success

Global recognition

The SIA is renowned for pioneering innovations in:

- Customer experience excellence.
- Advancements in enhancing service worker strategies.
- Sustainable service practices.
- Digital service transformation.

Key areas of expertise

Customer experience enhancement:

- We lead thought-provoking discussions on elevating customer experiences.
- Our research informs strategies to identify pain points in customer experience and enhance customer satisfaction and loyalty.

Service workforce optimisation:

- SIA focuses on service workforce training, management, and productivity.
- We help businesses unlock their service workforce potential.

Sustainable services and digital transformation:

- Our innovative approach addresses digital service sustainability challenges.
- We guide organisations through digital transformation journeys.



Collaborations and impact

- Our partners include government agencies, local industries, and non-profit organisations.
- SIA contributes significantly to research strengths at The University of Queensland.
- Past projects range from digital transformation strategies, customer experience measurement and management, data quality investigations to developing interactive tools.

Use-inspired research philosophy

- SIA's research philosophy aligns with real-world needs.
- We identify challenges faced by businesses and collaboratively develop co-designed practical solutions.
- Digital service transformation is key focus area.

Leading from the front

Professor Janet McColl-Kennedy (Founding Co-Lead of the SIA)

Janet is a distinguished internationally renowned Marketing expert with over 200 publications, more than \$85 million in competitive research funding and extensive industry-involved research. She leads the Innovation Pathways program at Australia's Food and Beverage Accelerator (FaBA). She is an Honorary Visiting Professor at the University of Cambridge.

Associate Professor Christoph Breidbach (Co-Lead of the SIA)

Christoph is a distinguished internationally renowned Business Information Systems expert with over 50 peer-reviewed publications and \$1.5 million in competitive research funding. He also has extensive experience with industry-involved research in Europe, North America, and Australasia.

Both leaders are committed to driving impactful research at UQ Business School

SIA is your partner in navigating the dynamic landscape of service innovation.

By the numbers

- 31 researchers
- 16 PhD students
- 4 postdoctoral researchers
- 10 international faculty researchers
- 8 industry advisory board members.

Let's transform together!

World-leading expertise

The University of Queensland



Ranked in the world's top 50, The University of Queensland is one of Australia's leading research and teaching institutions.



Committed to providing knowledge leadership for a better world and are striving towards building a better future for our students and community.



Research with global impact. We're finding solutions to the world's biggest challenges.

UQ Business School



Our academics collaborate across multidiscipline content.



Research themes deliver bold ideas to capture the consumer experience and future-proof the tourism and service industries during rapid digital change.



Cross-disciplinary research in tourism marketing and consumer psychology combined with services marketing and digital technology helps organisations to navigate disruption and change for long term organisational resilience.

Points of contact

Professor Janet McColl-Kennedy

E j.mccoll-kennedy@business.uq.edu.au
P +61 7 3346 8178



Associate Professor Christoph Breidbach

E c.breidbach@business.uq.edu.au
P +61 7 3443 1244

