

# Service Innovation Alliance (SIA)

## Addressing key business challenges

### Transformative and impactful

Helping businesses to improve productivity, train and manage their workforce, measure and manage customer experience, SIA helps businesses explore new ideas and to successfully introduce new technologies.

As one of the world's leading service innovation groups, we offer a 'one stop shop' for research and training – encouraging debate, providing insights, educating leaders. Our solutions are transformative and impactful.

Our innovative, timely, high-quality research and training, and the translation of research findings to practice, informs the future of service organisations.

SIA researchers are focused on customer experience, service innovation and sustainability, with an emphasis on AI, digital transformation and service design.

### Global renown

**The SIA is renowned for exploring innovations in:**

- thought leadership in enhancing customer experience
- the service worker industry
- sustainable services
- digital service transformation.

### Attuned to tomorrow

UQ Business School's research in service innovation is internationally recognised not only for the quality of its work, but for its practical application to businesses.

This research helps service organisations improve productivity, train and manage their workforces, measure and manage customer experience, explore new ideas and successfully introduce new technologies.



Our partners include government agencies, local industries and business, over-arching industry bodies, charities and not-for-profit organisations.

We contribute substantially to The University of Queensland's research strengths in healthy ageing, technology for tomorrow, and transforming societies.

Projects undertaken in the past include a Mater Medical Research Institute-funded investigation into the effects of education on data quality perceptions and quality, along with a Metro North Hospital and Health collaboration around developing a video game for maintaining long-term exercise.

We work with a diverse range of government and industry partners including visitor attractions, hotels, resorts and service providers worldwide.

Between 2017 and 2021 our SIA experts contributed to a project with Japanese organisations that focused on protecting international tourists from harm by developing an effective tourist hazard information system.

Our research is underpinned by three interconnected areas of focus; customer experience, service workforce and service innovation.

## A launching pad

The SIA applies a 'use-inspired' research philosophy, designed to address real-world phenomena. 'Use-inspired' research induces a shift from discovery-oriented or 'basic' research (focusing on pure knowledge creation), to one where research is aligned with specific socioeconomic needs or managerial challenges.

One such real-world phenomena is the digital transformation of service. Utilising the 'use-inspired' research philosophy, SIA researchers identify the greatest challenges faced. Once identified, these challenges are used as a launching pad and SIA researchers, together with those most affected by the challenges, jointly develop solutions.

## Leading from the front

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

Janet is a Professor of Marketing, and Lead of the Innovation Pathway of Australia's Food and Beverage Accelerator, a Trailblazer Universities program. She is an Elected Fellow of the Academy of the Social Sciences in Australia for distinguished contribution, a Distinguished Fellow of the Australian and New Zealand Marketing Academy and an Honorary Visiting Professor and Fellow to the University of Cambridge. Janet has made significant contribution to the discipline of marketing, with over 178 publications.

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

Christoph is an Associate Professor in Business Information Systems at UQ Business School. He previously held positions at the University of Melbourne, the University of California Merced, and was visiting researcher at IBM's Almaden Research Center. He is internationally recognised for enhancing understanding of how digital technologies transform professional, financial, or health services. Christoph has more than 50 peer-reviewed publications in leading outlets and has successfully secured over \$1 million in external research funding from ARC Linkage, Innovation Connections, and industry grants.

## 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.

## By the numbers

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

## Points of contact

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