RESHAPING MENTAL MODELS THROUGH SERVICE DESIGN TO FOSTER SERVICE INNOVATION

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ABSTRACT

While service innovation is a growing priority for organizations, it is difficult achieve when actors are stuck in the status quo. Despite the growing body of literature on service innovation, there remains a pressing need to better account for the context of innovation within service research. The purpose of this paper is to investigate how innovation can happen amid inertia in service ecosystems. Through an ethnographic case study of innovation in healthcare, this paper brings forward the important role of mental models and delineates how service design practices can help to reshape them to enable service innovation.

KEYWORDS service innovation, mental models, inertia, service design, service ecosystems