

DOCTORAL COURSE DESCRIPTION

Course name	Field of science, code	Faculty	Department
Service management concepts and practice	Management S 003	Faculty of Economics and business administration	Business department

Delivery form	ECTS credits	Delivery form	ECTS credits
Lectures		Consultations	1
Individual work	6	Seminars	

Course summary
<p>The aim: to help doctoral students capture theoretical aspects of service management and their application at a micro level.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To get in-depth insights in service management contents and service management principles, to learn to prepare a service company management concept. • To capture methodology for researching service company management issues and to learn to apply it when creating company's strategy, forming competitive supply, and rationalising service provider and client interaction management process. • To get in-depth insights in theoretical discussions concerning service development and service management challenges under company performance internationalisation conditions, to learn to find out rational management decisions when internationalising a service company performance. <p>Course outline:</p> <ol style="list-style-type: none"> 1. Service management concept. 2. Service management issues research: theoretical principles, methods. and solution ways in service organizations. 3. Service company competitive advantage creation presumptions implementing service innovations based on improving service delivery process, service provider and client interaction, and service quality. 4. Service companies' expansion and internationalization need, as well as practical possibilities of international expansion. <p>Evaluation strategy: Examination (70%) and academic project (30%) within the theme of service management conceptual views and their applications, based on the most relevant research publications, involving summarizations and insights provided by a doctoral student. The extent of the project: 25-30 pages.</p>

Reading materials
<ul style="list-style-type: none"> • Klimkeit, D., Wang, P., Zhang, H. International management in service firms: environments, strategies and operations. Cham, Switzerland: Springer, 2024. ISBN 978-3-031-50345-0.
<ul style="list-style-type: none"> • Davis, M. M. Research handbook on service management. Cheltenham, UK. Northampton, MA, USA: Edward Elgar Publishing, 2024. ISBN 978-1035334261.
<ul style="list-style-type: none"> • Bordoloi, S. K., Fitzsimmons, J. A., Fitzsimmons M. J. Service management: operations, strategy, information technology. Boston: McGraw-Hill, 2023. ISBN13: 9781264098354.
<ul style="list-style-type: none"> • Johnston, R., Clark, G. Service operations management: improving service delivery. Harlow: Pearson, 2019. 462 p. ISBN: 9780273740483.
<ul style="list-style-type: none"> • Harvey, J. Complex service delivery processes: strategy to operations. American Society for Quality, Quality Press, Milwaukee, 2015. 456 p. ISBN: 9780873899161.
<ul style="list-style-type: none"> • Grönroos, Ch. Service management and marketing: customer management in service competition. Chichester: Wiley, 2011. 496 p. ISBN: 9780470028629.
<ul style="list-style-type: none"> • Daskin, M. S. Service science. Hoboken: J. Wiley, 2010. 587 p. ISBN: 9780470525883; ISBN: 0470525886.
<ul style="list-style-type: none"> • Bagdonienė, L., Hopenienė, R. Paslaugu marketingas ir vadyba. Kaunas: Technologija, 2015. 465 p. ISBN: 9789955256564; UDK: 338.46.339.13(075.8).
<ul style="list-style-type: none"> • Langvinienė, N., Vengrienė, B. Paslaugų teorija ir praktika. Kaunas: Technologija, 2008. 363 p. ISBN: 9955099240.
<ul style="list-style-type: none"> • Vengrienė, B. Paslaugu vadyba. Vilnius: Vilniaus universiteto leidykla, 2006. 271 p. ISBN: 9986198542.
Supplementary reading materials
<ul style="list-style-type: none"> • Ordanini, A., Parasuraman, A., Rubera, G. When the Recipe Is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations. Journal of Service Research, 2014, No. 17, p. 134-149, doi: 10.1177/1094670513513337.
<ul style="list-style-type: none"> • Chandler, J. D., Lusch, R. F. Service Systems: A Broadened Framework and Research Agenda on Value Propositions, Engagement, and Service Experience, Journal of Service Research February 2015, No. 18, p. 6-22, doi: 10.1177/1094670514537709.
<ul style="list-style-type: none"> • Lan Xia, L., Suri, R. Trading Effort for Money: Consumers' Cocreation Motivation and the Pricing of Service Options. Journal of Service Research, 2014, No. 17, p. 229- 242, doi: 10.1177/1094670513507338.
<ul style="list-style-type: none"> • Ostrom, A. L., Parasuraman, A., Bowen, D. E., Patrício, L., Voss, Ch. A. Service Research Priorities in a Rapidly Changing Context, Journal of Service Research, 2015, No. 18, p. 127-159, doi: 10.1177/1094670515576315.
<ul style="list-style-type: none"> • Beibei Dong, B., Sivakumar, K., Evans, K. R., Zou, S. Effect of Customer Participation on Service Outcomes: The Moderating Role of Participation Readiness, Journal of Service Research, 2015, No. 18, p. 160-176, doi: 10.1177/1094670514551727.

Consulting professor's name	Position, scientific degree
Aurelija Ulbinaitė	Assoc. Prof., dr.
Main publications in the field during the last five years	
<ol style="list-style-type: none"> 1. Ulbinaitė, Aurelija; Belevičiūtė, Miglė. User value creation determinants in the subscription video-on-demand business model: a literature overview // New trends in contemporary economics, business and management : selected proceedings of the 14th international scientific conference "Business and management 2024", May 16–17, 2024, Vilnius, Lithuania. Vilnius : Vilnius TECH, 2024. eISBN 9786094763632. ISSN 2029-4441. eISSN 2029-929X. p. 292-299. DOI: 10.3846/bm.2024.1294. 2. Ulbinaitė, Aurelija; Šimoliūnaitė, Gabrielė. Implementation of Lean thinking in a higher education institution: an overview of problems and countermeasures // New trends in contemporary economics, business and management : selected proceedings of the 14th international scientific conference "Business and management 2024", May 16–17, 2024, Vilnius, Lithuania. Vilnius : Vilnius TECH, 2024. eISBN 9786094763632. ISSN 2029-4441. eISSN 2029-929X. p. 518-530. DOI: 10.3846/bm.2024.1196. 3. Uzule, Kristine; Verina, Natalja; Ulbinaitė, Aurelija; Dehtjare, Jevgenija. Relevance of AI skills for the development of entrepreneurial competences // Emerging trends in economics, culture and humanities (etECH2024): international scientific conference : abstracts proceedings. Riga : Ekonomikas un Kultūras augstskola / Alberta koledža, 2024. ISBN 9789984242620. eISBN 9789934900471. p. 92-93. Prieiga per internetą: https://www.augstskola.lv/upload/2024_ECH2024_Abstracts_proceedings_29.04.2024.pdf. 4. Lentjushenkova, Oksana; Surikova, Julija; Verina, Natalja; Ulbinaitė, Aurelija; Karasevskis, Kaspars. Drivers influencing trust building in digital economy of small and medium enterprises // Emerging trends in economics, culture and humanities (etECH2024): international scientific conference : abstracts proceedings. Riga : Ekonomikas un Kultūras augstskola / Alberta koledža, 2024. ISBN 9789984242620. eISBN 9789934900471. p. 52. Prieiga per internetą: https://www.augstskola.lv/upload/2024_ECH2024_Abstracts_proceedings_29.04.2024.pdf. 5. Unikauskaitė, Gailė; Ulbinaitė, Aurelija. Vadovų elgsenos tipų LinkedIn platformoje raiška ir jų įmonėms kuriama nauda // Studentų moksliniai tyrimai 2023/2024: konferencijos pranešimų santraukos. Vilnius : Lietuvos mokslo taryba. ISSN 2669-2074. 2024, p. 532-534. Prieiga per internetą: https://lmt.lrv.lt/media/viesa/saugykla/2024/6/fQ4-btD1_WM.pdf. 6. Muhammed, Abdulai; Ibrahim, Hadi; Ulbinaitė, Aurelija. The nuanced footprints of Covid-19 predicament on labour market integration of migrants in Finland // Review of European studies. Ontario : Canadian Center of Science and Education. ISSN 1918-7173. eISSN 1918-7181. 2024, vol. 16, iss. 1, p. 29-41. DOI: 10.5539/res.v16n1p29. 7. Damaševičiūtė, Santa; Ulbinaitė, Aurelija. The impact of the interplay between the risk management process and credit approval process on bank performance: an overview of scientific literature and research methodology // World finance & banking symposium, Lithuania, December 13-15, 2023. 2023, p. [1-35]. Prieiga per internetą: https://www.world-finance-conference.com/conference.php?id=26. 8. Bielinė, Viktorija; Ulbinaitė, Aurelija. Allocentric perspective on value capture in the ecosystem of digital business platforms // Business transformation in uncertain global environments: 16th annual conference of the EuroMed Academy of Business, September 27-29 2023, Vilnius, Lithuania / edited by: Demetris Vrontis, Yaakov Weber, Evangelos Tsoukatos : EuroMed Press, 2023. ISBN 9789963711987. ISSN 2547-8516. p. 924-926. Prieiga per internetą: https://emrbi.org/wp-content/uploads/2023/09/euromed2023-book-of-proceedings-2023-09-24.pdf. 9. Snieškienė Petronytė, Aurelija; Ulbinaitė, Aurelija. Measuring entrepreneurship intentions: theoretical-methodological aspects // Business transformation in uncertain global environments: 16th annual conference of the EuroMed Academy of Business, September 27-29 2023, Vilnius, Lithuania / edited by: Demetris Vrontis, Yaakov Weber, Evangelos Tsoukatos : EuroMed Press, 2023. ISBN 9789963711987. ISSN 2547-8516. p. 698-714. Prieiga per internetą: https://emrbi.org/wp-content/uploads/2023/09/euromed2023-book-of-proceedings-2023-09-24.pdf. 10. Ulbinaitė, Aurelija; Gudaitis, Tadas; Baranauskas, Mykolas. Personal finance management skills and financial sustainability literacy knowledge of Generation Y: an empirical analysis in Lithuania // Review of European studies. Ontario : Canadian Center of Science and Education. ISSN 1918-7173. eISSN 1918-7181. 2023, vol. 15, no. 3, p. 16-33. DOI: 10.5539/res.v15n3p16. 	

11. Shchudlak, Yeva; Ulbinaitė, Aurelija. An overview of circular economy-based performance measurement system for SMEs // 13th International scientific conference “Business and management 2023”, May 11-12, 2023, Vilnius, Lithuania. Vilnius : Vilnius TECH, 2023. ISBN 9786094763335. eISBN 9786094763342. ISSN 2029-4441. eISSN 2029-929X. p. [1-8]. DOI: [10.3846/bm.2023.1072](https://doi.org/10.3846/bm.2023.1072).
12. Kiaušas, Julius; Ulbinaitė, Aurelija. Technologijų priėmimo veiksnių įtaka vyresnio amžiaus vartotojui įsigyti ir naudoti telemedicinius įrenginius, vekiant neapibrėžtumo sąlygai // Studentų moksliniai tyrimai 2022/2023 : konferencijos pranešimų santraukos. Vilnius : Lietuvos mokslo taryba. ISSN 2669-2074. 2023, p. 250-253. Prieiga per internetą: <https://lmt.lrv.lt/media/viesa/saugykla/2024/2/Tit1yRvMia0.pdf>.
13. Bielinė, Viktorija; Ulbinaitė, Aurelija. Bibliometric research on the ecosystem of digital business platforms // The 12th international scientific conference Business and Management 2022, 12–13 May 2022 Vilnius, Lithuania. Vilnius : Vilnius Gediminas Technical University, 2022, art. no. bm.2022.858. ISBN 9786094762888. eISBN 9786094762895. ISSN 2029-4441. eISSN 2029-929X. p. [1-9]. DOI: [10.3846/bm.2022.858](https://doi.org/10.3846/bm.2022.858).
14. Bielinė, Viktorija; Ulbinaitė, Aurelija. Capturing value in the ecosystem of digital business platforms // Accounting, audit, analysis: transformation of science and business in new economic reality: international scientific conference, November 25-26, 2021 : book of extended abstracts. Vilnius : Vilnius University Press, 2021. ISBN 9786090706725. p. 20-24. (Vilnius University Proceedings, ISSN 2669-0233 ; vol. 18). DOI: [10.15388/Transformation-of-science-and-business.2021](https://doi.org/10.15388/Transformation-of-science-and-business.2021).
15. Ulbinaitė, Aurelija; Raštutytė, Neringa. How social business sustainability relates to consumer purchase decision // Accounting, audit, analysis: transformation of science and business in new economic reality: international scientific conference, November 25-26, 2021 : book of extended abstracts. Vilnius : Vilnius University Press, 2021. eISBN 9786090706725. p. 116-119. (Vilnius University Proceedings, ISSN 2669-0233 ; vol. 18). DOI: [10.15388/Transformation-of-science-and-business.2021](https://doi.org/10.15388/Transformation-of-science-and-business.2021).
16. Ulbinaitė, Aurelija; Radzevičius, Ramūnas. Relationship between healthcare spendings and life expectancy in the USA // Accounting, audit, analysis: transformation of science and business in new economic reality: international scientific conference, November 25-26, 2021 : book of extended abstracts. Vilnius : Vilnius University Press, 2021. ISBN 9786090706725. p. 111-116. (Vilnius University Proceedings, ISSN 2669-0233 ; vol. 18). DOI: [10.15388/Transformation-of-science-and-business.2021](https://doi.org/10.15388/Transformation-of-science-and-business.2021).
17. Ulbinaitė, Aurelija; Raštutytė, Neringa. Interaction between social business sustainability and consumer purchase decision: conceptual framework // Būhalterinės apskaitos teorija ir praktika. Vilnius : Vilniaus universiteto leidykla. ISSN 1822-8682. eISSN 2538-8762. 2021, Nr. 24, p. [1-14]. DOI: [10.15388/batp.2021.35](https://doi.org/10.15388/batp.2021.35).
18. Petronytė, Aurelija; Ulbinaitė, Aurelija. Entrepreneurship promotion as a tool to counter youth emigration // International journal of economic policy in emerging economies. Geneve : Inderscience Publishers. ISSN 1752-0452. eISSN 1752-0460. 2021, vol. 14, no. 4, p. 415-442. DOI: [10.1504/IJEPEE.2020.10032679](https://doi.org/10.1504/IJEPEE.2020.10032679).
19. Simionescu, Mihaela; Ulbinaitė, Aurelija. The relationship between insurance market and macroeconomic indicators in the Baltic states // Journal of Baltic studies. Portland : Association for the Advancement of Baltic Studies. ISSN 0162-9778. eISSN 1751-7877. 2021, vol. 52, iss. 3, p. 373-396. DOI: [10.1080/01629778.2021.1920440](https://doi.org/10.1080/01629778.2021.1920440).
20. Urbaitytė, Viktorija; Ulbinaitė, Aurelija. Framework for evaluating the relationship between the omnichannel online sales approach and performance outcome in the case of niche products // Business and management 2020 : 11th international scientific conference, May 7–8, 2020, Vilnius, Lithuania. Vilnius : VGTU Press, 2020. ISBN 9786094762314. eISBN 9786094762307. ISSN 2029-4441. eISSN 2029-929X. p. 302-315. DOI: [10.3846/bm.2020.563](https://doi.org/10.3846/bm.2020.563).
21. Ulbinaitė, Aurelija; Gribovskis, Justas. Žinių valdymo procesų ir verslo procesų integracijos sąveikos vertinimo modelis = Evaluation model of the integrational relationship between knowledge management processes and business processes // Informacijos mokslai. Vilnius : Vilniaus universiteto leidykla. ISSN 1392-0561. eISSN 1392-1487. 2020, t. 88, p. 142-166. DOI: [10.15388/Im.2020.88.46](https://doi.org/10.15388/Im.2020.88.46).

Consulting professor's name	Position, scientific degree
Jolanta Žemgulienė	Assoc. Prof., dr.
Main publications in the field during the last five years	
<ol style="list-style-type: none"> <li data-bbox="199 398 1401 521">1. Subačienė, Rasa; Budrionytė, Ramunė; Žemgulienė, Jolanta; Faituša, Ivita; Rudžionienė, Kristina. Economic shocks and perceptions of efficiency changes: the cases of Lithuania and Latvia // <i>Economies</i>. Basel : MDPI. eISSN 2227-7099. 2024, vol. 12, iss. 1, art. no. 14, p. [1-24]. DOI: 10.3390/economies12010014. <li data-bbox="199 539 1401 723">2. Subačienė, Rasa; Budrionytė, Ramunė; Faituša, Ivita; Žemgulienė, Jolanta. Economic shocks and efficiency: the cases of Lithuania and Latvia // <i>Business transformation in uncertain global environments: 16th annual conference of the EuroMed Academy of Business, September 27-29 2023, Vilnius, Lithuania, conference readings, book proceedings</i> : EuroMed Press, 2023. ISBN 9789963711987. ISSN 2547-8516. p. 1263-1265. Prieiga per internetą: https://emrbi.org/wp-content/uploads/2023/09/euromed2023-book-of-proceedings-2023-09-24.pdf. <li data-bbox="199 741 1401 835">3. Subačienė, Rasa; Budrionytė, Ramunė; Žemgulienė, Jolanta; Faituša, Ivita. Modern accounting specialist in new economic reality: cases of Lithuania and Latvia // <i>Administrative sciences</i>. Basel : MDPI. eISSN 2076-3387. 2022, vol. 12, no. 4, art. no. 124, p. [1-18]. DOI: 10.3390/admsci12040124. <li data-bbox="199 853 1401 1003">4. Žemgulienė, Jolanta; Valukonis, Mantas. Organizational competence in managing transformation // <i>Accounting, audit, analysis: transformation of science and business in new economic reality: international scientific conference, November 25-26, 2021</i> : book of extended abstracts. Vilnius : Vilnius University Press, 2021. eISBN 9786090706725. p. 124-127. (Vilnius University Proceedings, ISSN 2669-0233 ; vol. 18). DOI: 10.15388/Transformation-of-science-and-business.2021. <li data-bbox="199 1021 1401 1205">5. Subačienė, Rasa; Budrionytė, Ramunė; Žemgulienė, Jolanta; Faituša, Ivita. Evaluation of the competencies of modern accounting specialist: cases of Lithuania and Latvia // <i>Accounting, audit, analysis: transformation of science and business in new economic reality: international scientific conference, November 25-26, 2021</i> : book of extended abstracts. Vilnius : Vilniaus universiteto leidykla, 2021. eISBN 9786090706725. p. 96-98. (Vilnius University Proceedings, ISSN 2669-0233 ; vol. 18). DOI: 10.15388/Transformation-of-science-and-business.2021. <li data-bbox="199 1223 1401 1339">6. Lis, Anna Maria; Žemgulienė, Jolanta. Organisational competence vs transferability of knowledge in cluster organisations and technology parks // <i>Engineering management in production and services</i>. Warsaw : De Gruyter Open Ltd. ISSN 2543-6597. eISSN 2543-912X. 2020, vol. 12, iss. 2, p. 83-98. DOI: 10.2478/emj-2020-0013. 	

Consulting professor's name	Position, scientific degree
Aida Mačerinskienė	Prof., dr.
Main publications in the field during the last five years	
<ol style="list-style-type: none"> 1. Masteika, Saulius; Rebždys, Eimantas; Driaunys, Kęstutis; Šapkauskienė, Alfreda; Mačerinskienė, Aida; Krampas, Evaldas. Bitcoin double-spending risk and countermeasures at physical retail locations // International journal of information management. Oxford : Elsevier Ltd. ISSN 0268-4012. eISSN 1873-4707. 2024, vol. 79, art. no. 102727, p. [1-17]. DOI: 10.1016/j.ijinfomgt.2023.102727. 2. Andrulienė, Rasuolė; Mačerinskienė, Aida; Šapkauskienė, Alfreda; Masteika, Saulius; Driaunys, Kęstutis. The impact of technology awareness, motivation and attitude on intention to pay with cryptocurrency for tourism services // Organizations and markets in emerging economies. Vilnius : Vilniaus universiteto leidykla. ISSN 2029-4581. eISSN 2345-0037. 2023, vol. 14, no. 3, p. 721-742. DOI: 10.15388/omee.2023.14.12. 3. Bruzgė, Rasa; Černevičienė, Jurgita; Šapkauskienė, Alfreda; Mačerinskienė, Aida; Masteika, Saulius; Driaunys, Kęstutis. Stylized facts, volatility dynamics and risk measures of cryptocurrencies // Journal of business economics and management. Vilnius : Vilnius TECH. ISSN 1611-1699. eISSN 2029-4433. 2023, vol. 24, iss. 3, p. 527-550. DOI: 10.3846/jbem.2023.19118. 4. Laptevaitė, Kotryna; Krampas, Evaldas; Masteika, Saulius; Driaunys, Kęstutis; Mačerinskienė, Aida; Šapkauskienė, Alfreda. Research of cryptocurrencies function of instant payments in the tourism sector: risks, options, and solutions // Information and software technologies: 28th international conference, ICIST 2022, Kaunas, Lithuania, October 13–15, 2022 : proceedings / Audrius Lopata, Daina Gudonienė, Rita Butkienė (eds.). Cham : Springer, 2022. ISBN 9783031163012. eISBN 9783031163029. p. 78-89. (Communications in computer and information science, ISSN 1865-0929, eISSN 1865-0937 ; vol. 1665). DOI: 10.1007/978-3-031-16302-9_6. 5. Faituša, Ivita; Subačienė, Rasa; Mačerinskienė, Aida. Challenges of outsourcing accounting in Latvia and Lithuania // Entrepreneurship and sustainability issues. Vilnius : Entrepreneurship and Sustainability Center. ISSN 2345-0282. 2020, vol. 7, no. 4, p. 2883-2896. DOI: 10.9770/jesi.2020.7.4(20). 	

Approved by the Doctoral Committee of the Management Field of Vilnius University on November 8, 2024, Protocol No. (7.17 E) 15600-KT-589