



## Adopting a service design approach in financial organisations

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### Abstract

The purpose of the study is to increase knowledge of adopting a service design (SD) approach in financial organisations in Northern Europe. The study focuses on the strategic and corporate levels. The main purpose is specified by the following objectives:

To explore

- the motives, challenges and opportunities of adopting the SD approach
- the managerial approaches used in implementing change in an organisation, and their perceived success in adopting the SD approach
- the factors supporting/resisting the change in an organisation
- the role of organisational learning in the process of adopting the SD approach
- the manifestation of the adopted SD approach at the strategic and operational levels

The research methodology is based on a hermeneutic abductive approach and qualitative methods. The focus is on companies that have adopted, or are in the process of adopting a SD approach. The informants will be those who have experienced and seen the effects of this.

The study results in both scientific and practical contribution. The study extends the theoretical foundation of service design and develops theories from the management and business perspectives. This study increases the knowledge of change management as well as the factors supporting and resisting the implementation of the SD approach. Moreover, it extends the understanding of organisational learning in the process, contributing to the literature of service design, service-dominant logic and organisational change management. This study provides a practical contribution by offering novel managerial approaches for senior managers to implement a change for adopting a SD approach for business renewal.

Keywords: service design, service-dominant logic, organizational change management, organizational learning