

前線服務人員管理 (中文授課)
Management of Frontline Service Employees
國立清華大學服務科學研究所
111 學年度第 2 學期

Instructors : 王貞雅 (Chen-Ya Wang)
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Class hour : Tuesday 9:20 am -12 pm
Location : TSMC 406
Office hour : By appointment

COURSE DESCRIPTION

Customer service is an increasingly critical aspect of the global economy and involves uniquely interpersonal challenges compared to the traditional manufacturing-based focus of job performance. This class will focus on the interpersonal nature of customer service work, as well as taking a multi-level approach (i.e., individual, team, organization, culture) to discuss how managers can help employees deliver quality service. We will examine these issues by integrating knowledges across various disciplines, including social psychology, marketing, organizational behavior, human resources management, and service research.

The primary goal of the seminar is to learn the state of the science – theory and research - regarding challenges of being a frontline service employee and how organizations can develop excellent service employees. Through readings, discussion and empirical exploration, students are expected to develop greater insights, perspective, and innovative questions related to the management of service providers.

MATERIALS

There is no textbook for this class. However, we will be relying heavily on readings selected from a wide variety of journals for most class meetings. Reading materials will be posted on the ILMS website or distributed in class.

STUDENT LEARNING ASSESSMENT

■ Class participation and preparation	33%
■ Weekly submitted discussion question	15%
■ Article presentation and discussion leading	15%
■ Individual assignment	12%
■ Service evaluation project	25%
● Evaluation form suggestion	
● Mystery shopping/Field Observation report	
● Final oral presentation	

CLASS SCHEDULE

* This course schedule is tentative and subject to change.

Wk	Dates	Topic	Assignment due
<u>1</u>	2/14	Course Introduction	
<u>2</u>	2/21	Service Encounters	
<u>3</u>	2/28	228 Peace Memorial Day	
<u>4</u>	3/7	Emotional Labor	
<u>5</u>	3/14	Service quality	
<u>6</u>	3/21	(work on Evaluation form suggestion and search for project company)	
<u>7</u>	3/28	Service Provider Attributes	
<u>8</u>	4/4	Spring Break	
<u>9</u>	4/11	Person-organization fit	
<u>10</u>	4/18	Counterproductive service behavior	
<u>11</u>	4/25	(compensate for Field Mystery Shopping)	
<u>12</u>	5/2	Handling misbehaving customers	
<u>13</u>	5/9	Service Relationships	
<u>14</u>	5/16	Technology in Service Encounter	
<u>15</u>	5/23	Artificial Intelligence in Service	
<u>16</u>	5/30	Presentation Preparation	
<u>17</u>	6/6	Project Presentation	
<u>18</u>	6/13	Peer Evaluation Report	