

Developments in Service Management Research in USA and Asia with Implications for Sri Lanka

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Abstract

Early studies of service management and marketing were conducted by North American and European researchers and were published primarily in US operations management and service management and marketing journals. This paper surveys trends in this research, including those by Asian researchers, indicating how service management research has been adapted to service managers' and global business needs. Considering the emphasis placed by, and the potential of, Sri Lanka to provide business and professional services to international firms going global and tourism and hospitality services to international visitors, this paper makes a case for improving service management and research in Sri Lanka and proposes an agenda for the purpose.

Keywords: Managing and Marketing Services, Service Management Research, Service Quality, Effect of Cultural Differences

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