



Educating the future generations of service innovators

Insights from Finland

Publication type: Journal article

Journal: [European Review of Service Economics and Management](#) *Revue européenne d'économie et management des services*
2016 - 2, n° 2. varia

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Abstract: The paper highlights the role of Higher Educations Institutions in educating the future generation of service innovators and their contribution to the service industry growth. First, the current status of service innovation education is discussed. Second, explored is a service innovation programme in Finland. The case provides insights and suggestions to improve service innovation education. The study concludes that educational transformations are required.

Pages: 93 to 113

Journal: [European Review of Service Economics and Management](#)

CLIL theme: 3306 -- SCIENCES ÉCONOMIQUES -- Économie de la mondialisation et du développement

EAN: 9782406069300

ISBN: 978-2-406-06930-0

ISSN: 2555-0284

DOI: 10.15122/isbn.978-2-406-06930-0.p.0093

Publisher: Classiques Garnier

Online publication: 05-27-2017

Periodicity: Biannual

Language: English

Keyword: Higher education, service innovation, education, competences, case

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