CeSIBA’s Goals and Subgoals:

The Centre (CeSIBA) aims to increase the quality, efficiency and commercial success of innovation activities at leading Indian service providers and enhance the innovation capabilities of its business and academic partners. CeSIBA identifies service innovation challenges and opportunities, transforms them into relevant research themes, and implements best practices and/or facilitates design of ‘next’ practices, in collaboration with its Knowledge-Intensive Business Services (KIBS) partners working as innovation enablers.

The Centre has six research themes, each interrelated:
1. Innovation in customer and brand experiences
2. Co-creation and open innovation processes
3. Business model innovations
4. Infrastructure- and structural innovations
5. Business agility need assessment
6. Enterprise architecture and IT agility

The Centre works across disciplines, functions and organizations using multiple analytical frameworks. It focusses on the creation of value through the combination of best practices from business, design and technology.

Core elements of CeSIBA’s vision on service innovation are:
- Services have some specific characteristics which make it necessary to develop, systematize and professionalize service innovation management strategies and practices.
- Research and education at CeSIBA will be geared to the specification and development of capabilities to create service innovation.
- The variety in service innovations and service organizations illustrates the dynamic processes of value creation and growth.
- Innovations are mostly mixtures of technological and non-technological innovations.
- Service innovation is actually as important to manufacturing as it is to service firms.