

An Abstract of: **THE INTEGRATION OF SERVICE INNOVATION INTO AN
EXISTING MODEL FOR VOLUME AND VARIETY**

By

Desiree M. Roberts

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Approved by the
Examining Committee:

David Gautschi, Co-Thesis Advisor
Christopher McDermott, Co-Thesis Advisor
Daniel Berg, Member
Cheryl Geisler, Member

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Abstract

Based on the findings of scholars in both manufacturing and the services, the optimal relationship between volume and variety is negative; an increase in one element is related to a decrease in the other. This synergistic relationship between volume and variety becomes more productive and operationally more efficient as the equilibrium between volume and variety matures. That maturation begins with high variety; low volume, which, in a balanced operation, progresses to the desired outcome: high volume and low variety. This progression enables productivity.

This study is limited to services, specifically US terrestrial radio broadcasting. This research provides evidence that the research environment is an industry, which is currently operating outside of the preferable volume and variety relationship. The data analysis defines a relationship between volume and variety, which is positive where both volume and variety are high. Therefore, the association of volume with variety does not replicate the broadly accepted framework of high volume, low variety.

This research integrates innovation into that framework for volume and variety. Innovation, according to scholars, drives the economy. Industry, a primary, component part of our economy, must, then, be driven by innovation as well. What is the most advantageous positioning of innovation in an operations strategy?

The data indicates that innovation use increases while volume and variety increase. And, with volume and variety increasing in an almost perfect positive relationship with innovation, the operational implications are critical.