

Teemu Moilanen, Katri Ojasalo, Jarmo Ritalahti

Methods for Development Work

New kinds of competencies
in business operations

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To the reader

Rapid changes in the business environment have created many new challenges and opportunities for businesses and other organizations. Continuous development has taken on an important role. Businesses must anticipate change, assess the significance of change and make strategic choices based on it. Innovation has become a major competitive factor and users of products and services are becoming increasingly important as a source of innovation.

The purpose of this book is to provide students and those already working in the industry with new insights into carrying out various practical development activities. The methodical package compiled in the book helps the reader to understand the whole development work and its many possibilities.

The book provides an overview of the different approaches, processes and methods that can be used in development work. The purpose is to encourage all developers to make their own reasonable solutions. The book begins with a brief overview of the importance of business development. After that, an overall picture of the research development work and its nature is created compared to scientific research and on the other hand to everyday development work. In this context, we also go through the whole process of research development, starting with defining a meaningful area of development and ending with the evaluation of the development work being done.

Chapter 3 introduces typical development approaches: case studies, action research and constructive research, and service design

and innovation. The key features of foresight and network research are also described. Chapter 4 moves on to concrete methods useful in development work. Interviews, observations. In addition to interviews, observations, surveys and document analysis, the chapter introduces a wide range of foresight methods, community-based brainstorming, and other methods useful in development work. The book emphasizes that a variety of methods should be used side by side in development work.

At the end of the chapters there is a glossary of topic-related literature, so that the reader can deepen their knowledge if they wish. In addition, at the end of the book there is a glossary as well as an index to help individual information seekers.

The first version of this book was published in Finnish in 2010. The book soon gained widespread popularity, and six new editions of the book have followed. We were very pleased to hear that the book was found to be useful in business management, but also in many other areas, such as social studies and health. The original content of the book is still very timely, but many things have also changed rapidly over the last ten years. For example, the importance of digital tools and virtual environments in development work has become central. New models and tools have also been created for the development of companies and organizations. For example, service design has very quickly gained tremendous popularity as a practical development approach. So we wanted to update the content of the book to a new edition and for the first time publish it in English. In addition to the original content that has been identified as important, the edition has added perspectives on how to utilize virtual communities and platforms in development (eg netnography and crowdsourcing). The implementation of the electronic questionnaire has also been specifically considered.

The book is mainly intended for use by universities of applied sciences, other universities and polytechnics, but is also well suited for use by companies and other organizations. Our starting point is not purely academic, but research-focused, with a focus on developing practice in the target organization. Development skills are needed from the very beginning of the studies but above all in the post-graduate life. The book is suitable for all courses in which project or development work is carried out, and especially for research and development methods, and to support the preparation of a thesis. The book is a course book that takes you from the beginning of your studies to working life. We also welcome feedback from book users

October 2020

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CONTENTS

- To the reader 5
- The Authors 9
- FIGURES AND TABLES 15
- 1. The Importance of Developing Business Operations17**
 - 1.1 The New Kinds of Competencies
 Needed for Development Work 18
 - 1.2 Ongoing Development Work as a Precondition
 for Successful Business Operations20
 - 1.3 The New Kinds of Excellence Needed for
 Development Work.....22
- 2. Research-Based Development Work.....27**
 - 2.1 The Nature of Research-Based Development Work.....28
 - Choosing between traditional scientific research methods or the
 methods of research-based development work..... 29
 - Using research or using everyday thinking
 in development work 32
 - 2.2 The Process of Research-Based Development Work.....34
 - Stages in the process of development..... 36
 - Stage 1: Defining a meaningful target and a preliminary goal..... 39
 - Stage 2: Data acquisition and evaluation 41
 - Stage 3: Defining the development task 46
 - Stage 4: Forming the knowledge base..... 47
 - Stage 5: Selecting the approach 50
 - Stage 6: Using methods that support development work..... 54
 - Stage 7: Sharing the results..... 60
 - Stage 8: Evaluation of development work..... 61
 - Ethics in development work..... 63
- 3. Approaches in Development Work.....67**
 - 3.1 Selecting an Approach68

3.2 Case Studies	69
Characteristics of case studies.....	69
Applications of case studies	70
Stages of case studies	70
Typical methods used for case studies.....	72
EXAMPLE: Case study of reception area services for hotel guests	72
3.3 Action Research.....	76
Characteristics of action research.....	76
Applications of action research.....	78
Stages of action research	78
Typical methods of action research.....	80
EXAMPLE: Action research project to improve an industrial operational model.....	81
3.4 Constructive Research	85
Characteristics of constructive research	85
Applications of constructive research.....	86
Stages of constructive research.....	87
Typical methods of constructive research.....	89
EXAMPLE: Constructive research project on profitability in the metal industry	89
3.5 Service Design.....	93
Characteristics of Service Design.....	93
Applications of Service Design	94
Stages of Service Design	96
Typical methods of Service Design.....	99
EXAMPLE: Service design project for a food shop.....	102
3.6 Innovation research	106
Characteristics of innovation research	106
Applications of innovation research.....	108
Stages of innovation research.....	109
Typical methods of innovation research.....	112

3.7 Foresight Research.....	116
Characteristics of foresight research	116
Applications of foresight research	117
Stages of foresight research	118
Typical methods of foresight research	119
Example: Foresight development project for a restaurant.....	120
3.8 Network research.....	123
Characteristics of network research	123
Applications of network research.....	125
Stages of network research.....	126
Typical methods of network research.....	127
EXAMPLE: Network development for wedding-day services for brides and bridegrooms.....	127
EXAMPLE: Network research for newspaper advertising	128
4. Methods Used in Development Work	133
4.1 Selecting a Method.....	134
4.2 Interviews	136
Applications of interviews	136
Data acquisition in interviews	138
Data processing, analysis, and interpretation following interviews	140
Focus group interviews.....	142
4.3 Observations	146
Applications of observations.....	146
Data acquisition during observations	147
Netnography	150
Auto-ethnography.....	152
Data processing, analysis, and interpretation following observations	153
4.4 Surveys.....	155
Applications of surveys.....	155
Data acquisition in surveys.....	156
Data processing, analysis, and interpretation of surveys.....	168

4.5 Document Analysis	170
Applications of document analysis	170
Data acquisition in document analysis	171
Data processing, analysis, and interpretation in document analysis.....	172
4.6 Methods Related to Foresight Research	180
Applications of methods related to foresight research	180
Scenario building.....	180
Delfoi method	182
Weak signals	184
Futures Workshops	187
Futures Mapping and the Futures Wheel	189
4.7 Collaborative Methods for Generating Ideas	192
Applications of collaborative methods for generating ideas.....	192
Brainstorming.....	194
The 8 x 8 method.....	197
Six thinking hats	199
Remote thinking models.....	201
Osborn's checklist	202
Bodystorming	204
Excursion techniques	205
Heuristic Ideation Technique	205
Wish lists	207
Crowdsourcing	207
4.8 Other Useful Methods in Development Work	212
Process Analysis and Blueprinting	212
Business Model Canvas.....	218
Benchmarking.....	220
The gap analysis of service and the SERVQUAL instrument	221
5. Summing Up Development Work.....	227

FIGURES AND TABLES

Figure 2.1 Nature of research-based development work

Figure 2.2 Transformation project process (P = planning, I = implementation, E = evaluation)

Figure 2.3 Research-based development work process

Figure 2.4 Development target, preliminary goal, and development task

Figure 2.5 Approaches on the continuum of R&D

Figure 3.1 Case study phases

Figure 3.2 Spiralling proceedings of action research

Figure 3.3 Constructive research process

Figure 3.4 Service design process

Table 3.1 Central themes and topics of interest in service innovation research

Figure 3.5 Example of an innovation process

Table 4.1 Error marginal at 95% confidence level.

Figure 4.1 General model of qualitative research

Figure 4.3 Futures wheel

Table 4.2 The method of six thinking hats

Figure 4.4 Steps of the remote thinking model

Figure 4.5 An example of the application of the remote thinking model

Figure 4.6 Osborn's checklist

Figure 4.7 Example of Heuristic Ideation Technique

Table 4.3 Examples of crowdsourcing platforms

Figure 4.8 A simplified example of service blueprinting: hotel room reservation and arrival at the hotel

Figure 4.9. Business Model Canvas

Figure 4.10. The Gap Analysis of Service quality

The purpose of this book is to give students and those already in working life new impetus to carry out various practical development projects. The extensive methodological package compiled in the book helps the reader to understand the entity of development work and the many possibilities associated with it.

The book provides a comprehensive overview of the approaches, processes, and methods that can be used in development work. In addition to traditional research and development methods, the book introduces design thinking, the production of innovations and the prediction of the future, and the numerous methods associated with them. The book offers concrete tools for agile organizational renewal and perspectives on the use of virtual environments in development work. The purpose is to encourage all developers to make their own reasonable solutions.

The book is suitable for all courses in which project or development work is done, and especially for courses in research and development methods and to support the completion of a thesis. It is a textbook that lasts from the beginning of studies to working life.

The work is intended mainly for universities, universities of applied sciences, polytechnics and other colleges, but it is also well suited for use by companies and other organizations.

