

A Study on ICT as a Driver of Service -Based Industry

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Abstract: *Purpose: Information and communication technology, or ICT, is a crucial enabler of new services that focus on processes and products. The article examines how ICT can empower administration separation and in doing so go about as an impetus for a help business direction. Plan/philosophy/approach - A subjective, multi-case research plan with eight global merchandise producers. The findings include the identification of two distinct types of service-oriented differentiation; services that support the client's actions (SSC) and services that support the product (SSP). According to the study, SSC have the greatest positive effect on businesses' service business orientation. Limitations and implications of the study: Western companies in a select number of industries are examined. Moreover, the assistance business direction build remembers no estimations of administration productivity or effect for generally speaking upper hand. Practical implications: Successful businesses are more likely to use ICT to pursue both SSP and SSC differentiation traits. The presented framework assists managers in comprehending both the key specifics of the two options and their interdependence. Originality and value: The study specifically focuses on the enabling role of ICT for new services and its effects on each of the three dimensions of the service business orientation construct, which contributes to service strategy theory.*

Keywords: Modern administrations, ICT, administration business direction, administration direction, separation, servitization