



## **Service Science, Management and Engineering Education for the 21st Century** pp 243–250

[Home](#) > [Service Science, Management and Engineering Education for the 21st Century](#) > Chapter

# The Global Information Economy, Service Industrialization and the UCLA BIT Project

[Uday S. Karmarkar](#)

Chapter

**2236** Accesses | **1** [Citations](#)

Part of the book series: [Service Science: Research and Innovations in the Service Economy](#) ((SSRI))

Most of the large economies in the world are already dominated by services. Developed countries are also close to becoming information economies; this is already true for the US and Korea. The confluence of these trends means that information services are the largest part of the US and other developed economies, with others close behind. This evolution is being accompanied by a revolution: the rapid industrialization of information services.

These developments have manifold consequences for the economy as a whole, as well as for productivity, trade, jobs, globalization and competition. At the sector level, many industries are undergoing massive changes in structure. There are also significant implications for management strategies and internal organizational structure for all firms.

The Business and Information Technologies (BIT) project at UCLA Anderson is a global effort to track and assess these changes through GNP studies, surveys of business practice, and studies of key industry sectors.

Keywords

[Information Service](#)

[Information Economy](#)

[Wireless Capsule Endoscopy](#)

[Retail Banking](#)

[Service Chain](#)

*These keywords were added by machine and not by the authors. This process is experimental and the keywords may be updated as the learning algorithm improves.*

---

This is a preview of subscription content, [log in via an institution](#).

---

▼ Chapter

**EUR 29.95**

Price includes VAT (Poland)

- Available as PDF
- Read on any device
- Instant download

- Own it forever

Buy Chapter

▼ eBook

**EUR 85.59**

Price includes VAT (Poland)

- Available as PDF
- Read on any device
- Instant download
- Own it forever

Buy eBook

▼ Softcover Book

**EUR 149.79**

Price includes VAT (Poland)

- Compact, lightweight edition
- Dispatched in 3 to 5 business days
- Free shipping worldwide - [see info](#)

Buy Softcover Book

▼ Hardcover Book

**EUR 106.99**

Price includes VAT (Poland)

- Durable hardcover edition
- Dispatched in 3 to 5 business days
- Free shipping worldwide - [see info](#)

Buy Hardcover Book

Tax calculation will be finalised at checkout

**Purchases are for personal use only**

[Learn about institutional subscriptions](#)

## Preview

Unable to display preview. [Download preview PDF.](#)

## References

[1] Andersen, M., F. Hasenberg, C. Inglesi, S.

Lahooti, R. Simmons, "Impact of IT on Healthcare: The Development of a National Health Information Network", UCLA Anderson AMR Research Study for BIT, 2006.

---

[2] Andersen, M., F. Hasenberg, C. Inglesi, S. Lahooti, R. Simmons, "MEDS Inc. in 2005: Wireless Capsule Endoscopy", UCLA Anderson AMR Research Case Study for BIT, 2006.

---

[3] Apte, U., U.S. Karmarkar and R. Pitbladdo, "Quality Management in Services: Analysis and Applications," in Karmarkar, U.S., and P. Lederer, *The Practice of Quality Management*, Kluwer 1997.

---

[4] Apte, U. and H. Nath, "Size, Structure and Growth of the US Information Economy," in Apte, U.M. and U.S. Karmarkar (eds.), *Managing in the Information Economy: Current Research Issues*, Springer, 2007.

---

[5] Apte, U. and U. Karmarkar, "BPO and the Globalization of Information Intensive Services," in Apte, U.M. and U.S. Karmarkar (eds.), *Managing in the Information Economy: Current Research Issues*, Springer, 2007.

---

[6] Apte, U. and C. Goh, "Applying Lean Manufacturing Principles to Information-Intensive Services," *International Journal of*

*Service Technology and Management*. Fall 2004.

---

[7] Bashyam, A. and U.S. Karmarkar, "Aspect Development Inc (A)", In J. De La Torre, Y. Doz and T. Devinney (eds.), *Managing the Global Corporation: Case Studies in Strategy and Management*, McGraw Hill, New York, 2000.

---

[8] Bashyam, A. and U.S. Karmarkar, "Usage Volume and Value Segmentation in the Business Services," in Chakravarty A. and J. Eliashberg (Eds.), *Managing Business Interfaces: Marketing, Engineering, and Manufacturing Perspectives*, Kluwer Academic Publishers, 2004.

---

[9] Baumol, W. J. Macroeconomics of unbalanced growth: the anatomy of urban crisis. *American Economic Review*, 57, 415-426, 1967.

---

[10] Baumol, W. J. Productivity policy and the service sector. In R. P. Inman (ed.) *Managing the Service Economy: Prospects and Problems*. Cambridge: Cambridge University Press, 1985.

---

[11] Carr, S., U. S. Karmarkar, "Joint Production and Collaboration in Services," UCLA Andersen Working Paper, presented at the MSOM Conference at USC, 2002 .

---

[12] Chang, J., K.-w. Chang, J. Chu, Y. Lee, Y. Zhao, "Technology Induced Change in Film/Television Distribution", in Karmarkar, U.S. and V. Mangal (eds.), *The UCLA Business and Information Technologies (BIT) Global Project*, World Scientific Press, (Forthcoming 2006).

---

[13] Chaudhary, S., M. Green, R. Mahmoudi, V. Ting, "The Impact of New Information technology on the US Mortgage Industry", in Karmarkar U.S. and V. Mangal (eds.), *The UCLA Business and Information Technologies (BIT) Global Project*, World Scientific Press, (Forthcoming 2006).

---

[14] Chaudhary, S., M. Green, R. Mahmoudi, V. Ting,, "IndyMac Bank in 2004," UCLA Andersen AMR Research Case Study for BIT, 2005.

---

[15] Chaudhary, P., G. Huang, J. Sun, K. Takekura, D. Zu, "Technology in Supply and Service Chains: The RFID Adoption Decision", UCLA Anderson AMR Research Paper for BIT, 2005.

---

[16] Choi, D., "Wells Fargo and Electronic Banking"; *Technology and Operations Review*, 1996.

---

[17] Choi, D., U. S. Karmarkar, H. Rhim, “Service Technology Selection, Pricing, and Process Economics in Retail Banking Transactions”, UCLA Anderson Working Paper, Submitted for publication, 2005.

---

[18] Choi, M., H. Rhim, K. Park, “New Business Models in the Information Economy: GDP and Case Studies in Korea”, Korea University Working Paper. 2006 .

---

[19] Corbett, C., U.S. Karmarkar, “Optimal Pricing Strategies for an Information Intermediary”, UCLA Anderson Working Paper 2002.

---

[20] Jorgenson, D. W. “Information Technology and the U.S. Economy.” *American Economic Review* no.91, (March): 1-32 (2001)

---

[21] Jorgenson, D. W., and K. J. Stiroh. “Raising the Speed Limit: U.S. Economic Growth in the InformationAge.” *Brookings Papers on Economic Activity*, no. 1: 125-211, 2001.

---

[22] Karmarkar, U. S., “Service Industrialization and the Global Information Economy”, presentation at multiple seminars and conferences, 2002 - 2006.

---

[23] Karmarkar, U. S., “Financial Service

Networks: Access, Cost Structure and Competition”, in Melnick, E., P. Nayyar, M. Pinedo, and S. Seshadri (Eds.), *Creating Value in Financial Services*, Kluwer 2000.

---

[24] Karmarkar, U. S., “Will You Survive the Services Revolution?”, *Harvard Business Review*, June 2004.

---

[25] Karmarkar, U. S., R. Pitbladdo. “Service Markets and Competition.” *Journal of Operations Management* 3, 397-411, 1995.

---

[26] Karmarkar, U. S. and U. M. Apte, eds., *Managing in the Information Economy: Current Research Issues*. New York: Springer, 2007.

---

[27] Karmarkar, U.S., Vandana Mangal, (eds.), with contributions by Alfredo Biffi, Anna Canato, Atanu Ghosh, Uday Karmarkar, Andreina Mandelli, VandanaMangal, Paolo Neirotti, Kwangtae Park, Cinzia Parolini, Emilio Paolucci, Hosun Rhim, Sandra Sieber, Josep Valor, *The UCLA Business and Information Technologies (BIT) Global Project*, World Scientific Press, (Forthcoming 2006).

---

Author information

---

Authors and Affiliations



**UCLA Anderson School of Management, 110  
Westwood Plaza, 951481, CA 90095-1481,  
Los Angeles**

Uday S. Karmarkar

## Editor information

---

### Editors and Affiliations

**IT Services Qualification Center (ITSqc),  
Carnegie Mellon University, 5000 Forbes  
Ave, Pittsburgh, PA 15213, USA**

Bill Hefley & Bill Hefley &

**IBM c/o, 1954 Rocky Cove Lane, Denton, NC  
27239, USA**

Wendy Murphy & Wendy Murphy &

## Rights and permissions

---

[Reprints and permissions](#)

## Copyright information

---

© 2008 Springer Science+Business Media, LLC

## About this chapter

---

### Cite this chapter

Karmarkar, U.S. (2008). The Global Information Economy, Service Industrialization and the UCLA BIT Project. In: Hefley, B., Murphy, W. (eds) Service Science, Management and Engineering Education for the 21st Century. Service Science: Research and Innovations in the Service Economy. Springer, Boston, MA.  
[https://doi.org/10.1007/978-0-387-76578-5\\_37](https://doi.org/10.1007/978-0-387-76578-5_37)

[.RIS↓](#) [.ENW↓](#) [.BIB↓](#)

DOI	Publisher Name	Print ISBN
<a href="https://doi.org/10.1007/978-0-387-76578-5_37">https://doi.org/10.1007/978-0-387-76578-5_37</a>	Springer, Boston, MA	978-0-387-76577-8

Online ISBN	eBook Packages
978-0-387-76578-5	<a href="#">Business and Economics</a>
	<a href="#">Business and Management (R0)</a>

Publish with us

---

[Policies and ethics](#)

## Search

Search by keyword or author



## Navigation

Find a journal

Publish with us

Track your research