

“The Merchants of Venice and the Roughnecks of Bakken: Human Asset Specificity Requirements for Service Contracts in Varying Environments”

The challenges of services sourcing typically involve measuring quality or performance. However, our examination of this topic during a series of case study interviews revealed that companies often focus on which individual(s) will perform the service. This level of human asset specificity makes sense for professional services, where companies are selected for a service because of the unique capabilities of a particular individual. Our interviews found companies also pursue individuals for industrial services. We employ the dual methodologies of case study and survey research to examine how widespread and under what conditions do companies pursue specific individuals to provide services.

Keywords: Procurement, Services