

# Chapter 42

## Applying ISPAR Model of Service Dominant Logic on Mentoring a Part of Training and Development Function of HRM Functions

**Taimoor Basharat**

*University of Management and Technology, Lahore, Pakistan*

### ABSTRACT

*This is a conceptual article written to apply I-S-P-A-R model which was presented in 2009 by research scholars Maglio, Vargo, Caswel and Spohrer on the Mentoring in Service Dominant Logic (SDL) perspective. The author has taken a deep insight of mentoring which is a part of training and development: a function of the Human Resource Management in Good Dominant Logic (GDL) perspective. For this research, a wide range of literatures is reviewed and many disciplines have been explored which include mentoring roles, need, responsibilities, and context. Here, it is worthy to mention that mentoring and supervision are two different terms and both have different roles, too. Roles of supervisors are: boss, teacher, evaluator, expert and counselor; whereas mentoring consisted of assisting, befriending, guiding, advising and counseling. In service science, all the service systems do not fulfill the requirement to be a service system. There is also presented I-S-P-A-R which stands for Interact-Serve-Propose-Agree-Realize model of service system interactions episodes. This model is applied on mentoring in SDL perspective. At the end of this article, a conclusion is drawn and areas for further research have been mentioned.*

### 1. INTRODUCTION

Nowadays, mentoring is used widely, putting “supervision” a side in educational degrees (Price & Chen, 2003; Walkington, 2005b; Zeegers, 2005). Mentoring, if we talk about a teacher training institute in a teacher-student perspective where a student will join teaching profession, it happens when students are

DOI: 10.4018/978-1-6684-3873-2.ch042

being placed with teachers as assistant teachers to learn, list, develop skills and then practice them in an institute where they will go and perform the same things (The Queensland College of Teachers, 2007). For this research, a wide range of literature is reviewed and many disciplines have been explored to have a look on studies which include mentoring role, need, responsibilities and context. To ensure research credibility, it is ensured that recent work is based on preferred and peer reviewed scholarly articles which outline was similar or giving us a point about our study. Although, some articles are also reviewed as they do not fit on our criteria but have something in them about how mentoring works. In some articles mentoring workplace and context is well explained and elaborated (for example Eby, McManus, Simon & Russell, 2000; Allen, 2003). The aim of the study is to examine:

1. How mentoring works in Goods Dominant Logic (GDL), its context, need and role.
2. How it will when we apply I-S-P-A-R Model in Service Dominant Logic (SDL).

## **2. LITERATURE REVIEW**

### **2.1. What is Mentoring in Goods Dominant Logic?**

It is very difficult for anyone to have a single definition of “Mentoring” (Ambrosetti & Dekker, 2010). In most of the definition by different researchers, generally, it is observed that mentor has a hierarchical relationship with mentee and mentor is an experienced person than mentee (Ambrosetti & Dekker, 2010). It is also observed that mentor can give and develop mentee’s knowledge and skills which a mentee is seeking or wanted to learn (McCormack & West, 2006; Aladejana, Aladejana & Ehindero, 2006; Fowler & O’Gorman, 2005; Hayes, 2001; Billett, 2003; Price & Chen, 2003). A researcher, named Smith (2007, p.277) defines mentoring as ‘a particular mode of learning wherein the mentor not only supports the mentee, but also challenges them productively so that progress is made’. Different other scholars including Fairbanks, Freedman and Kahn (2010) had defined mentoring differently. In their point of view, mentoring is “complex social interaction that mentor, constructs and negotiates for a variety of professional purposes and in response to the contextual factors they encounter.” Kram (1985) defined mentoring as extreme interpersonal relationship. Smith (2007) defined mentoring as series of steps which develop a whole person instead of doing this task in parts. Mentoring is reviewed as a relation and a process, both by Kwan and Lopez (2005). In 2000, Fairbank et al. outlined mentoring parts and declared that context is also a vital element of mentoring. In spite of abovementioned definitions, most of the definitions do not think three parts (context, relationship and process) which exactly suits mentoring’s definition.

There are three elements of mentoring, relational, developmental and contextual, as Lai (2005) mentioned in a research. Relational term means the relationship which exists between mentor and mentee; development term means how the mentor and mentee develop themselves while keeping in mind the goals, professionally and personally; and the last term contextual refers to cultural and situational background of mentoring accomplishing specific goals and targets (Ambrosetti & Dekker, 2010). According to Lai (2005), all these elements (relational, developmental and contextual) have a deep effect and impact upon the relationship of mentor and mentee. Although, after reviewing the literature, author observed that it is unclear how these three elements are operated and can create an impact on the relationship on mentor and mentee (Ambrosetti & Dekker, 2010; Walkington, 2005b; Hudson, 2004). Many authors have discussed the difference between mentoring and supervision (Bray and Nettleton, 2006). Different roles which a

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