



## **SIG 06 - INNO - Innovation**

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

### **ST06\_06 - Managing for Service Innovation**

#### **Proponents:**

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#### **Short description:**

This track encourages discourse on the management of service innovation in different settings (digital, industrial, traditional service innovation). It includes current themes in service innovation research such as

- the co-creative nature of services and the multi-dimensionality of service innovation as a process demanding the integration of various stakeholders;

- the role of the service (eco)systems which enable and guide service innovation activities;

- the role of service innovation platforms and ICTs to align multiple players for service innovation; and

- the need for tools and methods to deal with the process-character of services.

#### **Long description:**

Service innovation is an interdisciplinary research field, dealing with the processes, competences and systems to enable and manage innovation for services in various industries. Common themes currently discussed in service innovation research are the co-creative nature of services and the multi-dimensionality of service innovation as a process demanding the integration of various stakeholders; the role of the service systems which enable and guide service innovation; the role of service innovation platforms; the need for tools and methods to deal with the process-character of services, in digital and traditional service industries. This track fosters exchange on service innovation as an integrative discipline by tackling the specific demands for the management of service innovation in different settings (digital, industrial, traditional service innovation). It does this by further developing an understanding of service systems and the dynamic processes involved as well by discussing the roles of technology, data, platforms, but also human competences and motives to improve our understanding of the management of service innovation. In



terms of digital and smart service, this track examines how, according to a recent McKinsey report (McKinsey 2015), digitization has created a new service landscape which is characterized by high customer expectations, the rise of the mobile internet, big data and advanced analytics, and the internet of things. While we observe what digitization enables, we lack a sophisticated understanding of how customers react to these offerings, how (frontline) employees deal with changing demands that stem from digitization, and how sustainable upcoming open digital business models are. Given this, we call for papers that address the following key issues:

- the coordination and implementation of co-innovation with “knowledge-sources” and innovators such as users, customers and front-line employees;

- service innovation as organizational learning/ a process demanding specific competences;

- the alignment of resources and the resource integration processes as well as their coordination in (offline/digital/industrial) service systems;

- the development of service systems or platforms to foster joint innovation with multiple organizational players;

- the roles of platforms for service innovation with multiple partners in service (eco)systems, including the design and governance of such platforms to allow for sustainable service innovation;

- the design and management of technology, information and artifacts (incl. ICTs) as well as governance and behavior structures in service (eco)systems;

- theoretical perspectives on the management of service innovation, innovating in service systems, service engineering for innovation and service (-dominant) logic.

- digital innovation in personnel-intensive services and the role of frontline employees / customer integration

**Keywords:**

service innovation

service management

servitization

service design

service industries

digitally supported service

**Publication Outlet:**

Service Management Research

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### **AUTHORS GUIDELINES**

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