



ST_06-06

SIG

Web Address

Service Innovation and Servitization Innovation SIG

<http://www.euram-online.org/conference/2015/>

**Short
Description**

Building upon a fundament of recent perspectives in service research, this track deals with services and service innovation in different industries and uncertain environments. Main themes are a) service providing systems, b) hybrid value creation in product service systems and c) multidimensional concepts of performance parameters, capabilities and competences. This track encourages a discussion about the following issues: Dynamics of innovation for services, tools and methods for managing innovation in service, the role of ICT for service innovation, service innovation in service systems, service infusion and servitization, insights on the innovation of product-service systems.

**Long
Description**

Service Innovation as a research field has matured considerably during the past 10 years. Despite a significant body of literature with focus on service related peculiarities of innovation, service matters are still a minor issue in the innovation research community compared to product related topics. Service innovation has developed into a multidimensional concept.



First, building upon the service-dominant-logic and its further development, the perspective on service innovation has developed strongly into a direction where services are being offered not only by a single party but by a service providing system.

Second, research on hybrid value creation shows that offerings are not only single services but are often embedded in product-service systems.

Third, there exist multidimensional concepts of crucial performance parameters, capabilities and competences that have to be considered for successful service innovation and new service development processes in uncertain environments.

We encourage papers that extend the existing literature on the specific features, processes and issues in service innovation and new service

development. Research and analysis of a broad field of industries, in both private and public domains are welcome. Even though papers that look through a macroeconomic lens are welcome, the focus is clearly on the meso- and microeconomic perspective of innovation practices in organizations and networks. Both, conceptual and empirical approaches are welcome.

In particular, we call for papers that address the following key issues:

- Dynamics of innovation for services: drivers and obstacles for service innovation; dynamic capabilities and/or organizational competences for service innovation; systematization of service innovation processes
- Tools and methods for managing innovation in service
- The role of ICT for service innovation - practices, possibilities and challenges
- Service innovation in service systems: intrafirm and interfirm networks; roles of different actors (customers, employees, management, partners, suppliers,...) and networks participants in innovation in services
- Service infusion and servitization: interplay between new service development and new product development; organizational culture and organizational re-design for service innovation in the context of service infusion or servitization; insights on the innovation of product-service systems; research on servitization going beyond servitization in organisations that are product manufacturers
- IT and data driven innovation for services and service business model development

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Keywords	<p>Service innovation Service systems</p>	<p>Servitization Service innovation capabilities</p>	<p>Service infusion</p>



SUBMISSION GUIDELINES – EURAM 2015

RULE OF 3

Note that you may be listed as an author or co-author on up to 3 submitted papers.

1. Each paper can only be submitted to ONE topic or track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2015 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free.
10. Submissions will be done on-line on the EURAM 2015 website, from **December 1st 2014 till January 13th 2015**
11. Only submissions in English shall be accepted for review.
12. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. The author(s) needs to plan to attend the conference for its entire duration. Individual requests to have a presentation scheduled on a specific date or session will not be taken into account.
13. Please, note that EURAM will do its best to compose a rational and feasible schedule for all the participants. However, EURAM will not arrange any personal participants' schedule because of potential overlapping of papers authored by the same person. In the case that you are submitting more than one paper, you should coordinate with your co-authors in order to make it possible that all the papers will be presented, even simultaneously.



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