



Strategic Interest 06 – Innovation (INNO)

<http://www.euram-online.org/annual-conference-2017.html>.

Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

ST 06_05 Managing for Service Innovation

Proponents:

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Description:

Service innovation is an interdisciplinary research field, dealing i.e. 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 for 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 the exchange on service innovation as a discipline by tackling the specific demands for the management of service innovation in different settings (digital, industrial, traditional service innovation), by further developing an understanding of service systems and the dynamic processes involved as well as by discussing the roles of technology, data, platforms, but also human competences and motives to improve our understanding on the management of service innovation.

In particular, we call for papers that address the following (but not exclusive) 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 for 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 artefacts (incl. ICTs) as well as governance and behaviour structures (e.g. institutional work) in service (eco)systems;
- Theoretical perspectives on the management of service innovation, innovating in service systems, service engineering for innovation and service (-dominant) logic;

We encourage papers that extend the existing literature on the specific features, processes and issues in the management of service innovation and innovating in service systems. Contributions from different scholarly backgrounds are desired to enrich the discussion about service innovation management, i.e. information systems, marketing, service design or sociology. Even though papers that look through a macroeconomic lens are welcome, the focus is on the meso- and microeconomic perspective of innovation practices in organizations and service systems. Both, conceptual and empirical approaches will be welcomed.

Publish:

- Creativity and Innovation Management (Journal)
- Journal of Service Management
- Service Science
- RnD Management

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2017 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2017 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; author information and acknowledgements are to be included in a SEPARATE document).
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, track 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. Submissions will be done on-line on the EURAM 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.