



Strategic Interest 06 – Innovation (INNO)

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, 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.

ST06_05 Managing for Service Innovation

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Short Description

Focusing predominately on the management of service innovation, the core themes in this track are:

- the co-creative nature of services and the multi-dimensionality of service innovation as a process demanding various stakeholder integration;
- the role of service (eco)systems enabling and guiding service innovation activities;
- the role of service innovation platforms and ICTs for stakeholder alignment; and
- tools and methods supporting innovation reflecting the process-characteristics of services.

Concerning digital and smart services, this track examines recent advancements triggered by digitalization, new principles of value creation and their impact on stakeholders. This includes digitalization in personnel-intensive areas (e.g. trades or hospitality), organizational processes, and in user acceptance of digitalized offerings/processes.

Long Description

Service innovation is an interdisciplinary research field dealing with the processes, competencies and systems to enable and manage innovation for services in diverse industries. Central themes focus on the complexity and magnitude of services' roles in (eco)systems. Such systems consist of stakeholders from divergent industries aligned by means of ICTs triggering the establishment of a novel service landscape.

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 discusses service systems and the dynamic processes involved as well as the roles of technology, data, platforms, but also human competencies and motives.

In accordance with this, we call for papers that non-exclusively address the following key issues:

- the coordination and implementation of co-innovation with “knowledge-sources” and innovators (including users, customers and frontline employees);
- service innovation as organizational learning or a process demanding specific competencies;
- 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 collaborative innovation
- the roles of platforms in facilitating multi-partner innovation by means of sustainable design and governance
- the design and management of tangible and intangible infrastructure (e.g. ICTS and behaviour structures respectively) 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-intense services (e.g. trades, retailing, hospitality), the role of frontline service employees in the delivery of digital innovation and digital customer integration for service innovation (e.g. in the banking sector)

We encourage papers that extend the existing literature in the management of service innovation and innovating in service systems. Desired are contributions from different scholarly backgrounds, thus enriching discussions in service innovation management. The background may include information systems, marketing, service design, sociology, etc. Although papers with a macroeconomic lens are welcome, the focus is on the meso and micro economic perspective of either conceptual papers or empirical work on service innovation practices in organizations and service systems.

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2018 (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 2018 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 online on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.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.