



Service Science

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Call for Papers—Service Science Special Issue: Multi-actor Value Creation in Service Innovation

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Call for Papers

Service Science Special Issue: Multi-actor Value Creation in Service Innovation

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Faïz Gallouj, Université de Lille 1, France
Marja Toivonen, VTT Technical Research Centre of Finland

Deadline for Submissions: February 15, 2015

Research Challenge

Collaborative value creation builds on orchestrated social action among the different stakeholders involved. In service innovation, joint value creation calls for specific network leadership and resource integration capabilities, because advanced service entails complex configurations of people, technologies, organizations, and shared information. Hence, mutually beneficial outcomes may be difficult to achieve within such configurations through traditional approaches to innovation.

Previous research in service has emphasized the cocreation of value. It has improved our understanding of the constituents of value in both business and consumer settings. However, the cocreation of value becomes more complex as the number of participants in the cocreation activity increases. Therefore, we would like to encourage you to submit research articles on collaborative value creation in service to this special issue, focusing especially on the questions of multi-actor value creation associated with innovation in service. This special issue explores the perspectives on joint value creation in both consumer business and business-to-business contexts, placing special emphasis on multi-actor service systems. In particular, we encourage attention to the processes, practices, means, and challenges of value creation in service innovation. This special issue calls for both conceptual and empirical research investigating the topic using multiple methodological approaches.

Important Dates

Submission deadline: February 15, 2015

Expected publication date: December 2015

Submission: To submit a manuscript, see <http://pubsonline.informs.org/page/serv/submission-guidelines>.

Additional Information

For more information, contact Risto Rajala at risto.rajala@aalto.fi.

Service Science, a fully refereed, online journal, aims for fast-track publication. Its target audience includes academics and practitioners from all areas of service research, education, and practice. *Service Science* publishes innovative and original papers on all topics related to service, with an emphasis on work that crosses traditional disciplinary boundaries to make sense of interactions that create value in complex service systems. It is the primary forum for presenting new theories and new empirical results in the emerging, interdisciplinary science of service, incorporating research, education, and practice. It documents empirical, modeling, and theoretical studies of complex service systems. Articles published in *Service Science* rely on approaches from a broad range of disciplines, including operations, engineering, marketing, design, and more, and often take a broad perspective by folding multiple methods and theories together and elaborating practical managerial implications.

Readings

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