Services and Product Innovation Initiative
Call for Proposals -- SPI Research

A primary objective of the College of Management’s Services and Product Innovation (SPI) Initiative is to enhance the College’s visibility in Service Science and Management research. The college can achieve this by increasing its presence in service and innovation-related conferences, journals, and sponsored research. Many COM faculty are already doing research in Services, but may not have thought of their research within that domain until now. By this call for proposals, the SPI initiative is asking all COM faculty to consider research they are currently doing that might fall under the umbrella of Services & Product Innovation or Services Management.

Overview of Call for Proposals
The purpose of this call for proposals is to provide seed-funding to COM faculty to produce academic oriented articles on SPI topics. Proposals for practitioner-oriented publications will also be considered. Proposals should fall under one of five major SPI Services Research platforms: Services Strategy; Services Processes; Services Innovation; Human Talent in Services; and Services Technology. More information and sample topics can be found in Appendix A.

Up to five awards will be awarded for the preparation and presentation of rigorous academic research. Awards will range between $5,000-10,000 depending on the research requirements and merits. Proposals should demonstrate a timeline and plan for submission to a leading annual conference on services research (e.g., Frontiers in Service, see http://www.rhsmith.umd.edu/ces/frontiersconference.html), followed by submission to a top-tier research journal in the authors’ field, or to a leading journal with a special call for Services research. For example, Journal of Services Research and Decision Sciences Journal both have special issue calls for service related topics; see Appendix B.

Faculty also may propose to develop shorter practitioner-oriented articles that would be targeted for publication in non-academic, but widely read, practitioner journals. Up to three awards of $1000 to $3000 are available for practitioner-oriented articles targeted for widely-respected and read outlets.

Deliverables
Each funded project will be expected to deliver the following:

- One working paper ready for submission to the Frontiers in Services 2008 call (submissions will likely be due first week in March 2008) and/or another highly respected conference. The SPI review committee will peer-review before submission.
- A complete manuscript prepared for submission to a top-tier journal (submission is required). The SPI review committee will peer-review these before submission.
- The presentation of that research by all authors at an SPI Research workshop planned for 2008 (or at an SPI Practicum, workshop or other SPI Initiative sponsored event at the discretion of the SPI Initiative Associate Research Director)

OR

- A practitioner-oriented article ready for submission to an appropriate journal and for immediate presentation on the SPI Initiative website. These articles must also be presented in an appropriate forum at the discretion of the SPI Initiative Associate Research Director.
Timeline

- October 12, 2007 – Call officially opens
- Nov 16, 2007 -- All proposals must be submitted to Lynda Aiman-Smith
- Dec 17, 2007 -- Winners announced
- Feb 2008 – internal peer-review panel to review papers being prepared for Frontiers in Services conference
- March 1, 2008 – submission deadline to Frontiers in Services Conference

Application

Interested faculty candidates must submit a four-page maximum proposal summarizing the research. Two or more faculty members interested in working jointly on projects should submit one application per project (note that individual applicants will not be eligible for more than one internal grant).

The proposal should include the following:

- An abstract of the proposed research identifying the research question, the research methodology, and the research’s fit within the five platforms of Services Research (note – a research project may fit in more than one platform)
- A short review of the existing literature to which this project seeks to contribute
- A statement that the resulting paper(s) 1) will be submitted to the Frontiers of Services conference preferably, and/or another highly-regarded conference; 2) that the paper(s) will be submitted to an appropriate journal along with identification of the target journal(s); and 3) that the research will be presented by the authors at an SPI workshop, or other SPI sponsored event at the SPI Initiative Associate Research Director’s discretion.
- Four pages maximum total for abstract, lit review, and statement of intentions. In addition, proposals must also include the most recent vita of each individual submitting.

See Appendix A for the five Research Platforms, and examples of research topics under them that have been included in the past three years of the Frontiers in Services conference. See Appendix B for two examples of special issue calls in respected journals.

Questions

Questions can be submitted to Mitzi Montoya, Director of the SPI Initiative (Montoya@ncsu.edu) or Lynda Aiman-Smith, Associate Research Director of the SPI Initiative (Lynda@ncsu.edu).

Review Committee

Lynda Aiman-Smith, Associate Director of Research – SPI Initiative
Steve Allen, Associate Dean of Graduate Programs and Research
Mitzi Montoya, Director – SPI Initiative
Appendix A – SPI Research Platforms and Topics from Previous Frontiers in Services Conference

The SPI Initiative is interested in research in the following areas (this is not an exhaustive list) – applicants should factor their interests and skills into the development of a successful proposal:

Research on Services Business Strategy: There is a long history of Services Marketing research, much of which is research in business strategy; however, there is a need for “pure” as well as functional strategy research. For example, what is the optimal structure of a services organization? Are mergers/acquisitions treated the same way in services as in manufacturing? What is the role of horizontal or vertical integration? How can one create entry barriers in services? Other example topics might include: Customer relationship management in services; customer retention; internal marketing; service recovery; service guarantees; service profit chain and service quality management; trust and social capital in services; value creation through service bundling and service competition.

Research on Services Business Process: Operations and Supply chain research fits squarely in this platform, as do some other disciplines in our College. Service science uses optimally applied mathematical models for demand analysis, supply planning, price setting, and other aspects of recurrent business. Business processes mapping and modeling, use of applied mathematics, operations research, management sciences, computer science and other fields in order to optimize business processes all fits here. Business processes targeted for service research can include revenue projection, contract price setting and resource allocation.

Research would be welcome that offers insights on managing and living with irregular workflows, how the role of “time” in the production lives of employees and the consumption lives of customers is less predictable and controllable in services than manufacturing, or how to produce in real time with customers watching over your shoulder and participating.

Formulation and diffusion of industry standards is also an important aspect of optimizing the business process. Therefore topics, such as business models, the optimal methods of adopting standards, and performance measurement indices for comparable analyses of industry performance standards in vertical and horizontal industrial structures all fit in this platform.

Research on Human Talent and Talent Structures for Services: In order to achieve goals within the dynamic business environment, talent is needed who integrate client relationships, social networks, communication, understanding of processes, and knowledge of technology. People who can respond to changes with speed and flexibility are critical. Cultivating talented resources is crucial for achieving this goal. As well, teams and other work structures are vital areas of research. Topic areas could include key skills needed in Services professionals, HR processes specific to recruiting and engaging Services professionals, motivation in the Services organization, Services leadership, and others.

Research on Services Innovation: The development, adoption, diffusion, and adaptation of new Services. Research needed on the complexities of Services systems and Services networks. How analogous is the New Service Development process and the New Product Development process? Are adoption curves for services the same as, or different from, diffusion curves of products?
More research is needed on co-development processes of products and services. More research would be key on the co-creation and co-development processes that happen between potential customers and providers in an innovation network.

**Research on Fundamental Technology for Services:** This platform encompasses business performance management, information integration, security and privacy, and the other key technological aspects of Services.

Business performance management aims to use real-time models as a base to monitor companies' performance and enable consistent, optimal decision-making. Information integration addresses the need for providing decision-makers with the proper context and details necessary for executing decisions amidst the burgeoning volume of information available on the Internet.

Information integration offers a variety of tools such as consistent and timely data collection, the collection of unstructured data, technology and methods for search engines and analyses, and communication between relevant groups both outside and inside of the company.

For security and privacy issues, emphasis integrates technological concerns and management concerns, and is becoming crucial as an early part of service design.
Appendix B – Special Issue Calls

Special Section of the Journal of Service Research
On "Service Operations: Theory, Practice, and Future Research"

DEADLINE NOV 1, 2007

Since the early work of service operations thought leaders Chase, Levitt, and Schmenner, operations management scholars have devoted considerable attention to understanding the dynamics of operations management in the service industries. Emerging from this seminal work has been considerable scholarship on adapting manufacturing approaches to the service domain, developing the theoretical basis for service operations, and integrating interdisciplinary perspectives into service operations management research. Recently, service operations researchers and practitioners are realizing that new perspectives on service operations are needed as technological advances are enabling the delivery of new services in diverse locations and businesses are procuring services on an increasing rate through outsourcing relationships with global service providers.

The Center for Services Leadership at Arizona State University is sponsoring a paper competition, a by-invitation workshop in which the winning papers will be presented, and a special section of the Journal of Service Research on the topic of "Service Operations Management." The workshop will be held in conjunction with the special section published in the first half of 2009. Professor Vicki L. Smith-Daniels, W. P. Carey School of Business, Arizona State University will be the Special Section Editor. Advisory board members for the special section include Richard Chase, University of Southern California, Sheri Kimes, Cornell University, Larry Menor, University of Western Ontario, Aleda Roth, Clemson University, Andreas Soterious, University of Cyprus, and Chris Voss, London Business School.

Targeted Topics

Papers on a broad range of topics are welcome -- such as, but not limited to, the following list. Cross-disciplinary service research is encouraged.

- Service design for global operations
- Operations and new service development models
- Capacity and demand management models
- Managing service networks and supply chains
- Service operations strategy as sustainable competitive advantage
- Business-to-business service operations relationships
- Revenue and yield management models
- Co-production and self-service delivery mechanisms
- Technology-enabled service encounters
- Service provider behavioral effects on operational performance
- Metrics and performance evaluation of service systems
- Logistics and distribution as a service operation
- Service scripts for consistent delivery
- Mass customization of service delivery
- e-Service delivery systems
- Roles of operations and marketing in delivering the brand promise
- Offshore outsourcing of services
- Models of cost-benefit tradeoffs between service reliability and effective service recovery
Lean service models
See back for more information on paper competition, conference and how to submit:

Paper Competition, By-Invitation Workshop, and How to Submit:

All papers submitted will be peer-reviewed and accepted papers will be published in the special section of JSR. The best paper among those accepted will receive a first-place award of $2,000, and up to three additional papers will receive honorable-mention awards of $1,000 each. In addition, each award will include an invitation for the paper to be presented at the special CSL workshop on "Service Operations Management" (with complimentary airfare and registration) that will coincide with the publication of the special section. Papers should be electronically submitted to the Journal of Services Research by November 1, 2007, with a cover letter indicating that the paper is intended for the special section. Details about preparing and submitting papers are available at the following Journal of Service Research site:

http://www.sagepub.com/journalsProdManSub.nav?prodId=Journal200746

About the Center for Services Leadership:

The Center for Services Leadership (CSL) at Arizona State University (ASU) advances multi-disciplinary thought leadership in service research. Based at ASU’s W. P. Carey School of Business, the CSL was established in 1985 and is supported by a roster of over 40 member corporations including IBM, Marriott International, Southwest Airlines, Oracle, Harrah’s Entertainment, American Express, Harley Davidson and the Mayo Clinic. The Center leverages its research and educational efforts to merge scholarship and practice. Its contributions come from ASU marketing faculty and a global network of fellows and scholars, business partners, and alliance relationships. The CSL's activities, led by executive director Stephen Brown and academic director Mary Jo Bitner, are wide-ranging and support services-related academic research and conferences, as well as executive and graduate student education. For more information, visit http://www.wpcarey.asu.edu/csl.

Special Section Editor

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The section editor welcomes questions or inquiries about the competition, by-invitation workshop, or special section. Please feel free to contact her.
Decision Sciences Special Topic Forum Call for Papers--: “Advancing Decision Making in Service Innovation”

DEADLINE: OCTOBER 31, 2007

Decision Sciences journal is currently seeking papers for the Special Topic Forums, “Advancing Decision Making in Service Innovation (submission period August 1 – October 31, 2007).

Articles published in STFs must meet Decision Sciences’ high standards of research rigor and originality, while embracing managerial relevance, not only in the research problem studied, but also in their impact on enhanced decision making. STFs consist of a collection of three to five articles that are published in a regular issue along with other peer-reviewed articles.

All submissions must adhere to the format and style guidelines of Decision Sciences journal. Manuscripts will be evaluated on the same criteria as regular manuscripts. The evaluation process will be similar to regular paper submissions, except the Associate Editors assigned to the manuscript will be part of the Special Topic Forums’ Editorial Teams. Manuscript preparation and submission instructions can be found on the journal’s web site at http://decisionsciencesjournal.org/Help/Author/author_Guidelines.cfm. In the cover letter, please indicate the name of Special Topic Forum for which you would like your work considered.

For information about new Call for Papers announcements, regularly check the Connections messages at the journal’s website, DSJ Online, at http://decisionsciencesjournal.org.

Associate Editor Team
Tor W. Andreassen, Norwegian School of Management
James C. Spohrer, IBM Almaden Research Center
Rohit Verma, Cornell University

While academic scholars have made great strides in the past decade to discover, evaluate, and model decisions in the services economy, there is still much work to be done in rigorously developing the “science” of services. Over the past decade, Decision Sciences has taken a leading role in publishing interdisciplinary services research and will continue to do so in the near future. Most recently, Decision Sciences (Smith-Daniels, 2007) published the special topic forum “The Next Frontier in Services Research” to stimulate forward-thinking research related to designing and managing services in today’s rapidly changing environment. To continue the advancement of the services research agenda, Decision Sciences announces the special topic forum, “Advancing Decision Making in Service Innovation.” Following the spirit of IBM and other corporate initiatives (e.g., Spohrer, et al. 2007; Jana, 2007), Decision Sciences seeks papers that promote a transdisciplinary discourse by bringing together academics from information technology, operations management, marketing, human resource management, business strategy, management sciences, and social and cognitive sciences.

Service innovation promotes the design of new services and enhancements in service delivery systems. This special topic forum explores service
innovation decision making ranging from strategic to operational decision problems involving inter-organizational, group-based, and technology-enabled aspects. Papers published in this special topic forum should address a specific decision problem, provide clear managerial insights that improve decision making, and/or contribute to an emerging theory of service innovation.

Building on the refocused editorial mission of Decision Sciences, this STF seeks manuscripts utilizing diverse research approaches such as theoretical, empirical, and analytical research methods. Articles published in this STF must meet Decision Sciences’ high standards of research rigor and originality, while embracing managerial relevance, not only in the research problem studied, but also in their impact on enhanced decision making.

Topics of Interest include, but are not limited to:

- Taxonomies of service innovation decisions
- B2B service innovation collaborative decision models
- New service development models and decision making phases
- Models for customer and supplier involvement in the service-innovation decision making process.
- New goods vs. new service innovation and service innovation within the manufacturing context
- Decision support tools and techniques for assessing service innovation
- Tradeoffs and tensions within and between functional areas related to new service innovation
- Decision making related to upstream and downstream service innovation.

Manuscripts will be evaluated on the same criteria as regular manuscripts, except greater emphasis will be placed on the trans-disciplinary impact of the research.

Manuscript preparation and submission instructions can be found on journal's web site at http://decisionsciencesjournal.org/Help/Author/author_Guidelines.cfm. In the cover letter, please indicate that your submission is for the Services Special Topic Forum regarding Advancing Decision Making in Service Innovation.

Submission Period: Manuscripts for this special topics forum may be submitted between August 1st and October 31st 2007. Early submission is encouraged, but not prior to the starting date of August 1.

References

