

Innovation SIG Track 35

35.1. Innovation in Services

Sub-Track Chairs

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Introduction

Services play a dominant role in economies, contributing to over 70% of GDP in the OECD countries. Knowledge-intensive services, such as ICT services or other business services, drive growth within services. So far, the service industries have been overlooked in innovation studies. Characteristic for services is intangibility, high information content, simultaneous production and consumption, high labour intensity, interaction between producer and client, and difficulty to replicate the output due to tailored solutions. Innovation in services is typically an outcome of ad hoc development instead of outcomes of planned, scheduled and formally resourced processes. Dedicated R&D activities occur rarely, but R&D is conducted on the side of other activities without a specific budget line. Services feature all the different innovation types, however, combinations of product, process and organizational innovations are more frequently found in services. Furthermore, innovations are often based on smart use of ICT. These characteristics make it difficult to use formal appropriation methods to protect IP rights. Due to these features, a double gap emerges: innovation gap and productivity gap. While the first one emphasizes the fact that there might be more innovation than what is actually captured by traditional metrics, which are still usually derived from a technologist perspective of innovation; the latter draws on the fact that service output is difficult to measure due to its inherent intangible nature. The role government in supporting innovation in services is still somewhat unclear, there are discussions whether countries should altogether have dedicated policies to support innovation in services and if yes, then which would be the most suitable ways to do that.



The track is dedicated to promoting research around service innovation/innovation in services in management and connected fields. The submitted papers, can be either conceptual or empirical and can focus on, without being limited to, the following topics:

- Innovation in services and service innovation: dealing with the double ambiguity
- Capturing and characterising the various forms of innovation in services
- Specific features of the innovation process in services
- Innovation in services, new service development and service design literature
- Open, collaborative and networked innovation in service industries
- Role of intellectual property rights in innovation in services
- Measuring and monitoring innovation in services
- Managing innovation in services: tools & methods
- Firm-level effects of innovation in services
- Drivers and obstacles of innovation in services
- Industrial policies supporting innovation in services
- Role of R&D in services
- Alternative innovation strategies in services
- Role of ICT for innovation in services