

## Innovation SIG Track 35

### Managing Service Innovation & Supply Chain

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#### Sub-Tracks

<b>35.1. Innovation in services: perspectives and strategies</b>	Anne-Laure Mention, Public Research Centre Henri Tudor, <a href="mailto:anne-laure.mention@tudor.lu">anne-laure.mention@tudor.lu</a> ; Anna-Leena Asikainen, Public Research Centre Henri Tudor; Marko Torkkeli, Lappeenranta University of Technology
<b>35.2. Service infusion in manufacturing firms: challenges for service innovation and management</b>	Lars Witell, Karlstad University; <a href="mailto:lars.witell@kau.se">lars.witell@kau.se</a> ; Manfred Dasselaar, Ericsson Global Service Research; Erik Lindhult, Mälardalen University; Daniel Kindström, Linköping University; Henk Volberda, Erasmus University; Tilo Böhmann, University of Hamburg; Christian Kowalkowski, Hanken School of Economics; Saeed Khanagha, Erasmus University
<b>35.3. Supply chain innovation</b>	Carlos Mena (Chair), Cranfield University, <a href="mailto:carlos.mena@cranfield.ac.uk">carlos.mena@cranfield.ac.uk</a> , Tunçdan Baltacıoğlu, Izmir University of Economics; Corrado Cerruti, University of Rome "Tor Vergata"; Emanuela Delbufalo, European University of Rome; Adenso Diaz, University of Oviedo; Evi Hartmann, Universität Erlangen-Nürnberg; Marie Koulikoff-Souviron, SKEMA Business School; Dawei Lu, University of Warwick; Mario Risso, Niccolò Cusano University E-learning Rome; Soroosh Saghiri, Cranfield University; Erik Sandberg, University of Linköping

#### Introduction

Despite a significant body of literature that emphasizes the peculiarities of service innovations compared to product innovation, service matters are still a minor issue in the innovation research community. After a period which was characterized by the development of a distinct service innovation domain in research and practice, we pursue the goal of putting forward works which have the potential to reconnect with the innovation domain in general. We propose to achieve it by shifting the focus of service innovation research from descriptive works towards studies which use service innovation insights to solve overarching challenges of innovation research and practice. Our aim is to enable service innovation and supply chain research to reconnect with major interests of the larger innovation domain.



We are interested in papers which address relevant gaps which fall under one of the following sub-tracks:

- Innovation in services: perspectives and strategies
- Service infusion in manufacturing firms: challenges for service innovation and management
- Supply chain innovation.