

Service business track at INBAM, Barcelona, 2014 “Service Design and Technology”

Johan Versendaal · José M. Merigó

Received: 12 November 2013 / Accepted: 12 November 2013 / Published online: 24 November 2013
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More and more service-providing organizations need to innovate with shorter lead-times for more demanding customers. Technology, as one of the drivers of service innovation, plays an important role in this. Manufacturing companies have identified new services for their business through servitization, with technology as an enabler. Organizations providing only services have extended their portfolio in order to remain competitive. New entrants have expelled existing service-oriented firms on the market by technology innovation.

Open innovation opportunities, Internet-based communication, social media, and other technology-related options have changed the playing field of service design. Information Technology has taken off since the midst of the previous century and is continuously having revolutionary impact on also the service sector.

This track with intended Special Issue of Service Business calls for submissions on the following topics (not limited to):

- Technology-enabled service innovation,
- Strategies for technology-enabled service design,
- Methods and techniques for technology-enabled service design,
- User centered, technology-enabled service design,
- Service design in co-creation (leveraging technology),
- Service design in a network economy,
- Implementation of technology-enabled services,
- Servitization and technology,
- E-services,
- Service ecosystems,

J. Versendaal
HU University of Applied Sciences, Utrecht, The Netherlands

J. M. Merigó (✉)
University of Manchester, Manchester, UK
e-mail: jose.merigolindahl@mbs.ac.uk

The Internet and service design,
Omnichannel service design,
Design patterns for service design.

Readers who have any questions are encouraged to contact Dr. Johan Versendaal, at HU University of Applied Sciences, via email: johan.versendaal@hu.nl.