Special Issue of *Operations Management Research* **Service Innovation under Resource Constraints - Creating Strategic Value from Operational Processes**

Today's competitive business environment has made a number of strategic operational imperatives obvious- 1) new and better services are necessary for competitive advantage, and 2) most innovation has to take place under conditions of frugality and resource constraints. Given the growing importance of service across all economies and for global business in general, it is increasingly important for managers in many industries to base their strategic and operational decisions and actions on service innovations that allow for firm resources, practices and capabilities to be meaningfully leveraged. The practice of innovating in services in such a way as to create strategic and operational value is thus of paramount importance.

This special issue of *Operations Management Research* aims to attract papers and researchers who are studying innovation in strategically-relevant service operations from a practice perspective. Theories and models with clear relevance to managers that discuss how service innovations can create strategic value from operational processes in resource-constrained environments are welcome. Rigorous case studies of the development and implementation of service innovations in businesses with an objective of better understanding the processes and factors involved in effective and efficient management are desired. Also, empirical research based on surveys and other accepted methodologies that tap into the practice of innovation in services, particularly with regard to creating processes of strategic operational value, should be submitted. Papers should be based on rigorous research and also appeal to managers who would benefit from such research.

Guidelines:

All submissions must adhere to the format, style and other established guidelines for regular OMR submissions (see "Important Information for Authors" pdf at www.editorialmanager.com/omra and more details at <http://www.springer.com/12063>). This includes a 25 page limit and a special emphasis on application to practice. Manuscripts must be submitted by March 31, 2012. Authors should note that in submitting a manuscript to be reviewed for this special issue, they may be invited to serve as potential reviewers for other manuscripts.

Please submit an electronic copy in Word or pdf format to William Johnson at whj1@psu.edu.

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