

Preface

Service and service systems are not new things. They are as old as division of labor and family activities, and have been around a long, long time. Today, we live in and interact with many modern service systems that we depend on in our daily life. Many organizations have variety of service offerings, internally to employees and externally to customers. And these service systems have variety of configurations. While these configurations can take many, potentially infinite, forms, they can be optimized for the subject service to eliminate unnecessary costs in the forms of redundancies, over allocation, etc. So what is an ideal configuration that a provider and a customer might strive to achieve? As much as it would be nice to have a formula to compare all configurations, experience teaches us that innovation and subtle changes can make all the difference.

The concept of a service system is resonating well with academics from diverse disciplines and practitioners from diverse economic sectors. And yet, because this is such a new area, few compilations of the works of academics and practitioners exist. Therefore to fill the gap, these two inter-related peer reviewed volumes of the Service Science: Research and Innovations in the Service Economy Series on Advancement of Services Systems (“Service Systems Implementation” and “The Science of Service Systems”) and are very specific in nature. They present multidisciplinary and multisectoral perspectives on the nature of service systems, on research and practice in service, and on the future directions to advance service science. Service Systems Implementation intends to stimulate discussion and understanding by presenting application-oriented, design science-oriented (artifacts building: constructs, models, methods and instantiations) and case study-oriented research with actionable results. The Science of Service Systems intends to stimulate discussion and understanding by presenting theory based research with actionable results.

We know the importance of having to start “somewhere” to get the new ideas moving, and finding the appropriate collaborators to make some initial steps and advances in new knowledge possible. The editors would like to thank the Series Editors of the Service Science: Research and Innovations in the Service Economy Series, Bill Hefley and Wendy Murphy, and the Springer co-editors, Melissa Fearon and Jennifer Maurer, for their encouragement and guidance for development of these volumes; and leading thinkers in this field, Richard B. Chase and Richard C. Larson, who wrote forewords, and Mary Jo Bitner, Stephen W. Brown, Andrew Dingjan, Jay Kandampully, Suk Joon KIM, Jeong Hyop Lee, Michael Lyons, Kunihiro Niwa, Miguel-Angel Sicilia and J.B. Wood who wrote testimonials.

To edit these books, in addition to public call for chapter proposals, we also invited many professional and academic leaders, and successful organizations to share their knowledge and experiences. We had 80 articles and extended abstracts submitted for these two inter-related volumes. With so many submissions reflecting the interest of these topics among scholars and practitioners in our community, it was necessary for us to make some tough decisions as to papers to accept for further

development, and those to pass back to submitting authors with indications of the work that they needed to do to put themselves in a better position to contribute to the service science literature. The articles in these volumes issue went through a three-cycle “review and revise” process. From original inception to completion this book project with two interrelated volumes took almost 3 years. We include total 34 chapters (17 chapters in each book) that represent research and practices from almost 20 countries including Amsterdam, Australia, Canada, China, Cypress, Germany, India, Ireland, Italy, Mexico, Netherlands, Singapore, Spain, Taiwan, Turkey, United Arab Emirates, United Kingdom, United States of America, and many others. These researches represent studies and practices from many universities, companies, government offices and public and private institutions.

We would especially like to acknowledge the anonymous reviewers, who so generously offered their time, effort and helpful insights for us to make the hard choice and for helping us with development and constructive reviewing that led to the final products that you see in the present edited volume. Finally, we thank the authors, including those whose works we accepted, and those whose efforts did not permit their research and practices to go the final distance to publication. They all were diligent and careful, and gave us private lessons along the way about what vibrant and creative research on service systems is. We look forward to the “next generation” of service science and systems research and practices.

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