

Preface

In the knowledge-based economy, the development of a particular type of services, knowledge intensive business services (KIBS), becomes one of the marking trends in economic evolution. KIBS are private companies or organizations which rely heavily on professional knowledge, i.e., knowledge or expertise related to a specific (technical) discipline or (technical) functional domain to supply intermediate products and services that are knowledge based. The KIBS sector constitutes one of the characteristics of the contemporary economic, and become one of the most dynamic components of the services sector in most industrialized countries. It has become clear that KIBS do innovate and hold an increasingly dynamic and pivotal role in innovation system, and a large share of innovative efforts in KIBS are related to the development of new services.

With the increasing customer expectations, competition and speed of technological development, service firms must constantly look for new approaches to service design and delivery. The management of new service development (NSD) has not only become an important competitive concern in many service industries, but also raised academic interest of researchers in innovation management, marketing management, and operation management. Current research has been a lot of focus on service innovation in developed countries, but very little discussion or thought on that in developing countries.

As gradual opening of the services sector as it has committed to World Trade Organization (WTO), China has paid more and more attention to the service sector in recent years. However, Chinese KIBS are still in its initial stage of development, and the accession to WTO makes them face fiery competition environments. As constant adaptation to a turbulent environment requires a continuous flow of new offers, the management of service innovation has become more important to Chinese KIBS than that of the developed countries.

On the base of empirical research, this book aims to contribute to a better appreciation and understanding of the innovative characteristics of KIBS in China. Data for this study were gathered through enterprise questionnaire investigation in Chinese knowledge intensive business services across four sectors according to Miles's industry classification: management consulting, engineering consultancy,

advertising, and software service. This book is organized in the following ways. [Chapter 1](#) introduces the Concepts and Characteristics of Knowledge Intensive Business Services. [Chapter 2](#) describes Innovative Characteristics of Knowledge Intensive Business Services in China. [Chapter 3](#) explores New Service Development Performance within knowledge intensive business services context. [Chapter 4](#) discusses Determinants of Top Performing New Service Development Activities. [Chapter 5](#) explores Knowledge Intensive Service Activities in Chinese Software Industry.

The primary market for this book is faculty in innovation and operation management and their graduate and undergraduate students who have an interest in service innovation. Business students who have an entrepreneurial desire to start their own knowledge intensive business service firms will find the book of interest. Practitioners who are responsible for the marketing and innovation also will find this a readable book that contains useful ideas.



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Liu, S.

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