

Call for papers

SERVITIZATION AND ADVANCED BUSINESS SERVICES AS LEVERS FOR COMPETITIVENESS

Special Issue of Industrial Marketing Management

Deadline: January 5th, 2015

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Servitization is the process of seeking additional value in propositions to market through services. The addition of service offerings to the portfolio of traditionally product-oriented companies is of growing importance, with innovative new business models underpinning product-service systems. Knowledge-intensive business services (KIBS) and other kinds of advanced business services are increasingly viewed as a vital in keeping manufacturing companies and industrial sectors competitive. This leads to business models which leverage the development of software, mobile apps and other smart services to create novel value propositions, service-type transactions and payment models.

Moreover, advanced business services form an increasingly important part of the tertiary sector of economies, and they also gain leverage power with regard to the primary, secondary and quaternary economic sectors.

The present call for papers welcomes contributions analyzing servitization issues *in business and industrial markets* from the following perspectives:

- **Business Models:**
 - The relationship between KIBS and other advanced business services, on the one hand, and servitization and business model innovation on behalf of firms, on the other
 - Analysis of advanced business services and practices of servitization or business model innovation in the light of concepts such as: disruptive innovation, critical input provisioning, and key enabling technologies/general purpose technologies
 - Organizational change processes and models related to the implementation of servitization practices
 - How are technology-based versus human based servitization models developed, evaluated and implemented?
 - How do embedded servitization versus external servitization models differ? When are each appropriate and what are the benefits and drawbacks of each type of servitization?

- **Meso/Macro-economic:**
 - The potential and impact of advanced business services, servitization and business model innovation practices for the competitiveness and vitality of sectorial or territorial economies

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- Analysis of supporting (industrial) policies in this regard
 - Servitization and advanced business services in relation to Smart Specialization Strategies and Regional Innovation Strategies
 - KIBS and servitization and Factories of the Future and Advanced Manufacturing development strategies
 - Development of methods and indicators to measure and assess quantitatively the degree of servitization from a territorial perspective
- **Strategic and managerial:**
 - How does servitization rejuvenate or complement existing strategies?
 - How does management prioritize servitization among alternative market segments or across existing and potential customers?
 - What theory/ies underpin(s) servitization strategy?
 - How might servitization strategy be implemented to create sustainable competitive advantage?
 - What implications does servitization have for business models and what new models arise?
 - Patterns and links between servitization processes and organizational performance indicators
 - Servitization and Customer Relationship Management, customer value perception and client satisfaction
 - Servitization and supply chain management
 - Linkages between intrafirm and interfirm servitization development and implementation

This special issue is restricted to original contributions that have not been published yet and are neither under consideration by any other journal at present. Case-based, conceptual and empirically-based papers are encouraged for submission. Moreover, we recommend that authors pay explicit attention to the managerial and policy implications of their findings.

Submissions should be sent electronically as an e-mail attachment (MS Word files only!) to:

Bart Kamp (bart.kamp@orquestra.deusto.es) and

Glenn Parry (glenn.parry@uwe.ac.uk) with a copy to IMM's editor:

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Authors with questions about the acceptability of proposed topics are encouraged to contact the guest editors. Authors should check the Guide for authors on the IMM web site for details on formatting their submissions:

<http://www.elsevier.com/journals/industrial-marketing-management/0019-8501/guide-for-authors>

Take note that there are Servitization conferences at Aston University in Birmingham, the UK, in May, 2014: <http://www.aston.ac.uk/aston-business-school/research/events/ssc2014/>, and at the Deusto University in Bilbao, Spain, in November 2014: <http://www.servitization.org/>, which can serve to expose papers and get pre-emptive feedback from peers and the editors of this special issue.