

## **Special Section of the *Journal of Service Research* On “Service Operations: Theory, Practice, and Future Research”**

Since the early work of service operations thought leaders Chase, Levitt, and Schmenner, operations management scholars have devoted considerable attention to understanding the dynamics of operations management in the service industries. Emerging from this seminal work has been considerable scholarship on adapting manufacturing approaches to the service domain, developing the theoretical basis for service operations, and integrating interdisciplinary perspectives into service operations management research. Recently, service operations researchers and practitioners are realizing that new perspectives on service operations are needed as technological advances are enabling the delivery of new services in diverse locations and businesses are procuring services on an increasing rate through outsourcing relationships with global service providers.

The Center for Services Leadership at Arizona State University is sponsoring a paper competition, a by-invitation workshop in which the winning papers will be presented, and a special section of the *Journal of Service Research* on the topic of “Service Operations Management.” The workshop will be held in conjunction with the special section published in the first half of 2009. Professor Vicki L. Smith-Daniels, W. P. Carey School of Business, Arizona State University will be the Special Section Editor. Advisory board members for the special section include Richard Chase, University of Southern California, Sheri Kimes, Cornell University, Larry Menor, University of Western Ontario, Aleda Roth, Clemson University, Andreas Soterious, University of Cyprus, and Chris Voss, London Business School.

### **Targeted Topics**

Papers on a broad range of topics are welcome -- such as, but not limited to, the following list. Cross-disciplinary service research is encouraged.

- Service design for global operations
- Capacity and demand management models
- Service operations strategy as sustainable competitive advantage
- Revenue and yield management models
- Technology-enabled service encounters
- Metrics and performance evaluation of service systems
- Service scripts for consistent delivery
- e-Service delivery systems
- Roles of operations and marketing in delivering the brand promise
- Offshore outsourcing of services
- Operations and new service development models
- Managing service networks and supply chains
- Business-to-business service operations relationships
- Co-production and self-service delivery mechanisms
- Service provider behavioral effects on operational performance
- Logistics and distribution as a service operation
- Mass customization of service delivery
- Models of cost-benefit tradeoffs between service reliability and effective service recovery
- Lean service models

## **Paper Competition, By-Invitation Workshop, and How to Submit:**

All papers submitted will be peer-reviewed and accepted papers will be published in the special section of *JSR*. The best paper among those accepted will receive a first-place award of \$2,000, and up to three additional papers will receive honorable-mention awards of \$1,000 each. In addition, each award will include an invitation for the paper to be presented at the special CSL workshop on "Service Operations Management" (with complimentary airfare and registration) that will coincide with the publication of the special section. Papers should be electronically submitted to the *Journal of Services Research* by **November 1, 2007**, with a cover letter indicating that the paper is intended for the special section. Details about preparing and submitting papers are available at the following *Journal of Service Research* site:

<http://www.sagepub.com/journalsProdManSub.nav?prodId=Journal200746>

## **About the Center for Services Leadership:**

The Center for Services Leadership (CSL) at Arizona State University (ASU) advances multi-disciplinary thought leadership in service research. Based at ASU's W. P. Carey School of Business, the CSL was established in 1985 and is supported by a roster of over 40 member corporations including IBM, Marriott International, Southwest Airlines, Oracle, Harrah's Entertainment, American Express, Harley Davidson and the Mayo Clinic. The Center leverages its research and educational efforts to merge scholarship and practice. Its contributions come from ASU marketing faculty and a global network of fellows and scholars, business partners, and alliance relationships. The CSL's activities, led by executive director Stephen Brown and academic director Mary Jo Bitner, are wide-ranging and support services-related academic research and conferences, as well as executive and graduate student education. For more information, visit <http://www.wpcarey.asu.edu/csl>.

## **Special Section Editor**

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The section editor welcomes questions or inquiries about the competition, by-invitation workshop, or special section. Please feel free to contact her.

