

The Service Industries Journal

SPECIAL ISSUE CALL FOR PAPERS

Internationalization of Service Industry Firms

(Deadline for submissions is 31st May 2011)

Online Retail Financial Services in a Changing World

(Deadline for abstract submissions is 30th September 2011)

Small Business and Services

(Deadline for submissions is 1st December 2011)

New Technologies in Services

(Deadline for draft submissions is 1st February 2012)

Knowledge Intensive Business Services

(Deadline for submissions is 30th April 2012)

Economics and Services

(Deadline for submissions is 30th June 2012)

Nonprofit Services: Challenges and Opportunities

(Deadline for submissions is 30th September 2013)



Internationalization of Service Industry Firms

Guest Editors:

José Pla-Barber, *University of Valencia, Spain*
Pervez N. Ghauri, *King's College London, United Kingdom*

Internationalization process and strategies has been a popular topic among international business researchers for some time. However, most of these studies deal with manufacturing firms and research on internationalization of service industry firms is rather scarce. At the same time, in the last decade, middle and upper income countries are experiencing a process of transformation by which services account for an increasing share of employment, international trade and FDI. In this sense, service industry firms have been most active in internationalizing their operations. Services sector firms now represent the largest share of global FDI flows accounting for 62% of world inward foreign direct investment (FDI) stock in 2006 (UNCTAD 2008).

This process of internationalization has been reinforced by the important outsourcing trend experienced in many value chain activities, the liberalisation of many national and international regulations and the creation and development of new service firms, based on telecommunication and information technologies, in an international framework (Sanchez and Pla-Barber, 2006). However, the heterogeneity of services implies considerable differences between sub-sectors in a range of factors including competitiveness and patterns of geographical distribution and internationalization. Therefore there is a need to investigate variables and models that go beyond those drawn from traditional empirical work focusing on the manufacturing sector. Moreover, services and manufacturing is becoming intertwined meaning that proportion of services even in manufactured goods is increasing and becoming more tangible. Most manufactured goods now contain a major proportion of service element. In the last decade or so many Western firms have moved their service components or operations to emerging markets to achieve cost benefits or other types of efficiencies (Buckley & Ghauri, 2004).

This special issue therefore focuses on the changing nature of the firm and looks particularly on the internationalization of services firms. A number of studies point out the special nature of services firms and the location implications of globalization that may influence the future flows of FDI and their impact on economies and industries (Ahroni 1996; Buckley and Ghauri, 2004 and Pla-Barber, Sanchez and Madhok, 2010).

Subject coverage

Potential topics include, but are not limited to:

- 1) The process of internationalization of service sector firms
- 2) Decisions regarding commitment and control in different services industries
- 3) Entry strategies of Western firms into emerging markets in services sector
- 4) Entry strategies of Emerging market firms into Western markets in service sector
- 5) FDI flows in service sector
- 6) The impact of FDI, particularly in service sector, on home and host economies
- 7) Internationalization of different sectors, such as; banking, retailing, healthcare, hospitality, consulting and education
- 8) Reconfiguration of sectors and resources at different locations
- 9) Knowledge flows between international services firms
- 10) Strategies of outsourcing/offshoring in the service industry firms
- 11) The impact of national and regional policies to foster services firms internationalisation

Notes for Prospective Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. All papers are refereed through a peer review process. A guide for authors and other relevant information for submitting papers are available on the Journal web page.

Important Dates

The deadline for submission is: May 31, 2011

Publication date: May, 2012

Editors and Notes

You may send one copy in the form of a PDF file attached to an e-mail (details in Author Guidelines) to the following:

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Please include in your submission the title of the Special Issue.

Online Retail Financial Services in a Changing World

Guest Editors:

Des Laffey, *University of Kent*
Dr Anthony Gandy, *ifs School of Finance*
Dr Ben Lowe, *University of Kent*

In the 1990s online banking was seen by many as the future for the industry. The dramatic emergence of the Internet banks, Egg in Europe, and Wingspan in the United States, was seen as the logical consequence of the lower costs of online operations. However, whilst customers in many countries adopted online banking the failure of these Internet only banks illustrated that wider economic considerations and customer needs must also be considered. The existing players had considerable economies of scale and offered their own Internet channels which matched the services of the new entrants along with the services and brand of an established institution. Customers were also attracted to Internet only banks through the use of loss making promotions which were not sustainable in the longer term.

As the Web has become ubiquitous the debate has moved away from Internet only banking versus multi-channel banking to how online retail financial services can complement existing channels. This is particularly important in an environment where information asymmetries are decreasing: search engines and comparison websites are used in product evaluation and selection and customers are increasingly willing to share experiences through social media such as Twitter and Facebook. This in turn poses challenges for traditional operations as, for example, staff in bank branches have to deal with more knowledgeable customers.

The aim of the Special Issue is to develop a set of papers which addresses the challenges faced in such a changing and dynamic environment.

Topics include but are not limited to:

- Customer adoption of online financial services
 - By product type and country
- Information asymmetry and online financial services
- The economics of online financial services
- The future of multi-channel financial services
- Mobile financial services
- The Internet and Customer Empowerment: implications for staff training and development
- Recruiting and retaining customers in a Web 2.0 world
- Service quality of online financial services

Key dates

Abstracts to be submitted	30 September 2011
Decisions on abstracts	30 October 2011
Full papers submitted	31 May 2012
Decisions on full papers	30 September 2012
Final revised papers submitted	31 January 2013

Please submit abstracts and papers to D.J.Laffey@kent.ac.uk clearly identifying your submission in the email subject line, **SIJ - Online retail financial services in a changing world**

All papers will go through the regular double-blind review process to ensure relevance and quality, and must follow the SIJ Style Guidelines (see <http://www.tandf.co.uk/journals/authors/fsijauth.asp>). This special issue will be published in 2014.

Questions about content and ideas should be directed to the guest editors: Des Laffey (D.J.Laffey@kent.ac.uk), Anthony Gandy (tgandy@ifslearning.ac.uk) or Ben Lowe (B.Lowe@kent.ac.uk).

Small Business and Services

Guest Editors:

David B. Audretsch, *University of Indiana, USA*

Robert Blackburn, *Kingston University, UK*

Domingo Ribeiro, *University of Valencia, Spain*

The Special Issue will examine the relationship between small business and service industries. Small and medium-sized enterprises (SMEs) are the most common type of firm found in today's global economy. SMEs are increasingly facing international problems similar to those of larger firms. However, in recent years it has been widely demonstrated that SMEs can adapt more easily to changes in the environment owing to their more manageable size, and to the fact that they can compete with large organizations through specialization and networks provided by new technology. The main aim of this special issue is to analyse the current state of the relationship between small business and services as a result of new factors that characterise today's international economy. The Special Issue proposed by the SIJ will examine these aspects. Small business and services in detail from any viewpoint or theoretical perspective will form the central subject matter for this special issue. To achieve these goals, we will urge authors to contribute research that makes a significant contribution to the literature. Such research should include developing and testing core elements of existing theories, resolving conflicting predictions from multiple theories or integrating different theories from various disciplines. Submitted papers should not have been previously published or be currently under consideration for publication elsewhere. Possible contributions should come from, but not necessarily limited to:

- Interfaces between services and small businesses.
- Innovation in small services firms.
- Knowledge intensive business services in SMEs.
- Institutional aid and policy initiatives to promote small businesses in service industries.
- Small business and international networks in service industries.
- Promoting small businesses in service industries in emerging economies.
- Interdisciplinary approaches to the study of service industries in SMEs.
- Ethical context of services in small business.
- Small franchisor organizations.
- Service industries in the small not-for-profit sector.
- Implications of management in small businesses in service industries, and public sector.
- Comparison of service industries in SMEs in different countries.
- Service industries in microenterprises.
- New tendencies and research in small business and services.

We are open to imaginative and interesting ideas that may not fit neatly within any of the above listed areas but that do fit within the spirit of this Call for Papers.

Deadline for submitting papers is December 1st, 2011. Questions about content and ideas should be directed to one of the guest editors: Professor David Audretsch, Professor Robert Blackburn, or Professor Domingo Ribeiro, at domingo.ribeiro@uv.es

Please clearly identify your submission in the email subject line, **SIJ – Small Business and Services**. All papers will go through the regular double-blind review process to ensure its relevance and quality, and must follow the SIJ Style Guidelines. This special issue will be published in volume 32 number 15 (2012).

New Technologies in Services

Guest Editors:

Linda Canina, Cornell University, USA

Daniel Palacios Marqués, Technical University Valencia, Spain

The increase of web sites, the information that it is transmitted through them, as well as the conception of the Internet as a innovative technology, has allowed a dynamic development of the contents as well as a new conception of the Internet. However, by only introducing new communication and information technologies, its relationship to firm performance has not been shown.

The economic importance of Information Technologies has led to considerable academic and business interest in investigating and understanding the role it plays in processes of change, in economic efficiency and in organisational performance. The spectacular rise of technology has meant that many studies have unquestioningly assumed that IT contribute to competitive success and improvement in firm results.

Paradoxically however, empirical evidence of economic and organisational effects of IT is extremely contradictory, and provides no clear conclusions. Organisations apportion large budgets for the acquisition of IT related products under the implicit premise that these investments will bring about economic benefits. Nonetheless, empirical evidence for the economic effects of IT in the microeconomic arena has not been at all easy to come by. Perhaps the most surprising situation is seen when some firms achieve excellent results with their IT efforts, while others, although in the same line of business, continue to be victims of the paradox of productivity.

This disparity of results has led many of these studies to be reviewed, with divergence in their conclusions being attributed to theoretical or methodological inadequacies. Both causes complicate the measurement of the real value contributed by IT, as well as the comparability and replicability of studies. The most serious theoretical deficiency alludes to the lack of theoretical models that guide positive research efforts, and identify the contingent variables and interaction effects that are at work in value creation by IT. A further source of uncertainty and discrepancies in empirical findings arises from errors in measuring the constructs and poor application of analytical methods, thus preventing causal relations from being established.

Papers can be from different theoretical perspectives and use different empirical methods, large scale survey work and archival databases, but must constitute new work, that genuinely advances existing debates.

Subject Coverage

Examples of topics appropriate to the theme of *New Technologies in Services* include:

- Creation of firm value through IT
- IT strategies and services
- IT integration and strategy
- Impact of introducing Web 2.0 in the firm
- Enterprise 2.0 tools
- Knowledge management and IT
- Creation of Information Management Capabilities
- New business models for virtual markets
- Business networks and entrepreneurship
- Enabling technology for outsourced facilities management
- IT-based services delivery systems
- IT services outsourcing

Notes for Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere.

All papers are refereed through a peer review process. A guide for authors, sample copies and other relevant information for submitting papers are available on the Author Guidelines page (<http://www.tandf.co.uk/journals/journal.asp?issn=0264-2069&linktype=44>).

Important Dates

Draft submission deadline: February 2012

Final paper submission deadline: December 2012

Publication release: Volume 35 Issue 7 2015

Editors and Notes

You may send one copy in the form of an MS Word file attached to an e-mail (details in Author Guidelines) to:

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Please include in your submission the title of the Special Issue, the title of the journal and the name of the Guest Editors.

Knowledge Intensive Business Services

Guest Editors: Professor Peter Sharp and Professor Francisco J. Lara

Issue 10, volume 34 will analyze the growing importance of service industries in recent years and how this has attracted knowledge intensive business services (KIBS) an international scale. In the present climate, there is no doubting the underlying and substantial social, cultural and economic benefits of the service industry in the economy; a fact that has made knowledge intensive business services around the world take an increasingly active role in fomenting what is regarded as a necessary phenomenon in today's society. Instilling the spirit of the service industry often depends on the political measures put into place. In this sense, technological and professional KIBS have a marked influence on the appearance and consolidation of the spirit and culture of the service industry. However, not all nations are dedicating the same amount of time and effort to promoting service industries. This special issue attempts to reflect the experiences of the global environment that now surrounds us. The editors of this special issue, Peter Sharp and Francisco J. Lara, would be pleased to receive articles of a theoretical nature, as well as research-based pieces, on any aspect or factor within a knowledge intensive business services context whose underlying *raison d'être* is the promotion of service industries. In particular, they would be happy to receive articles on the following aspects:

- Organizational behaviour at knowledge intensive business services
- Organizational learning at knowledge intensive business services
- Knowledge management in business service industries
- T-KIBS: scientific and technological knowledge
- P-KIBS: professional services knowledge
- Business Ethics and Knowledge-Intensive Business Services
- Client Co-Production in Knowledge-Intensive Business Services
- Health/Medical services: knowledge intensive business service
- Education services: knowledge intensive business service
- Public governance: knowledge intensive business service

The deadline for submitting papers is **April 30, 2012**. Questions about content and ideas should be directed to the both guest editors Professor Peter Sharp, at sharp@regents.ac.uk; and Professor Francisco J. Lara, at javier.lara@ucv.es

Please clearly identify your submission in the email subject line, **SIJ – Knowledge Intensive Business Service - Special Issue**. All papers will go through the regular double-blind review process to ensure its relevance and quality, and must follow the SIJ Style Guidelines (see <http://www.tandf.co.uk/journals/authors/fsijauth.asp>). This special issue will be published in 2014.

Special Issue: Economics and Services

Service Industries Journal, published by Taylor & Francis

Guest Editors: Professor Jan Owen Jansson (Linköping University, Sweden) and Professor M. Dolores Garzon (Polytechnic University of Valencia, Spain)

Publication date: Volume 35, number 1 (2015)

In economics textbooks and most other mainstream microeconomic works the pair of “goods and services” are treated as one. There is little recognition of the fact that services are different from material goods in some basic respects for microeconomic analysis. In view of the size of the service sector, even macroeconomic analysis can be seriously flawed when the special nature of services is overlooked.

There is really just one characteristic of services that has attracted the attention of economists, and given rise to a substantial literature: the assumed much lower rate of productivity growth of services compared to goods. In this connection, however, too little account is taken to the fact that the heterogeneity of the service sector is great; it is misleading to treat “services”, “the service sector” or the “service industries” as a reasonably homogeneous aggregate for economic analysis.

In accordance with the supply-side definition applied in the National Accounts, the service sector can be divided up in five sub-sectors which are very different in some important respects for economic analysis: (1) Distribution of goods; (2) Housing; (3) Business-to-business services; (4) User-financed consumer services; (5) Tax-financed consumer services.

In so called welfare states (5) is the largest sub-sector, while the other four sub-sectors are of fairly similar size in terms of value added or employment. Altogether the service sector measured from the supply-side make up 72% of GDP in Sweden, which also happens to be the average share of the service sector among the member states of EU.

We therefore invite original contributions that could contribute to further our insight into the economics of services made from a broad range of fields.

Subject Coverage

We welcome both empirical and conceptual articles. Examples of knowledge gaps appropriate to the theme of the special issue include:

- **Reconciliation of supply-side and demand-side measurements of the service sector**
An important measurement problem is that the service sector appears substantially less by the demand-side compilation of GDP, which is also applied in the National Accounts, although less frequently cited. In Sweden the goods and service proportion comes to 51:49, or 60:40 if housing is counted in among the consumer goods. Both proportions are apparently widely different from 28:72 obtained by the supply-side approach. This should be explained and the question is what line should be taken to this difference?
- **How could the service sector be disaggregated to enhance the relevance of economic inquiry?**
A related, basic question when it comes to applying economics to services is how the total service sector could and should be disaggregated for different descriptive and/or analytical purposes?
- **Productivity and quality of service.**
A much discussed fundamental problem, which still is largely unsolved concerns productivity measurements and quality of service evaluations, in particular for tax-financed services including medical care, education, child- and eldercare.

- **Urbanization and service sector growth**

A big question for potentially fruitful research is which relation the structural change of the economy bears to the radical spatial structural change of society brought about by urbanization? In the rich countries of the world the service sector is dominant and the urban population is 80% or more of the total population, while the poor developing countries are still mainly agrarian and the urban population is only 10 to 30 per cent of total population. Urbanization is, however, accelerating, and the question is how the experiences of the developed countries could be used for the development policy of the poor countries?

- **The welfare state dilemma**

A big issue for the future of the welfare states is how the present system of tax-financing of a large part of basic welfare services could cope with ever-increasing demands. When people live longer and longer they demand more and better health care and eldercare, and more school years for the young and higher quality of the education are required in the knowledge society. Is the basic idea of the welfare state counterproductive if the tax rate cannot be raised any more?

The deadline for submitting papers is **June 30, 2012**. Full papers (and questions about content and ideas) should be directed to the guest editor Professor Jan Owen Jansson at jan.owen.jansson@liu.se and Professor M.Dolores Garzon at mgarzon@upvnet.upv.es. Please clearly identify your submission in the email subject line, **SIJ – Economics and services - Special Issue**.

All papers will go through the regular double-blind review process to ensure its relevance and quality, and must follow the SIJ Style Guidelines (see <http://www.tandf.co.uk/journals/authors/fsijauth.asp>).

Nonprofit Services: Challenges and Opportunities

Guest Editors: Helena Alves, Gary Akehurst and Domingo Ribeiro

The nonprofit sector has had an increasingly more important role in the economy, contributing to the welfare of society in areas as diverse as healthcare, education, culture, education, counseling, nutrition and protection. Its importance can be seen by the number of people it employs and also for its contribution to gross domestic product. According to the John Hopkins Comparative Nonprofit Sector Project the nonprofit sector represents an average of 5 percent of Gross Domestic Product in the eight countries for which satellite account data are available, and employs more employees than several industries.

The fact that organizations belonging to this sector are not profit-driven gives them specificities (Andreasen and Kotler, 2003; Dolnicar et al., 2008), which have attracted and continue to gain interest in their study. In fact, the recent research conducted by Deloitte Consulting (2010) showed that amongst some of the needs nonprofit organizations have are the need to do partnerships to extend their reach, the need to have detailed strategic planning to document priorities, the need to have prioritized initiatives to manage resource allocation, the need to provide training to paid staff and volunteers, the need to leverage modern technology to improve communications and the need to continuously raise funds.

Therefore the editors of this special issue, Helena Alves, Gary Akehurst and Domingo Ribeiro, would be pleased to receive articles of a theoretical nature, as well as research-based pieces, on any aspect or factor within nonprofit services context. In particular, they would be happy to receive articles on the following aspects:

- Nonprofit organizations governance
- Nonprofit organizations financing
- Nonprofit organizations fundraising
- Partnerships with public sector
- Volunteer recruitment and motivation
- Marketing in nonprofit organizations
- Managing human resources in the nonprofit services organizations.
- Efficiency in nonprofit organizations
- Nonprofit organizations stakeholders management
- Efficacy in nonprofit organizations actions
- Nonprofit organizations and new information and communications technologies

The deadline for submitting papers is **September 30, 2013**. Full papers and questions about content and ideas should be directed to the guest editor Helena Alves at halves@ubi.pt, Professor Gary Akehurst, at ga@akehurstonline.co.uk, or Professor Domingo Ribeiro, at domingo.ribeiro@uv.es. Please clearly identify your submission in the email subject line, **SIJ – Nonprofit Services: Challenges and Opportunities - Special Issue**.

All papers will go through the regular double-blind review process to ensure its relevance and quality, and must follow the SIJ Style Guidelines (see <http://www.tandf.co.uk/journals/authors/fsijauth.asp>). Papers would be published online around July 2015 and hard copy publication in February 2016, volume 36, issue 1.