
Special Issue on Innovation in the Service Economy

Call for Papers

Innovation in the Service Economy is an academic field that examines how new ideas, technologies, and business models transform service industries. It studies service design, digital transformation, customer experience and value co-creation across sectors such as finance, healthcare, tourism and information services. The field analyzes how innovation enhances productivity, competitiveness, and sustainability in service-based economies, emphasizing knowledge, technology integration and organizational change.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on **Innovation in the Service Economy**. Potential topics include, but are not limited to:

- Service design and innovation
- Digital transformation in services
- Behavioral economics and service innovation
- Platform economy & service ecosystems
- Human capital and innovation in services
- Entrepreneurship in the service sector
- Economics of innovation
- Innovation in financial services
- Marketing of innovation
- Globalization and internationalization of services
- Service trade, globalization and digital delivery
- Human-centric design and AI-augmented services
- Customer experience and value co-creation
- Business model innovation in services
- Knowledge-intensive business services
- Creative industries and service innovations
- Service innovation in specific vertical sectors
- Service productivity and performance measurement
- Sustainable and green service innovation
- Smart services and IoT
- Innovation in healthcare and public services

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete



manuscript through the journal's [Paper Submission System](#).

Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – *Innovation in the Service Economy***” should be chosen during your submission.

According to the following timetable:

Submission Deadline	May 20th, 2026
Publication Date	July 2026

For publishing inquiries, please feel free to contact the Editorial Assistant at submission.entrance1@scirp.org

JSSM Editorial Office