



Special Issue on Service Innovation and Management

Call for Papers

Service Innovation and Management is an interdisciplinary field that explores the development, delivery, and management of innovative services in changing markets. It covers service design, customer experience, digital transformation, business model innovation, service quality, technology-enabled services and organizational strategies. The field applies managerial, technological and data-driven approaches to improve service efficiency, customer value, competitiveness and sustainability across industries, while addressing emerging opportunities and challenges in the evolving service economy.

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

- Service Design and Development
- Service Innovation and Business Model Innovation
- Innovation in Financial Services
- Marketing of Innovation
- Globalization and Internationalization of Services
- Customer Experience and Relationship Management
- Behavioral Economics and Service Innovation
- Service Quality and Performance Management
- Technology-Enabled Services and AI Applications
- Digital Service Innovation and Transformation
- Human-Centric Design and AI-Augmented Services
- Service Marketing and Consumer Behavior
- Service Operations and Process Management
- Public Service Innovation and Collaborative Governance
- Knowledge-Intensive Business Services
- Creative Industries and Service Innovations
- Service Innovation in Specific Vertical Sectors
- Sustainable and Green Service Innovation
- Service Strategy, Entrepreneurship and Organizational Innovation
- Servitization, Product-Service Systems and Outcome-Based Business Models
- Platform Economy & Service Ecosystems
- Smart Services and IoT
- Human Capital and Innovation in Services



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- Service-Dominant Logic, Resource Integration and Value Co-Creation

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 – Service Innovation and Management**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	November 27th, 2026
Publication Date	January 2027

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

JSSM Editorial Office