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Nota di contenuto	Endorsements; Preface; Acknowledgment; Contents; Authors' Biography; Part I Innovation Definitions, Governance Structure, and Literature; 1 Innovation: A Critical Assessment of the Concept and Scope of Literature; Abstract; 1 Introduction; 2 What Is Innovation?; 3 Type of Innovation; 4 Degree of Innovativeness; 5 Dimensions: Individual---Group---Network; 6 Antecedents of Innovation; 7 The Specificity of Service Innovation; 8 Problems in Innovation Research; 9 Conclusion; Acknowledgments; References; 2 Service Innovation: A Review of the Literature; Abstract; 1 Background 2 Service Innovation: An Overview 2.1 Service Innovation and Its Characteristics; 2.2 Classification of Service Innovation; 3 The Dynamic and Systemic Process of Service Innovation; 3.1 Service Design and New Service Development; 3.2 Open and Collaborative Processes of Service Innovation; 3.3 Customer as a Co-creator of Service Innovation; 3.4 Systemic Diffusion of Innovation Through Service Value Networks; 4 Management of Service Innovation; 4.1 Dynamic Capability Building for

Service Innovation; 4.2 Managing Organizational Knowledge and Learning for Service Innovation  
4.3 Creating an Organizational Culture for Service Innovation  
4.4 Measurement of Service Innovation and Its Outcomes; 5 Conclusion; References; 3 Open Service Innovation: Literature Review and Directions for Future Research; Abstract; 1 Introduction; 2 Alliances and Service Innovation; 2.1 Innovation Outcomes; 2.2 Alliance Structure; 2.3 Partner Characteristics; 2.4 Partner Interaction; 2.5 Active Innovation Management; 3 Alliance Portfolio and Service Innovation; 3.1 Innovation Outcomes; 3.2 Portfolio Configuration; 3.3 Partner Characteristics; 3.4 Partner Interaction  
3.5 Active Innovation Management  
4 Alliance Network and Service Innovation; 4.1 Innovation Outcomes; 4.2 Network Structure; 4.3 Partner Characteristics; 4.4 Partner Interaction; 4.5 Active Innovation Management; 5 Discussion and Conclusion; 5.1 A Multi-level Framework of Open Service Innovation; 5.2 Future Research Topics; 5.3 Conclusion; References; 4 Towards an Understanding of Open Innovation in Services: Beyond the Firm and Towards Relational Co-creation; Abstract; 1 Introduction; 1.1 Service Trends; 1.2 Complex Environments and Wicked Problems  
2 Service Innovation and the Design Thinking Process  
2.1 Service Innovation in a Relational Value Network; 2.2 Service Innovation Through a Design Thinking Process; 3 Open Service Innovation---A Conceptual Framework for Services Innovation Co-creation; 3.1 Open Innovation; 3.2 Open Service Innovation; 4 Cases of Service Innovation Co-creation; 4.1 Competitive Co-creation; 4.1.1 Open IDEO: Co-created Professional Services; 4.2 Community-Based Competition Co-creation; 4.2.1 Threadless Case: Co-created Product Design; 4.3 Open Source Co-innovation; 4.3.1 Wikipedia Case  
4.4 Service Exchange as Open-Creation

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## Sommario/riassunto

Bringing together some of the world's leading thinkers, academics and professionals to provide practitioners, students and academicians with comprehensive insights into implementing effective service innovation. This book presents service innovation holistically and systemically across various service areas, including health, education, tourism, hospitality, telecommunications, and retail. It addresses contemporary issues through conceptual and applied contributions across industry, academia, and government, providing insights for improved practice and policy making. Featuring cutting-edge research contributions, practical examples, implementations and a select number of case studies across several growth service industries, this book also includes examples of failed service innovation attempts in order to demonstrate a balanced view of the topic and to make clear the pitfalls to be avoided. Culminating in a suggested step-by-step guide to enable service organization's managers to understand and implement the concepts of service innovation and manage its evolutionary processes effectively, this book will prove a valuable resource to a wide reaching audience including researchers, practitioners, managers, and students who aspire to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation. Includes endorsements from professionals in the field of service innovation.

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