## Part I  Innovation Definitions, Governance Structure, and Literature

### Innovation: A Critical Assessment of the Concept and Scope of Literature
Vibeke Vad Baunsgaard and Stewart R. Clegg  
5

### Service Innovation: A Review of the Literature
Krithika Randhawa and Moira Scerri  
27

### Open Service Innovation: Literature Review and Directions for Future Research
Alexander Alexiev, Brian Tjemkes, Marc Bahlmann, Ard-Pieter de Man and Hajar Siamar  
53

### Towards an Understanding of Open Innovation in Services: Beyond the Firm and Towards Relational Co-creation
Melissa Edwards, Danielle Logue and Jochen Schweitzer  
75

### Exploring a Multidimensional Approach to Service Innovation
Matthijs Janssen, Carolina Castaldi, Alexander Alexiev and Pim Den Hertog  
91

### Innovation, Service Types, and Performance in Knowledge Intensive Business Services
Diego Campagnolo and Anna Cabigiosu  
109
Part II  Skills and Capability Building in Service Innovation

On the Way to a Systematic Service Innovation Competence Framework ................................................................. 127
Angela Roth

Service Innovation Capabilities for Idea Assessment: An Appraisal of Established and Novel Approaches ............... 145
Niels Feldmann and Marc Kohler

Employees and Users as Resource Integrators in Service Innovation: A Learning Framework .................................. 169
Mervi Hasu, Marja Toivonen, Tiina Tuominen and Eveliina Saari

Foresight and Service Design Boosting Dynamic Capabilities in Service Innovation ............................................. 193
Katri Ojasalo, Minna Koskelo and Anu K. Nousiainen

Employment and Skill Configurations in KIBS Sectors: A Longitudinal Analysis ................................................ 213
Davide Consoli, Dioni Elche and Francesco Rullani

Dynamic Capabilities for Service Innovation in Service Systems ........ 237
Renu Agarwal and Willem Selen

Part III  Technological Developments in Service Innovation

Role of Web 3.0 in Service Innovation ................................................. 253
Ranjith Nayar

Service-Oriented Architecture as a Driver of Dynamic Capabilities for Achieving Organizational Agility ................. 281
Haresh Luthria and Fethi A. Rabhi

Disruptive Digital Innovation in Healthcare Delivery: The Case for Patient Portals and Online Clinical Consultations ....... 297
Changmi Jung and Rema Padman

Technology-Driven Service Innovation in the Banking Industry .... 319
Christopher Bajada and Rowan Trayler
Part IV  Designing Service Innovation

Systemic Development of Service Innovation .............................. 349
Antti Hautamäki and Kaisa Oksanen

The Role of Socio-Technical Experiments in Introducing
Sustainable Product-Service System Innovations ....................... 373
Fabrizio Ceschin

Servitization as Innovation in Manufacturing—A Review
of the Literature .......................................................... 403
Göran Roos

The Architecture of Service Innovation .................................... 437
James Moustafellos

Innovation or Resuscitation? A Review of Design Integration
Programs in Australia ....................................................... 457
Joanne Cys and Jane Andrew

Service Innovation Through an Integrative Design Framework .... 481
Eng K. Chew

Services Innovation in a Circular Economy ............................ 501
Göran Roos and Renu Agarwal

Part V  Management Issues in Service Innovation

Illuminating the Service Provider’s Strategic Mandate
on Realizing Apt Quality and Value Through Service Innovation .... 523
Larry J. Menor

Co-creative Practices in Service Innovation ............................. 545
Stefan Holmlid, Tuuli Mattelmäki, Froukje Sleeswijk Visser
and Kirsikka Vaajakallio

Managing Online User Co-creation in Service Innovation ........... 575
Lars Bengtsson and Natalia Ryzhkova

Practices for Involving Organizational Customers
in Service Innovation ....................................................... 591
Heidi M.E. Korhonen and Ilari Kaarela
# Contents

## Part VI  International Dimensions of Service Innovation

**Services Offshoring: Location Choice and Subnational Regional Advantages in China**  
Hao Tan and Stephen Chen  
621

**Innovative Strategies in Servicing International Markets from Ireland**  
Seamus Grimes and Patrick Collins  
641

**Leveraging Value Across Borders—Do ‘Market Place Interactions’ Trump ‘Market Space Transactions’?: Evidence from Australian Firms in Industrial Markets**  
Robert Jack  
663

**Frugal Services Innovation—Lessons from the Emerging Markets and an Adoption Framework for First-World Corporations and Governments**  
Shankar Sivaprakasam and Ravi Srinivasan  
683

## Part VII  Service Innovation in the Government Sector

**How to Manage a Service Innovation Process in the Public Sector: From Co-Design to Co-Production**  
Tuula Jäppinen  
707

**Innovating Universities: Technocratic Reform and Beyond**  
Kereen Reiger, Toni Schofield and Margaret Peters  
727

**Business Model Approach to Public Service Innovation**  
Tony Katsigiannis, Renu Agarwal and Kai Jin  
751

**Exposing an Economic Development Policy Clash: Predictability and Control Versus Creativity and Innovation**  
Jane Andrew  
779

**Epilogue**  
803

**Terminology**  
805