

Call for Papers

Special Issue on

Services in Transition – Implications for Business Research



Edited by

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With this Special Issue on “Services in Transition – Implications for Business Research”, *Business Research* invites submissions that contribute to the theme of the Annual Conference of the German Academic Association for Business Research (VHB) in Rostock, June 12th-14th, 2019.

The main topic of the conference, as well as the Special Issue, address the ongoing changes in service industries (e.g., due to technological innovation or social changes). New service providers enter the market, and established service companies may need a strategic shift. Business models and processes that have been successful so far might no longer be sustainable. Even companies primarily active in traditional manufacturing industries may transform themselves into value-added service networks. The special issue intends to provide an outlet for investigating this transition process.

Papers considered for the Special Issue may focus on topics including, but not limited to, the following: Which types of challenges emerge? How can companies successfully manage these challenges? Which developments need further research? What are the dark sides for manufacturers when shifting to services? How are technologies enabling new service value propositions? How will the introduction of service robots affect customer relationships, as well as relations with the present workforce? What are the ethical implications of big data as a basis of individualized services?

We welcome theoretical, empirical, and methodological contributions (including case studies) from all fields of business administration that address aspects related to the conference theme. All contributions should clearly state the implications for future business research.

Business Research commits a first set of reports prior to the conference by May 2019 such that potentially revised versions can be presented and discussed with the scientific community at the Annual Conference. In order to be considered for the special issue, papers must also be presented at the Annual Conference in Rostock.

Submission guidelines and deadlines

All manuscripts must follow the guidelines of the *Business Research*, which are available at: <http://www.springer.com/40685>.

Manuscript submission for the review process will be done in the Editorial Manager of Springer at the following website <https://www.editorialmanager.com/BURE>. Please, mention explicitly “**Special Issue – VHB 2019**” in the comment section.

Submission deadline:	30 November 2018
First reports committed before:	30 April 2019
Final revisions due:	31 December 2019
Expected publication date:	Spring 2020

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