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Editorial: Digital Innovation and Challenges for Service Research

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EDITORIAL NEWS

This issue publishes the first special section for one of our affiliated research communities. We invited authors of three of the AIS SIG Services workshop papers to submit a full paper to our journal. The workshop was held in connection with the ICIS 2011 in Shanghai. The editorial process was completed for all submitted papers in August 2012. We look forward to publishing this special section annually with the SIG Services community.

THE CURRENT ISSUE

In this issue, we publish two articles that address contemporary issues in digital innovation and service research. Hylving, Henfridsson, and Selander (2012) study the role of the dominant design in digital innovation. According to the authors, digital technology both offers new options for product-developing firms, but it also offers challenges in understanding how the firms need to handle the tensions between these options and the institutionalized practices established over long periods of incremental innovation. The paper reports on an intensive case study of a global automaker's efforts to innovate instrument clusters and explore the influencing role of established innovation practices. The paper contributes to the literature by developing a conceptual model for understanding how digital technology shapes, and is conditioned by, the dominant design of a product class. Furthermore, the paper extends our understanding of how firms are dealing with the contradictory logics of digitized products.

The second article discusses the state of service science and the challenges the emerging discipline is currently facing. Alter (2012) argues that there are eight specific problematic areas within service science. The paper uses five medical services to question the current definitions of service and service system. The paper argues that service science should not privilege servitizing over productizing. Alter proposes a series of design dimensions whose endpoints are often associated with products or with services. Furthermore, the paper argues that the concept of *the customer* should be replaced with clearer identification of different groups and types of customers. Alter also points out that we should further specify how co-production and co-creation of value should be considered, as well as who the actual participants or stakeholders in a service system are. Finally, the paper identifies premises underlying an integrated view of service marketing, service operations, and service computing.

REFERENCES

Hylving, L., O. Henfridsson, and L. Selander, "The role of dominant design in a product developing firm's digital innovation," *Journal of Information Technology Theory and Application (JITTA)*, 2012, 13:2, Article 2, pp. 5–21.

Alter, S., "Challenges for service science," *Journal of Information Technology Theory and Application (JITTA)*, 2012, 13:2, Article 3, pp. 22–37.



Tuure Tuunanen is Professor of Information Systems in the Department of Computer Science and Information Systems at the University of Jyväskylä. He is also Global Research Fellow in The Center of Service Leadership at Arizona State University. He holds a D.Sc. (Econ) in information systems and M.Sc. (Econ) in marketing from Helsinki School of Economics. His current research interests lie in the areas of IS development methods and processes, requirements engineering, risk management, and convergence of IS and marketing disciplines, specifically in design of interactive consumer services and products. His works have been published in, e.g., *Journal of the AIS*, *Journal of Management Information Systems* and *Journal of Service Research*. More information about Dr. Tuunanen's research can be found at <http://www.tuunanen.fi>.

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