Editorial

This is the first issue of the first volume of the Journal of Service Management Research (SMR). We, the editors of SMR, are proud and happy to present this new journal to the service research community.

What were the reasons for establishing SMR? On the one hand, most journals addressing service research have focused on specific management disciplines. A lot of these journals have a service marketing focus, others concentrate on IT services and again others address special topics of human resource management in service industries. On the other hand, in fact much service research is interdisciplinary. Service marketing researchers work together with researchers from the IT community to analyse the impact of new IT services on service consumers. Research on topics relating to service encounters involves a collaboration of human resource and marketing scholars, to name but a few. Therefore, we, the editors of SMR, see the need for a journal that is especially dedicated to interdisciplinary service management research. Out of this conviction we stated the following mission statement of SMR:

- SMR is dedicated to interdisciplinary research in service management. The editors believe that service research is capable of answering the complex research questions in service management when researches from different disciplines work together. Therefore, SMR and its editors encourage researchers to do interdisciplinary research.
- SMR covers all topics of research in the field of service management with a focus on interdisciplinary research.
- SMR is committed to high quality standards. The journal publishes research papers with unique key findings and significant contributions to service research. All articles published in SMR are double-blind reviewed papers.
- SMR publishes methodological, theoretical and conceptual papers as well as qualitative and quantitative empirical studies. SMR intends to publish a balanced relation of empirical, formal-analytical and conceptual papers.
- SMR assures a fast, ambitious and fair review process with a high degree of transparency for authors and reviewers. The review process takes twelve weeks at the maximum.

This mission in mind, we invite all service researchers with an interdisciplinary focus to submit interesting and considerable manuscripts to the Journal of Service Management Research. Further information can be found at: www.journal-smr.de.

This first issue introduces four articles on service management research. We would like to thank the authors and reviewers for their support, and wish all our readers exciting and stimulating insights into very different topics on service management research.

In the first contribution "Topics for Service Management Research – A European Perspective" we, the editors of SMR (*Martin Benkenstein, Manfred Bruhn, Marion Büttgen, Christiane Hipp, Martin Matzner* and *Friedemann W. Nerdinger)*, aim to provide researchers and with that potential authors of the SMR with relevant guidelines for future research topics. In this regard we present insights from two surveys. To identify research topics of the recent past we analysed issues of 48 highly ranked service oriented management and marketing journals from 2009 to 2015. Furthermore, we interviewed European scholars on their focus on service research both in the previous years and for the near future. Additionally, we, the editors of SMR, discussed future research topics in the field of service management as an expert group. Results of the studies and further discussions demonstrate the necessity of interdisciplinary research designs in service management research.

In "Capturing Value in the Service Economy" – a conceptual study – *Jochen Wirtz* and *Michael Ehret* discuss the level of vertical integration in any industry, because almost any activity, process, asset, and skill set has become or will become available as a service and can be bought from competitive markets. Therefore, firms have to decide what to own in a value chain to build up competitive advantage. The authors propose a framework for identifying key assets for enhancing the competitive advantage and financial viability in different categories. Each asset category shows distinctive implications for revenues, costs and residual profits, offering a selective set of options for service-driven strategies.

Michael Kleinaltenkamp, Ioana Minculescu and *Sascha Raithel* discuss in "Customization of B2B Services: Measurement and Impact on Firm Performance" – an empirical study based on quantitative data – the trade-off between increasing costs on the one hand and higher loyalty, increasing willingness to pay and higher customer satisfaction on the other hand of the customization of services in customization of business-to-business (B2B) markets. Based on this discussion the authors ask how B2B services can be measured and how the degree of customization impacts firm performance. To answer these questions they us a large-scale quantitative study. By this way they identify dimensions of customization of B2B services and show the consequences of different degrees of customization on customer perceived value and cost efficiency.

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In the final contribution of this issue "Demographic Change and Job Satisfaction in Service Industries – The Role of Age and Gender on the Effects of Customer-Related Social Stressors on Affective Well-Being" – an empirical study based on quantitative data – *Christian Dormann, Sarah Brod* and *Sarah Engler* analyse the impact of customer-employee interactions on customer-related social stressors. The authors discuss whether age and gender moderate this relationship. Using a panel study with police officers they show that older and female employees' negative affect increases less strongly than the negative affect of younger respectively male officers. The authors discuss relevant implications for human resource management in service industries.

We are proud to present the Journal of Service Management Research to the service research community. It was a long way up to this first issue, and we hope that our journal will provide the service research community with relevant and lasting insights to service research. We invite authors to submit their substantial and trend setting interdisciplinary research and with this contribute to the success of the SMR.

Martin Benkenstein
Editor-in-Chief

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