

Editorial

At the time of us writing this editorial we are editors of the Journal of Service Management Research for four years. Issue 1–2021 is the first issue this year.

We must say we truly enjoy being the editors of this journal. It is challenging but it allows us to read numerous up-to-date research in the field of service management. To those who have submitted papers: Thank you very much! To those who have not yet submitted a manuscript, please consider doing so. The heart of a good journal is submission, and we would like to encourage all authors to consider the Journal of Service Management Research as the upcoming top journal for your research on service management. Also, we would like to thank all reviewers of our journal.

This first issue of 2021 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 of service management research.

The “*Commentaries on the Sharing Economy: Advancing New Perspectives*” is the fourth *SMR* special research paper. The authors, *Martin P. Fritze, Martin Benkenstein, Russell Belk, Joann Peck, Jochen Wirtz, and Bart Claus*, discuss the sharing economy is an omnipresent topic, not just in academia but throughout public discourses. Key questions thus have been approached from various research perspectives. Their individual commentaries reflect unique theoretical perspectives, and they include discussions of why the sharing economy makes service management research more relevant, implications for companies and consumers, and key research needs.

The second article of this issue presents a look on business analytic tools in the field of Financial services industry. Therefore *Michael Leyer, Jürgen Strohhecker, and Janina Ket-*

tenbohrer propose a behavioural perspective in “*This business analytics tool looks nice, but... I am still happy without it – Evidence from the financial services industry*” to reveal why employees hesitate to use business analytics in their operations throughout the whole organisation. The authors gather quantitative data with a survey in the financial services industry with 332 responses including both users of analytic tools as well as non-users. The results reveal that on an individual level it is skills being important for usage but not perceived value.

The third article presents *Stefan Trautwein, Jörg Lindenmeier*, and Christian Arnold*’s work on “*The Effects of Technology Affinity, Prior Customer Journey Experience, and Brand Familiarity on the Acceptance of Smart Service Innovations*”. In their study a model of smart service innovation (SSI) acceptance is delineated. Based on the empirical findings, the present paper discusses implications for service management and service research, study limitations and avenues for future research.

Finally, *Björn A. Hüttel* introduces “*Antecedents of Frontline Employees’ Customer Orientation: A Comprehensive Review*”. This systematic literature review investigates the antecedents of frontline employees’ customer orientation. The study provides an extensive overview of the antecedents of frontline employees’ customer orientation, identifying and categorizing the factors that influence frontline employees’ customer orientation into four broad areas. Second, the study sheds light on the different understandings of customer orientation and structures the fragmented literature.

We wish our audience interesting insights into these different areas of service management research.

Martin Benkenstein and Marion Büttgen
Editors-in-Chief