

CALL FOR PAPERS

***European Management Journal* Special Issue: Theoretical and Practice Perspectives in Complex Service System**

Guest editors: Irene CL Ng¹ and Luisa Andreu²

How can we study and understand complex service systems? This will not be achieved through traditional approaches to scientific research alone. The design, management and delivery of complex service systems suggest the need to fully understand the configuration of resources contributed by people, complex equipment, technology and processes to achieve service excellence and economic viability. There is therefore a need to understand the theory and practice in complex service systems as well as the value propositions that connect them.

In order to do so, *European Management Journal* is producing a special issue entitled *Theoretical and Practice Perspectives in a Complex Service System*, through which we hope to understand how various lenses in terms of research perspectives can shed light on the understanding of a case study of a complex service system. This case study, developed in conjunction with the 2011 Grand Challenge in Service week in Cambridge, UK, is entitled “Customer Focus Community as a Complex Service System: The case of London Borough of Sutton” (available at: http://www.cambridgeservicealliance.org/uploads/downloadfiles/serviceweekcasescenario/Case%20study_final.pdf)

Service researchers are invited to contribute to the complex service system analysis through different lenses – networks, performance management, new technologies, risk management, sustainability, innovation, value co-creation, system theory and approaches – and answer key questions to better understand the complex service system.

Submission

The selection of papers will be made in accordance with a double-blind review process whereby the reviewers are not aware of the authors' identities. Papers are expected to focus on the special issue theme and the selection criteria include theoretical and empirical significance, methodological/conceptual soundness, technical competency, and logical clarity. Additionally, papers should include a section on “case implication” (instead of managerial implication), linking insights and relevance of the paper to the case study. Specifically in this section, papers should:

1. specify the theoretical, conceptual or empirical links to the case study;
2. discuss the paper's contribution to the case study.

Priority will be given to submissions that provide interesting theoretical and practice insights to the case study.

All papers submitted should not exceed a maximum word count of 10,000. Please follow the author guidelines as set out in the *European Management Journal* website:

www.elsevier.com/wps/find/journaldescription.cws_home/115/authorinstructions

Papers for consideration should be submitted online at <http://ees.elsevier.com/emj/> choosing “**SI: 2011 Service Week**” as the paper type no later than the submission deadline of **Oct 31, 2011**. Any queries about the Special Issue can be directed to Special Issue Editorial Coordinator Yin F Lim at Y.F.Lim@warwick.ac.uk.

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