

Business Service Management

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CALL FOR PAPERS – MINI-TRACK

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PURPOSE

IT Service Management has become an accepted good practice for internal and external service providers. The associated management disciplines focus providers on agreeing operational and financial performance standards with their customers and deliver services that reliably meet these objectives.

While the focus on operational performance was clearly helpful in the initial stages of IT service management and process outsourcing/offshoring, IT services now have the potential to become relevant strategic assets and impact entire business models. This requires a fresh perspective on IT service management from a strategic lens.

In an environment where the differences between business and IT services blur, *Business Service Management* becomes crucial: the explicit management of these services as important business assets that are the focal points for the cost-effective creation of customer value and innovation in organizations. Business Service Management should leverage, integrate and complement the different Service Management approaches in the different functional areas, such as Marketing, Operations, and IT.

We envision Business Service Management as an emerging discipline that deals with the service orientation of the organization and the provisioning and use of specific business services. The term business service describes a transformational capability that is offered to and consumed by external or internal customers for their benefit. The prefix 'business' stresses that such a service has a customer value and needs to be managed as a corporate asset. Business Service Management is dedicated to the overarching and potentially enterprise-wide development of a service management capability.

The amalgamation of business and IT service management is evident in various recent developments. IT service management is increasingly evaluated against its contribution to the alignment of IT services to

business strategy and business needs. Moreover, with increasing IT components and networking of product, a firm's IT services move beyond internal service providing into becoming components of products and services and thus potential offerings to customers. Finally, the vision of business networks based on ecosystems of services in which entire business processes are composed out of available services now challenges firms now on how to participate and leverage in the opportunities of these technology-enabled forms of service-dominant value creation.

SUGGESTED TOPICS

This mini-track aims at accelerating high quality research in this fast developing domain and invites conceptual and empirical papers on completed research as well as research-in-progress papers. Possible contributions may include, but are not limited to the following:

- New business models for IT services, e.g. for service aggregation and brokerage
- Service governance
- Service portfolio management / service product management
- Service innovation, new service development for IT services
- Service business alignment / Aligning Business and IT Service Management
- Business impact of IT service management
- Implementing service management
- Services supply chain management
- Service lifecycle management
- IT service management and cloud computing
- Inter-organizational service management
- Management of IT-enabled service ecosystems
- Embedding of IT services in business products and services
- Implications of value co-creation for IT-based services
- IT services from a service(-dominant) logic and the role of IT services in IT-enabled value co-creation