
Editorial

Shunzhong Liu

School of Business,
Northeast Normal University,
2555# Jingyue Street, Changchun,
Jilin Province, 130117, P.R. China
E-mail: liushunzhong@serviceom.cn

Biographical notes: Shunzhong Liu obtained his PhD in Management Science from Beihang University in 2003. He is currently the Professor at School of Business, Northeast Normal University, Changchun, P.R. China. His current research interest includes service operations management, innovation management, and strategic management.

Service management has received increasing interest in the developed countries in recent years, but there is a scarcity of literature in this area for developing countries such as China. With China's accession to the WTO, which implies a further opening of its service market, world attention is increasingly focused on the service industry in China. Service management is a critical element of improving global competitiveness in the Chinese service industry, but it is poorly understood.

Research and practice in services in China is at the exploratory stage. It requires new knowledge and is likely to need departures from existing tracks. This special issue seeks to highlight research and practices surrounding services management in China.

I am very pleased to have been able to select six very substantial articles for this issues, each written by Chinese experts in their fields, each using state of art methodologies, and each in their own way furthering our knowledge in service management in China. We provide a brief overview of the papers that appear in this issue.

The first paper by Hao Zhou, Professor Lirong Long and Yuqing Wang investigates the relative importance of job satisfaction, organisational commitment and career commitment on turnover intention in Chinese call center companies. The authors found that relationship between organisational commitment and turnover intention as well as between career commitment and turnover intention is significantly negative.

The second paper by Dr. Jinghua Li, Lei Xue and Xiu-Lan Wu focuses on providing a new service development approach both in academic model and practical application. The author established a new model of service quality function deployment to develop new service.

The third paper by Professor Qin Hai Ma, Ruping Liu and Zhengdan Liu seek to highlight the customer social norm attribute of services and foster in-depth concern in both research community and businesses with the social issue in service design and delivery. The article explains the effects of the attribute on service itself and service delivery, and providing service design and execution strategies for firms to enhance the customers' cognition of social norms and their norms compatible behaviours in service settings.

In the fourth paper, Yaobin Lu, Zhaohua Deng and Bin Wang examine enterprises' adoption of enterprise short messages services (ESMS) based on the innovation diffusion theory and the task-technology fit model. The authors found that the relative advantage, compatibility, complexity, and the task-technology fit affect the behavioural intention to adopt ESMS, which in turn affects actual usage.

The fifth paper by Dr. Huayu Shen, Jia Wei and Lingjie Zheng discusses the major factors for travel agency websites' quality from the viewpoint of users' perception and develops a conceptual framework. The author identified the following as key factors: information quality, infrastructure support, users' trust, online service and website appearance.

The sixth paper by Professor Feng Wu, Tao Jia and S.L. Liu depicted explicitly the structured process to solve service station allocation problems and takes a hospital system as an example to illustrate the whole process.

This special issue is beneficial to anyone who is interested in the subjects of service technology and management such as practitioners, researchers and academics. We hope you will find these scholarly works very interesting and useful. I hope you will enjoy reading the articles in this special issue as much as I have putting it together.