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## **Editorial**

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Services innovation is a topic of growing interest for researchers, company managers and policy makers. Despite the growing number of studies conducted in developed economies, current literature provides only fragmentary insights on the nature of services innovation in emerging economies.

In recent years, emerging economies have transformed the global competitive landscape. Though still in the follow-up stage, service sectors in emerging economies have boomed alongside flourishing manufacturing industries, and have grown to constitute a much larger part of employment and output than before. The successful development and launch of innovative services is not only becoming the key for services enterprises to survive and sustain competitive advantage, but is also an important trigger to extend services business and a new source of competitive advantage for manufacturing firms.

However, owing to the differences in development stage, factor endowment, technology development, market maturity and service culture and consumption habitation, services innovation activities in emerging economies are different in many aspects from those in developed economies. Interestingly, more and more services firms in emerging economies have grown rapidly and become formidable competitors to established services firms in developed economies, despite being latecomers. Therefore, there are numerous issues which deserve to be studied theoretically and empirically in emerging economies, which would raise profound implications for the management and policymaking of services innovation activities.

This special issue of 'services innovation in emerging economies: theory, practice and policy' contains seven papers written by authors from China, Slovenia, Brazil, Italy and Malaysia. These papers present qualitative, quantitative as well as conceptual approaches that defining, understanding and managing services innovation activities in emerging economies, and cover topics such as new service development (NSD), the relationship between service innovation inputs and outputs, the formation, implementation and assessment of innovation policy in services, and the competitive advantage and protection of services innovation in emerging economies. Using diverse methodological approaches, these papers all-together provide a unique perspective for service innovation research in emerging economies.

From these researches, readers can gain a more comprehensive and deeper understanding of services innovation in emerging economies from various perspectives, and researchers can get more insights on the similarities and differences in service innovation between emerging and developed economies. We appreciate every author's support to the successful publication of this special issue; however, it must be noted that in the field of service innovation in emerging economies, there is still a large space for further development and exploring. We hope this special issue would become a starting point, and can call more attention from scholars in different countries so that we can promote the research about service innovation together in the future.