
Editorial

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Services innovation has seen a surge of interest in recent years. Challenges in measuring innovation, particularly the dimensions stressed in services innovation, make it hard to assess adequately innovation performance. Investments in innovation inputs also show a variety of patterns across broadly defined production and services sectors. For example, knowledge-intensive services businesses show a similar proportion of R&D activities within their total spending on innovation as the manufacturing industry. 'Retail and distribution' and 'other services' show a relatively higher proportion of expenditure in technology embodied in equipment and software. Services innovation is not unambiguously different on these indicators, although obviously the 'level' of expenditure can be quite different.

As services innovation can happen across sectors it is preferable to look at service activities as opposed to service sectors. For this reason, the special issue does not limit analysis to a particular definition of service sectors or functions. Tether and Massini (2007) base their empirical analysis on the service sector as defined by statistical classifications. Voss and Zomerdijk (2007) focus on experiential services (e.g., hotels, entertainment). Bessant and Davies (2007) look at services activities across the economy including those services provided by manufacturing firms. Finally, Tether and Howells (2007) consider four specific service industries, namely road transport, call centres and information processing, care for the elderly and design activities.

This special issue contains six selected papers on service improvement and innovation in Asian context. These papers were initially presented at the International Conference on Managing the Asian Century (ICMAC 2013), Singapore. The first paper by Wong and Cheung focus on service quality in banks. According to them, although a great deal of research attention has been attracted to the field of service quality, the focus in Asian markets is often under-researched. Using empirical data derived from the Hong Kong retail banking sector, their research examined the impact of job satisfaction and organisational commitment on the quality of retail banking services provided by customer contact employees of ten Chinese licensed banks in Hong Kong. By using a questionnaire survey, 109 responses were gathered and factor analysis and multiple regression analysis were deployed. Results indicated that intrinsic job satisfaction and affective commitment contributed to service quality.

The second paper by Susanti investigates the effect of product quality and service quality on customer loyalty through customer satisfaction. The results from her study

suggest that management of traditional restaurants should improve product quality and service quality that affect customer satisfaction and customer loyalty.

The third paper by Chakraborty and Mishra shows the power of positive deviance in solving organisational issues. Their empirical study found that positive deviance can be a very useful tool for service organisations in process improvement and innovation. Next paper by Chakraborty and Mandal looked into the issues faced by the countries in Asia, namely Malaysia, India, Indonesia and Thailand, to develop good supply chain management systems. The objective of their study was to analyse why the emerging Asian countries are not able to manage the supply chain with the same efficiency and conviction as the developed countries.

Paper five by Mishra develops an integrated system model for the structural modelling and analysis of world-class maintenance system (WCMS) in terms of its systems and interactions between the systems and the sub systems and performance measurement as a possible means of achieving increased organisational change. Finally, the last paper by Yu and Huang was to take passengers that use the automated immigration clearance system as the research object, and use the questionnaire method to investigate about: passengers attitude by ease of using automated immigration clearance system, using attitude corresponding to the acceptance of actual use and using attitude corresponding to satisfaction of the actual use. Their research provides organisations with a systematic innovation management; provide the reference of airport renovation projects.

We are pleased to be able to bring up this highly focussed issue on service industry. Hopefully, this issue will generate interest for future research.

References

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