
Special Section Editorial: Marketing of innovation under conditions of uncertainty

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Biographical notes: Asghar Afshar Jahanshahi is a Postdoctoral Researcher in the Department of Industrial and Systems Engineering at the Pontificia Universidad Catolica de Chile. His research interests lie generally in the areas of managing uncertainty in innovation and entrepreneurship, CEOs strategy, decisions and behaviours and electronic commerce. More particularly, he is interested to knowing how some CEOs and entrepreneurs make decisive responses under environmental uncertainty while other CEOs and entrepreneurs fail to respond. His primary teaching assignment is in the area of strategic management, innovation and entrepreneurship for both undergraduates and MBAs.

This special section includes three papers. Each of these papers contributes in a different way to the understanding of theory and practices of marketing of innovation under conditions of uncertainty.

The first paper entitled ‘Knowledge sourcing from customers in new financial service development’, seeks to understand the role of customers in financial innovation. By collecting data from 25 financial services companies in Luxembourg, authors attempt to find answer for these questions: what type of customer contributes to service innovation? And more importantly, to what type of innovation do customers contribute in the financial services industry? The result of study shows that financial services companies in Luxembourg more interested to involve in demanding complex services; having higher volume transactions; with whom the financial services companies have longstanding relationships; and finally, who have a strong motivation to find solutions to their contexts. These finding suggest that involving customers is necessary but not sufficient to create innovations that are new to the company.

The second paper titled ‘Exploration of uncertainty in technological context through the holographic approach to service innovation; a synthesis review’, introduced a new approach to the literature on service innovation. The paper reviews critically the factors influencing service innovation and distinguishing it from new service development (NSD). The paper also applies these factors into social robots, assistive technologies, to indicate how service innovation is established in a social robot and provides service to the user. In doing so, the authors used a narrative synthesis review methodology by seeking 114 top-cited and high relevant publications on service innovation and NSD. Therefore, the paper presents two contributions to the literature:

- 1 service innovation differs from NSD in the condition of uncertainty and occurs in a technological context, regardless of whether it is technological or non-technological

- 2 the holographic approach enables service innovation to be applied in a certain technological context such as social robots.

The last paper deals with the innovative firms' capabilities and resources. It is entitled 'Effects of intellectual capital on human resource productivity in innovative firms: mediating role of knowledge management'. The paper evaluates the effects of intelligence capital on human resource productivity by emphasising on mediator role of knowledge management of employees of innovative firms in Iran. The authors provide empirical evidence of the value of intellectual capital and human resources productivity in the innovative firms in the developing countries.

Finally, I would like to thank Prof. Dr. Alexander Brem and Prof. Dr. Éric Viardot, the editors of *International Journal of Technology Marketing (IJTMKT)* who have made possible the making of this exciting special section. I hope you enjoy reading all the articles.