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Process-Oriented
Dynamic Capabilities
Framework
Development,
Empirical Applications
and Methodological
Support



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Foreword

The innovation of services becomes increasingly important for economic development world-wide. On the one hand, companies in manufacturing industries extend their product portfolio with new services to generate further income streams and profits. On the other hand, the relevance of the pure service sector for Western economies is increasing, too. Multiple empirical studies underline the importance of service innovation for business growth. However, previous studies also show that the topic of service innovation needs further theoretical work. This is true for the related area of process management, too. Next to the theoretical work, further design-oriented research is needed. Literature shows a clear demand for specific methods and tools that support service innovation in practice. Here, especially the information-reuse between the phases of idea generation, concept development, and solution implementation is in the focus.

With this SpringerBrief, Ralf Plattfaut presents findings of his work with regards to the mentioned research gaps. The contributions he offers are threefold. First, after a thorough review of the relevant literature, he presents a conceptual framework that can be used to study process-oriented dynamic capabilities such as service innovation of process management. Second, he evaluates this framework with the help of various qualitative and quantitative studies. Third, he presents results of design-oriented research in term of a new method for service innovation and a corresponding technological artifact.

The results have been achieved in practice-oriented research projects funded by the German Federal Ministry of Education and Research. Like these projects, this SpringerBrief is an example for Information Systems research that is interesting for both practitioners and scholars.

Münster, August 2013

Jörg Becker