

SMR

JOURNAL OF SERVICE MANAGEMENT RESEARCH

Call for Papers | Special Issue “Servitization as a Multilevel Transformation: Business Models, People, Organisations, and Ecosystems”

Journal of Service Management Research (SMR)

The *Journal of Service Management Research* is an interdisciplinary journal that explores important topics in service research.

Servitization, i.e., the transition of manufacturing firms from selling product-centric transactional offerings to delivering integrated product-service systems (PSS) and customised outcome-based solutions, is no longer a novel phenomenon. However, the complexity of this journey has increased exponentially alongside other organisational transformations like digitalisation and a stronger focus on sustainability. It is now widely acknowledged that successful servitization is not a simple strategic pivot but a highly complex, multilevel transformation. Servitization reshapes organisations and job profiles and redefines how organisations interact with other actors within ecosystems. To fully understand why some firms succeed in capturing value from services while others succumb to the "service paradox," we must bridge the micro (people), meso (organisations and their business models), and macro levels (ecosystems) of this transformation.

With this special issue, we would like to continue the discussion that sparked at the [2026 Spring Servitization Conference](#) in Bochum, Germany. We cordially invite conference participants to submit extended versions of their works but also ask the wider service management research community to join the discussion on servitization as a multilevel transformation. Hence, we welcome contributions from a multitude of academic disciplines, including industrial engineering, marketing, strategic management, operations management, economics, information systems, psychology, work science, and others, to facilitate a truly interdisciplinary discourse on servitization. We are looking forward to receiving original research articles, conceptual papers, design science research, and qualitative and quantitative empirical studies that address servitization as a multilevel transformation from individuals across organisations to wider ecosystems.

Topics of interest include, but are not limited to:

- Servitizing in ecosystems, supply chains, value networks, and platforms.
- Organising for servitization, overcoming internal silos, change management and participatory change in the context of servitization.

- Development of individual mindsets, professional identities, motivation and competences for servitization.
- Analysis of leadership styles, human resource practices, and sales capabilities critical for servitization.
- Frontline employees in servitized business-to-business relationships.
- Territorial servitization as a pathway for regional and sectoral change.
- Country-specific issues, international comparisons, trade, economic and meta-study.
- Technologies and capabilities enabling services and servitization (e.g. data analytics, digital twins, industrial Internet-of-Things, artificial intelligence and agents, blockchain, digital platforms, additive manufacturing).
- Human factors in service design and delivery.
- Systemic and ecosystem theory of servitization (e.g. service-dominant logic).
- Orchestration, governance and risk management in complex service ecosystems.
- Services marketing, solution selling, value-based selling, pricing and revenue models.
- Services finance, risk management of services, and legal contracts.
- Engineering, innovation and design aspects of advanced services and servitization.
- Twin transition/transformation and its relationship to multilevel servitization.

We welcome contributions that explore these topics from different disciplinary perspectives and use a variety of methodological approaches. We look forward to receiving your submissions and continuing the interdisciplinary dialogue on servitization. For informal inquiries regarding the suitability of a topic or draft paper, please contact Jens Poeppelbuss at jens.poeppelbuss@isse.rub.de.

Submission

All submissions will undergo a peer-review process to ensure high quality standards. The *Journal of Service Management Research* is a Diamond Open Access journal. All articles are published free of charge for authors and are immediately available to readers worldwide.

Manuscripts submitted must not have been published, accepted for publication, or currently under consideration elsewhere. Manuscripts should be submitted according to the author guidelines.

Submission Guidelines:

- Manuscripts should be submitted in English
- Manuscripts should be prepared according to SMR's formatting guidelines
- Manuscripts should be submitted via SMR's online submission system

The author guidelines and the submission system can be found here:

[Submissions | Journal of Service Management Research](#)

Submission Deadline: September 30, 2026 | **Expected Publication:** Late 2026 / Early 2027

Best regards,
Tim Baines, Ali Z. Bigdeli, and Jens Poeppelbuss
(Special Issue Guest Editors)