



Applied, Concise Books/Booklets by Experts for Non-Experts

CALL FOR BOOKLET PROPOSALS: Service Systems and Innovation in Business & Society

Collection Title: Service Systems and Innovations in Business and Society

Editors: James C. Spohrer & Haluk Demirkan

Dear Colleague,

Hello! As founders and collection editors for the **Service Systems and Innovations in Business and Society Collection**, published by Business Expert Press (<http://www.busessexpertpress.com/>) (BEP), we are inviting scholars and professionals with expertise in all areas of service science and systems in hopes that you will consider writing a booklet for this series and sending us a brief proposal that highlights your idea. We envisioned publishing a collection of practical, focused, easily digestible books on a wide-range of service science, systems and innovation topics. These books, we hoped, would offer insights and practical wisdom that could easily be applied to the workplace. We want many disciplines and industry sectors represented in this collection. The purpose is to provide both academic and industry perspectives on service system innovations past, present, and future. Booklets will span over 169 areas; <13 Discipline Areas, 13 System Areas>; <marketing, retail> (e.g., Service Marketing with a practitioner focus on retail examples); <operations, healthcare> (e.g., Service Operations with a practitioner focus on healthcare examples).

BEP's focus is on producing concise, academically sound, applied books aimed at providing supplemental material for undergraduate and MBA business education as well as for the business executive education marketplace, an underserved market segment. These books are concise (between 75 and 100 pages), applied and reasonably priced. Potential beneficiaries of these books include executives and middle managers—professionals and practitioners who are seeking either to acquire new skills or refresh and update their knowledge of existing ones. Advanced business students, MBA students or students in executive or EMBA programs also appreciate the insights that these books have to offer. The books will be supplemented, as necessary, with cases, articles, newsletters and podcasts, and to this end BEP distributes its books through StudyNet, University Readers, Xanadu and other leading providers of course packs. Business Expert Press also has an arrangement with Harvard Business Press to selectively distribute BEP books that compliment their case studies.

There are several reasons why you might want to consider contributing to this collection. You could use such a booklet in your teaching, both in traditional settings and executive settings. The booklet could enhance your consulting practice. It would give you an easy “underlined item” on your vita. BEP will sell your booklet both in print and in digital collections to the business school libraries of the world. The library market is large – 7000 libraries globally – and the prices paid for these one-time sales are relatively high when compared to one-time, direct-to-consumer sales.

As you might know from your own executive teaching and/or consulting experiences or those of your colleagues, the material available for this market segment is sparse. Most educators rely on extracts from textbooks, articles, readings, cases, etc. all, often, precariously tied together in custom packets. It has been BEP's experience that the best executive education/MBA teachers often distribute some of their own work in these custom packets. You might already have your own “technical notes” that you ask your students to read or your own PowerPoint presentations that you use to teach specific topics. These materials can serve as the starting point of a short book. Our job as collection editors will be to guide you through topic selection, assist you in achieving the appropriate tone in your writing, and then support you through the production process. Professional editors will also help you polish the manuscript. Business Expert Press employs a quick, 120-day production timeline. All editors and operations are based in the United States.

Converting your expertise into short focused piece for the business education market will be a valuable contribution. We thank you, in advance, for your valuable contribution to the series. If you have an idea for a booklet that would fit this business model, please contact us via email. If you wish to prepare a proposal for submission you can access our [proposal guidelines](#) here. We look forward to discussing this opportunity with you.

Best Regards,

Editors: James C. Spohrer IBM and Haluk Demirkan

Please send booklet proposals to Haluk Demirkan: Haluk.Demirkan@gmail.com

Call for Booklet Proposals in

SERVICE SYSTEMS AND INNOVATIONS IN BUSINESS AND SOCIETY

Editors: James C. Spohrer & Haluk Demirkan

Authors: Professionals and academics

Purpose: This collection provides concise and practical descriptions of modern service innovations for professionals, government policy-makers, academics, social entrepreneurs and students. The collection includes short books that explain practical advances that best exemplify service innovations across multiple business and societal systems (e.g., retail & hospitality, finance & banking, information & communication technologies, health & education, utilities and urban services) and from multiple disciplinary perspectives (e.g., marketing, operations, management, engineering, computing, design, and more). Service innovations impact quality, productivity, compliance, and sustainability of service systems using new technologies, business models, organizational networks, governance mechanisms and end-user capabilities.

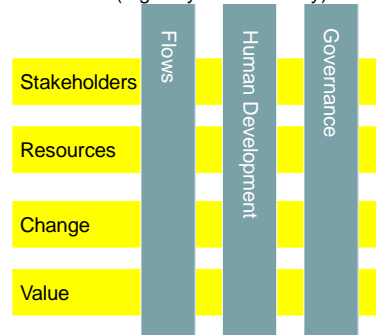
Systems-Disciplines Matrix: Visualizing the Scope of Service Science

Disciplines

- Stakeholder-focus (e.g. Customer = marketing)
- Resource-focus (e.g. Technology = engineering)
- Change-focus (e.g. Future = design)
- Value-focus (e.g. Innovation = entrepreneurship)

Systems

- Flows (e.g. Transportation)
- Human Development (e.g. Health)
- Governance (e.g. City-level-security)



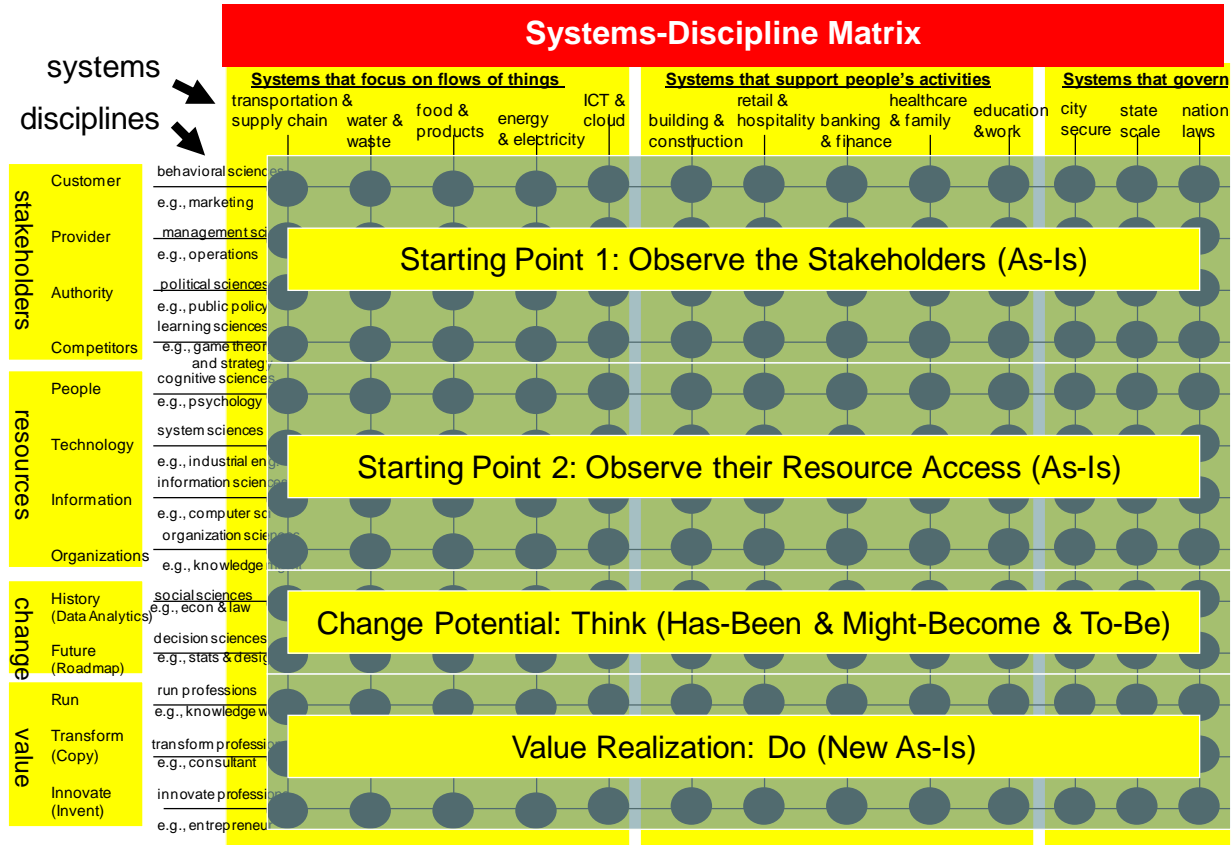
Length: 75 to 100 pages or 32,000 to 70,000 words

Language: English, Multicountry

The primary market is the executive education and professional market: Working professionals, executive development, MBA and master programs.

Service, which can be defined as the application of competence and knowledge to create benefit (or value) for another, derives from the interactions of entities known as service systems. This Collection will capture the latest thinking, experiences and results in the increasingly important area of service science, management and engineering which integrates a variety of disciplines - including areas in engineering, social sciences and management - to focus education, research and practice on an expanding service economy. Service science encompasses the application of scientific, engineering and management disciplines to tasks that one organization performs beneficially for others, generally as part of the service sector of the economy, and the integration of information systems and technology, computer science, operations research, industrial engineering, business strategy, management sciences, and social and legal sciences, in order to encourage innovation in how organizations create value for customers and shareholders that could not be achieved through such disciplines working in isolation.





For example, in smarter planet, we can have booklets for smart people, business and technology, smart resources (energy, food, infrastructure, retail, etc.), smart vertical industries (retail, banking, healthcare, telecom, transportation, etc.), smart disciplines and many others.

Biographies of Editors

Dr. James C. Spohrer: Director of IBM University Programs (IBM UP) since 2009, Jim founded IBM's first Service Research group in 2003 at the Almaden Research Center with a focus on STEM (Science Technology Engineering and Math) for Service Sector innovations. He led this group to attain ten times return on investment with four IBM outstanding and eleven accomplishment awards over seven years. Working with service research pioneers from many academic disciplines, Jim advocates for Service Science, Management, Engineering, and Design (SSMED) as an integrative extended-STEM framework for global competency development, economic growth, and advancement of science. In 2000, Jim became the founding CTO of IBM's first Venture Capital Relations group in Silicon Valley. In the mid 1990's, he lead Apple Computer's Learning Technologies group, where he was awarded DEST (Distinguished Engineer Scientist and Technologist) Jim received a Ph.D. in Computer Science/Artificial Intelligence from Yale University and a B.S. in Physics from MIT.

Haluk Demirkan is a Professor of Service Science, Information Systems & Supply Chain Management, and the Executive Director & Founder of Center for Information Based Management at Milgard School of Business, University of Washington-Tacoma, and a Research Fellow for the Centers for Services Leadership at Arizona State University. His main research interests and expertise are in service science & analytics & design-led sustainable innovations, project & service management, business-, social- and cloud services-intelligence & analytics, information service supply chain management, service-oriented ecosystem, and cloud computing services. He has authored or co-authored 150+ publications, and he has recently co-edited two research books titled "The Science of Service Systems" and "Implementation of Service Systems." Selected joint industry research collaborations include American Express, Intel, IBM, Teradata and MicroStrategy. In 2013, he is ranked 6th in Top-100 Rankings of World-wide Researchers according to the Association for Information Systems sanctioned rankings. He has 15+ years of professional work and executive education experiences on business-intelligence & analytics driven process innovation for Fortune 100 companies. He has a Ph.D. in information systems & operations management from the University of Florida.

Collection “Service Systems and Innovations in Business and Society”

- Only booklet series that targets working professionals, executive development, MBA and master programs on “service innovation”.
- Well defined processes to recruit authors, provide continuous feedback and publication cycle.
- Collection editors have national and international reputation on service science & innovation with a very wide multidisciplinary network. Collection editors are affiliated with centers, institutes and associations.

1.	Jaideep Motwani (Grand Valley State University), Rob Ptacek (Global Lean Institute), Richard Fleming (Continuous Improvement Associates)	Lean Sigma Methods and Tools for Service Organizations: The Story of a Cruise Line Transformation	published
2.	Joy M. Field (Boston College)	Designing Service Processes to Unlock Value	published
3.	Carl Chang (State University of New York at Buffalo)	Pathways to Success in Services: Productivity through People and Technology	published
4.	Steve Baron, Philpa Hunter-Jones, Gary Warnaby (University of Liverpool)	Service Systems: Provider Challenges and Solutions in Unsettled Times	published
5.	Oscar Barros (University of Chile, Chile)	Business Engineering and Service Design with Applications for Hospitals	published
6.	Hunter Hastings (BHC Consulting), Jeff Saperstein (Hult International Business School)	Co-Creating Value with Customers: How to grow revenue and profits by applying Service Science principles and tools	published
7.	Valarie A. Zeithaml (University of North Carolina at Chapel Hill), Stephen W. Brown (Arizona State University), Mary Jo Bitner (Arizona State University), Jim Salas (Arizona State University)	Growing Services and Solutions: Mandatory Changes Needed by Product-dominated Firms. Moving From Products to Services: Mandatory Changes to Achieve Success	in-progress
8.	Lia Patricio (University of Porto), Raymond Fisk (Texas State University), Birgit Mager (University of Cologne)	Service Design: A Collaborative Approach	in-progress
9.	Patrick F. Jordan (Newton-Wellesley Hospital), Mark M. Davis (Bentley University)	Service Excellence in Health Care Operations: A New Paradigm for the Twenty-First Century	in-progress
10.	Paul R. Messinger (University of Alberta)	Citizen-Centered Municipal Service Delivery: Harnessing Information Technologies to Co-create Value for Our Communities	in-progress
11.	Douglas Morse & Dan Wiersma (Services Transformation and Innovation Group), Haluk Demirkan (Arizona State University)	Discovering the Service Imperative: How Understanding Your Customers Can Save Your Business	in-progress
12.	H. James Williams (Fisk University), Jaideep Motwani (Grand Valley State University), Rob Ptacek (Global Lean Institute)	Lean Management in Higher Education The Transformation of Processes and Services at Fisk University	in-progress
13.	Toshiaki Kurokawa (ICES Founder, Tokyo, Japan)	Service Design and Delivery: How Design Thinking can help Innovate and Add Value to Society	in-progress
14.	Rick L. Edgeman (Aarhus University in Denmark)	Social-Ecological Innovation: Contributing To Robust, Resilient & Sustainable Enterprises	in-progress
15.	Rick L. Edgeman (Aarhus University in Denmark)	Sustainable Enterprise Excellence: Continuously Relevant & Responsible Strategy and Action	in-progress
16.	Giovanni Rodriguez (SocialXDesign), Margarita Quihuis (Stanford University)	The Pax Urbana: Employing Principles of Peace Innovation for Sustainable City Development	in-progress
More in-progress			