

CALL FOR PAPERS FOR A SPECIAL ISSUE ON:

**BRIDGING THE GAP BETWEEN STRATEGY AND SERVICE FIELDS:
TOWARDS A MUTUAL UNDERSTANDING**

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Purpose

There is a recently emerging stream of research that spans the boundary between strategy fields, including strategic management, strategic marketing, strategic HRM, and service fields, including but not limited to hospitality and tourism management. For instance, in the last few years, a number of articles on tourism and hospitality management have employed concepts from the strategy area when building their theoretical arguments. Likewise, in mainstream strategy journals, some articles have made use of insights from the service industries. This mutual interest arises not only because of the conceptual links between the strategy and service fields, but also because the two fields have complementary benefits.

In terms of the contribution that service fields can make to strategy, the distinctive properties of the service fields make them particularly interesting from the strategy perspective. Indeed, empirical research conducted in tourism, hospitality, or other service settings – and the conceptual frameworks developed within those related literatures – may inform the strategy literature in at least three ways. First, novel insights can be gained because the conceptual and empirical nature of the service industries is different. For example, further research in these settings may reveal that inter-organizational ambidexterity and strategic renewal are achieved in different ways, and that the innovation-performance link has different moderators in tourism, hospitality, and other service sectors. Second, service fields have described numerous unusual phenomena, such as dark tourism and drug tourism, and investigating such contexts would allow us to observe strategy concepts under boundary conditions that rarely occur in traditional organizational settings. Third, the methodological advances made in service fields could also make a significant contribution to mainstream strategy fields.

Likewise, the strategy field can offer a number of important contributions to the services literature. As a very theoretical perspective, strategy has numerous paradigms and concepts that can help to explain better complex phenomena in the service fields. For instance, the resource-based view and the dynamic capabilities perspective, which extends the resource-based view framework have already received some attention from researchers in the services fields. Likewise, some of the recent tourism literature has begun to explore the concept of organizational ambidexterity. Nevertheless, not only is research employing these constructs still new, and many of the relationships are as yet unknown, but there also are various other constructs which have not yet been employed in the hospitality, tourism, and other service fields.

This special issue seeks to increase communication between these related, but separate literatures. More specifically, the special issue will focus on papers which use insights from the tourism, hospitality, and other service fields to produce novel insights for the strategy fields and vice versa. That is, manuscripts should seek to demonstrate contributions to both literatures.

Submissions related to (but not limited to) the following topics are particularly welcome:

- Dynamic capabilities and dynamic marketing capabilities
- Exploration–exploitation
- Strategic renewal
- Organizational and inter-organizational ambidexterity
- Innovation and innovation performance
- Innovation–performance link
- Crowdsourcing, open innovation, and social innovation
- Business model innovation
- First-mover advantage
- Market orientation
- Data-driven business
- Service-dominant logic
- Social capital
- Upper-echelons theory
- Middle managers and behavioral strategy perspectives
- Resource-based view
- Network theory and social networks

General information for Prospective Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Research that represents different methods and style and research are that looks at service failures and recovery from a dyadic perspective are particularly welcome. We are also interested in research that is based on compelling case studies of single or multiple lodging organizations. For more details and manuscript guidelines, please visit the official website at:

http://emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=jhti

Submission Procedure

Prospective authors are strongly encouraged to contact the special issue editors regarding potential topics of interest or any questions/suggestions regarding the special issue. Abstracts (up to 750 words) can be submitted directly to the guest editors via email (aybars.tuncdogan@kcl.ac.uk) by 31 July 2018. Abstracts must be concise and to the point, with appropriate references. Full papers must be submitted by 31 December 2018 through ScholarOne Manuscripts, the online submission and peer review system. Please select the correct issue to submit to: “Bridging the Gap between Strategy and Service Fields”. Registration and access are available at: <http://mc.manuscriptcentral.com/jhti> Author guidelines for JHTI can be found at:

http://emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=jhti

Review Process

Each paper submitted to this special issue is subject to the following review procedures:

1. It will be reviewed by the guest editor for general suitability for this special issue.
2. If found suitable, three reviewers will be selected for a rigorous double-blind peer review process.
3. Based on the recommendations of reviewers, the guest editor and the Editors-in-Chief will decide whether the particular submission should be accepted as it is, revised and re-submitted, or rejected.

Timeline

Abstracts Submissions:	31 July 2018 (Email to aybars.tuncdogan@kcl.ac.uk)
Abstract Decisions:	15 August 2018
FULL Paper Submissions:	31 December 2018
Revisions and Decisions:	December 2018 - March 2019
Publication:	Mid-2019