

Volume 23 Number 5 July 2004



Global Issues, New Research Avenues and Methodologies

Professor Levent Altinay
Strategy and Entrepreneurship
Editor-in-Chief, *The Service Industries*
Journal

Oxford Brookes University

Volume 15 Number 1 July 2015

The Service
Industries
Journal

Routledge
Taylor & Francis Group
ISSN 1547-0384

Global Issues

- ◆ Refugee Crisis.
- ◆ The Silk Road.
- ◆ Climate Change.
- ◆ Aging Population and Wellbeing.
- ◆ Smart Services.
- ◆ Informal Economy.
- ◆ Global Peace.

The Service Industries Journal

Global Peace &
Wellbeing
Through Services



The silk
road



Climate Change
& Services



Refugee
crisis



Smart
services



Informal
Economy



Global Issues

- ◆ European Union: Long term future?
- ◆ Changing Economic and Social Patterns
- ◆ Technological Developments: Social Media.
- ◆ Economic growth of China and India.



Global Issues: Chinese Consumers

- ◆ Sun and Sea? No thank you.
- ◆ What do they do? Visit museums, historical places, do shopping (branded goods).
- ◆ Word of mouth or other marketing strategies?



Volume 25 Number 1 July 2015

The Service
Industries
Journal

Global Issues: Chinese Consumers

- ◆ What do they buy? Souvenirs and Branded Goods.
- ◆ Food and food consumption important elements of their visit.
- ◆ Language is a major barrier.
- ◆ Awareness of cultural sensitivities. 4 vs 8.





New Research Avenues

- ◆ Sociologists, Psychologists, HealthCare researchers, Economists, Risk and Disaster Management researchers with quantitative approaches BUT NOT Service Researchers.
- ◆ Need for *Transformative Research Agenda*
- ◆ Finsterwalder, J., Foote, J., Nicholas, G., Taylor, A., Hepi, M., Baker, V. & Dayal, N. (2017) Conceptual underpinnings for transformative research in a service ecosystems context to resolve social issues – framework foundations and extensions, *The Service Industries Journal*, 37:11-12, 766-782.



New Research Avenues

- ◆ The well-being and quality of life of refugees
- ◆ Healthcare management of refugees: identifying signs of exploitation
- ◆ Legal and societal discrimination against immigrants and refugees
- ◆ The role of service industries in the social and economic integration of refugees
- ◆ Refugee entrepreneurship
- ◆ Assessing modern slavery and human exploitation risks
- ◆ CSR policies and their effectiveness in eliminating labour exploitation in service industries' value chains



New Research Avenues

- ◆ Characteristics of the informal economy in specific service industries
- ◆ Poverty and welfare of domestic service providers
- ◆ Factors behind demand for, and supply of, informal economy provision in service industries (e.g. in transport, hotels, restaurants and households).
- ◆ The role of the informal sector in the sharing economy
- ◆ Policy initiatives to tackle the informal economy in the service sector



New Research Avenues

- ◆ How innovation in the service industries can facilitate the growth of agro-ecological farming and food production for human and societal health and wellbeing.
- ◆ Evaluating the responsibilities of marketing in framing/promoting ecological messages to enhance consumption of foods that advance ecological and human health and wellbeing.
- ◆ Evaluating the interrelationship between food, health, sustainability and consumer and societal well-being.
- ◆ Assessing the acceptance of novel food innovations in addressing food insecurity due to climate change.

New Research Avenues

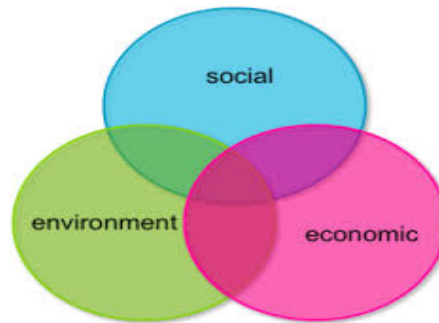
- ◆ Conceptualizations of the nexus between political instability, insecurity and service trade.
- ◆ Peacebuilding through CSR, tourism and other service activities
- ◆ Smart transformations: innovation, creativity and business models for smart services
- ◆ Societal, cultural and economic impacts of smart services
- ◆ One Belt and Road Initiative for international and domestic service industry issues.
- ◆ The economic, political, environmental, and social cultural impacts of the service industry development on the Silk Road area.

Methodologies

- Interdisciplinary, social science informed research



- Potential to make economic, social and/or environmental impact



- International scope





Methodologies

- ◆ More qualitative, theory building exercises
- ◆ Preferably mixed methods, longitudinal research designs.
- ◆ Experiments
- ◆ Living Labs
- ◆ Action Research
- ◆ Big Data
- ◆ Research Instruments developed within particular cultures... i.e Chinese
- ◆ More multidisciplinary research with multidisciplinary teams.

Methodologies

- ◆ International research collaborations and knowledge exchange with 'cultural awareness'
- ◆ Increase the number of research outputs in high quality journals but impact on practice
- ◆ Skillsets mix and profile
- ◆ Multi/interdisciplinary research training in international context



Final Remarks

- ◆ Strong Collegiality, creativity and innovation.
- ◆ Flexibility and adaptability.
- ◆ Produce cutting edge research through developing and publishing multi and interdisciplinary research ideas that address social, economic, political and environmental problems.
- ◆ Inform practice and policy making in organisations and destinations both nationally and internationally by engaging in dissemination activities .
- ◆ Develop collaborative research activities internationally (preferably in emerging markets such as China, India, and Brazil) in order to internationalise the research output, and the curriculum.

My vision for the Service Industries Journal as new Editor in Chief

- ◆ Publish research that contributes to the development of theory in the areas of management, marketing, human resources, operations management, entrepreneurship, innovation, and financial management.
- ◆ Attract papers from researchers whose studies are informed by social sciences such as sociology, psychology, economics, law and politics.
- ◆ Contributions are welcomed from around the globe addressing contemporary social, economic, political and environmental issues.



Structural Changes and Appointments Made

- ♦ Multidisciplinary journal (SSCI) was established in 1981.
- ♦ Three Strategy Editors have been appointed.
- ♦ Two Regional Editors for Each Region – the Americas, Europe, Asia Pacific and Australia – have been appointed with a more proactive role of identifying and inviting ‘cutting edge’ and ‘innovative’ research submissions to the journal.
- ♦ Five Methodology Editors have been appointed to help with the initial manuscript screening.
- ♦ Two social media editors have been appointed.
- ♦ One Chinese Language Editor has been appointed to offer support and assistance with the translation of the abstracts of accepted papers in Mandarin Chinese.
- ♦ Expanding the editorial board to reflect interdisciplinary and multidisciplinary perspectives

Volume 35 Number 5 July 2014





Special Issues

- ◆ Tourist Engagement in the Tourism Industry
- ◆ Service Industries and Informal Economy
- ◆ Refugee Crisis and Human Exploitation: the Role of Service Industries
- ◆ Innovations and Behaviour Change
- ◆ Political Environment, Security and the Service Industries
- ◆ Smart Services: Theoretical Approaches and Implications for Service Providers and Customers
- ◆ The Silk Road and the Service Industries