

Editorial

Innovation in Services

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This special issue includes seven articles selected from those received for the Special Issue call of DyO collecting various aspects of innovation in services. The varied nature of these articles testifies to the wide-ranging nature of this topic. Service innovation has risen up the agenda of innovation studies, and now that it is recognised that service industries often are innovative – sometimes highly so – the focus of attention has moved towards understanding the patterns of innovation in different types of service industry and organisation. These articles contribute to this agenda, looking at different types of actor, and at innovations that are more or (often) less technological ones.

Three of the articles present research studies carried out in services typically linked with tourism. María del Val Segarra-Oña and Ángel Peiró-Signes in their article "Eco-innovation determinants in service industries", review the practices of innovation related to environment in the hospitality industry; they conclude that service eco-oriented hotels are those that have been more innovative in products and processes and that rely more on market information sources for the innovation process. In a second article, "Do museums innovate in conservation and restoration artworks?, Differences between countries", Blanca de Miguel-Molina, José Luis Hervás-Oliver, María de Miguel-Molina and Bárbara Hedderich, offer interesting insights in an unexplored field of creative industries: exploring the determinants of innovation in the field of art conservation and restoration, they reveal how a combination of symbolic, analytical and synthetic knowledge bases are fundamental drivers of this innovation process. Finally, the third article, by María de Miguel-Molina; Virginia Santamarina-Campos, Blanca de Miguel-Molina and María del Val Segarra-Oña, "Creative cities and sustainable development: mural-based tourism as a local public strategy", deals with another unexplored area: how certain towns have sought to develop their tourism potential through the use of murals; furthermore they address how the concepts of creative governance and creative cities can contribute to sustainable tourism.

Two articles focus on research in the field of education services. Agustín Peralt-Rillo and Gabriela Ribes-Giner, with their contribution "A proactive market orientation for the postgraduate programs", propose a framework for innovation in the education of post graduate students, based in customer co-creation, as a context for innovation. The interest in the "consumers" of higher education services continues while Juan

A. Marin-Garcia, M^a Jose Perez-Peñalver, and Frances Watts in their article, "How to assess innovation competence in services: The case of university students". They propose an instrument for the measurement of innovation skills in university students, and thus contribute to a better understanding of development innovation competences in graduate syllabuses.

In the following article, Antonio Pereira-Rama, Ángel Francisco Agudo-Peregrina and Julián Chaparro-Peláez deal with innovation in services related with the building industry and which provide added value to the sector with their contribution: "The adequacy of an inter-organizational information system model for domotics service innovation in the building sector". This research shows how promising are information technologies as contributors to innovation in the building industry.

Finally, Carlos A. Rincón-Díaz and José Albors-Garrigós, with their article, "Sustaining strategies in RTOS. A contingent model for understanding RTOs' performance", analyze the actual innovation challenges in Research Technology Organizations. The article analyses the relevance of the role played by RTOs in Innovation systems as innovation and outsource agents. They propose a contingent strategic model linking context, organizational and performance variables, and identifying barriers that affect their performance in a global environment.

These articles have certainly not spanned the whole range of service industries – we have not touched upon transport, communication, personal services, and much more – but they demonstrate the wide range of activities that are included within the services category, and the variety of innovative processes and types of innovation that are undertaken. Despite the growth of interest in innovation in the service industries, there is a huge agenda of work that remains to be done to fully grasp the topic. Thus, we hope that this special issue of *Dirección y Organización* will help to raise interest, and motivate other scholarly research, in the area of services and service innovation.