**Showcasing the Diversity of Service Research**

**Theories, Methods, and Success of Service Articles**

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**Empirical 80%**

**Conceptual 20%**

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**“Write more conceptual articles”**

Conceptual articles are harder to publish but they have an above average influence on the discipline.

- R. Brodie
- A. Parasuraman
- Jochen Wirtz

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**“More theory development”**

Papers developing theory offer opportunities to make a significant contribution.

- A. Parasuraman

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**Theoretical versus Conceptual Foundation**

<table>
<thead>
<tr>
<th>Concept</th>
<th>Theoretical</th>
<th>Conceptual</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>0%</td>
<td>31%</td>
</tr>
<tr>
<td>Based on one concept or theory</td>
<td>Positioned as theory development</td>
<td>Test theory</td>
</tr>
</tbody>
</table>

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**Data Collection and Analysis**

- **Articles using Primary Data**
  - 12% Both
  - 54% Quantitative Data
  - 34% Qualitative Data

- **Firm Level vs. Customer Level Data**
  - 52% Customer-Level Data (B2C)
  - 41% Firm-Level Data (B2B)
  - 7% Both

- **Empirical Papers’ Data**
  - 3% Transaction data only
  - 12% Self reported & transaction data

- **Empirical Papers’ Method Design**
  - 50% Quantitative
  - 37% Qualitative
  - 13% Mixed

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**“Keep up the good balance between firm-level and customer-level data”**

**“Use more transaction data and don’t apply the same evaluation criteria”**

**“Too many CB-centric papers, too little strategy papers”**

- Jochen Wirtz

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**Descriptive Elements**

- **On average and according to the Flesch-Kincaid score** JoSM articles score higher in reading difficulty than JM articles.

- **On average, JoSM papers cite 71 references** a number which is growing and has a huge variety.

- **The average number of authors in all sampled papers is 3, only 6% of the author teams included a practitioner.**

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**“Write simple and accessible”**

Elaborate, difficult writing and an overemphasis of terminology is not a testament of knowledge!

- Bo Edvardsson

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**Overall Implications of the Study**

- **“This paper is a must-read for new service scholars and scholars from other fields”**
  - Bart Lariviére

- **“Service research field is in thriving health and is growing steadily”**
  - Bo Edvardsson
  - Ray Fisk

- **“More papers on breakthrough innovation and technology”**
  - Bo Edvardsson
  - Jochen Wirtz

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Read the entire article: [https://doi.org/10.1108/JOSM-05-2017-0102](https://doi.org/10.1108/JOSM-05-2017-0102)