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Service innovation and its impact on firm performance: A systematic literature review

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Abstract. This research aims to identify the literature about service innovation and its impact to firm performance publication. From Elsevier's *Scopus*, the largest abstract and citation database of peer-reviewed literature, there were identified 63 publication in a variety of document type that publish service innovation research. This study provides information on how the world's service innovation topics have been developed over the past 5 years. The study also identified country that first focused on the research on the topic of service innovation and the performance of the company. Identification of the publication is using the keywords service innovation and firm Performance. Once the data is obtained, the next stage is grouping according to the year of publication. After that, it is grouped again by country based on affiliates of the author. The analysis is also conducted on the author with the most publications and compares to the country's data with the highest publications. the topic of service innovation become a topic that attracts the attention of researchers. The result shows that the increase in research in this field began in 2017 until now, with the most productive publication in this topic come from Taiwan. From author productivity, the author with the most publications is actually from South Korea.

Keywords: Service Innovation, Firm Performance, Published literatures

1. Introduction

Service innovation is used to describe many things. First, Innovation in services, this mean in *service products*, either in new or improved service products. Second, Innovation in *service processes*, in new or improved ways of designing and producing services. Third, Innovation in service companies, organizations, and industries, in other words, all activities in service organizations like innovation at the company level, innovation in service product and process, also included how to manage innovation processes. However, generally more innovations in the field of not technical innovations [1], such as:

- Organizational innovation



- Structural innovation,
- Specialization innovation

Service innovation is commonly focused on the enlargement of new service ideas and contributions, including how to generate new ideas to meet consumer demand and service contributions [2]. Service innovations in the service industry will enhance its capacity to compete in protection as well as expand the quantity of customers [3]. Service industry want to improve and introduce more radically new services to achieve a sustainable competitive benefit in the marketplace and revel in a positive performance effect comparable to that of their product-oriented counterparts [4].

Many literatures on what makes for successful innovations of this type comes from the New Service Development research area [4]. Research in the industry's perception of service innovation in Taiwan, Indicate that enabler factors such as demand of customer, competition, and knowledge based network, are significant correlated with service innovation. Other than that, concept of new service, interface of new client, delivery system of new service, and also new technology are related positively to service innovation. As the result, service innovation has a significant influence on company's performance [3].

2. Theoretical background

Service innovation as a new or considerably increased mover idea that is put into practice. It can be for illustration a new customer interplay path, a distribution network or a technological concept or a mix of them [5]. The Application of service innovation in the industry enhances existing user loyalty, has an enormous have an impact on on agencies recognized, enhances the value of other products, and is attracting a substantial variety of new customers. Finally, service innovation has a positive effect on on a firm's performance, which include market position achievement, sales objectives, profitability [3].

Data research from developed and emerging economy such as India and also from US indicate the comparable managerial understanding of service innovation achievement and impeding factors. In U.S indicate that factors outside their control have a negative effect on service innovation, while in the Indian, these factors are not a significant predictive factor of innovation. Commonly referred to this research indicate that service innovation positively correlates to the nonfinancial and financial performance of firm [6].

Conceptual framework for managing service innovation can be presented in form of 6 dynamic service innovation competencies identified are signalling consumer desires and technological options, conceptualising, (un-)bundling, coproducing and orchestrating, scaling and stretching, gaining knowledge of and adapting. It is assumed that effective service innovators, which could also include manufacturing firms creating into suppliers of service solutions, outpace their rivals in at least several of those capabilities [7].

Some of the literature on services innovation concentrates on the implementation and application of information and communication technologies (ICTs) [8]. Internet as a tool to have directly influenced the establishment of innovative services, from the perspective of both a separate service offerings and the packaging of products and services [9]. Therefore, a firm to achieve service innovation, they have to adopted IT.

3. Methodology

This research using data from website of Scopus as the largest abstract and citation database of peer-reviewed literature to identify the publication of international business field related to service innovation aspect. The research questions were determined to keep the review focused. The research questions and description addressed by this literature review are shown in Table 1.

Table 1. Research Questions

ID	Research Question	Description
RQ1	What is the trend of publications related to service innovation field?	Identify the trend of publications in the service innovation field.
RQ2	Which country has the most publications in the service innovation field?	Identify the most influential country which contributed so much on service innovation research area.
RQ3	What is the ranking of the journals that publish this service innovation field?	Identify the ranking of the journal that publish the service innovation field.
RQ4	What kind of variable are used for service innovation?	Identify variable are used for service innovation field.

3.1. Search process

- 1) Sources: Scopus (<https://www.scopus.com>)
- 2) Keywords: service innovation, firm performance, company performance.
- 3) Search string: "service innovation"AND"firm performance".

3.2. Data extraction

In this section, the data that was found from search process would be extracted based on 3 steps in data collection, which are:

1. Research found: paper match with criteria of searching process.
2. Candidate Researches: paper collect based on article title, abstract or keywords.
3. Classification Researches: paper classify on year, period, affiliation' country of the author, and the most contribute author.

Table 2. Data Extraction

Year	Amount of publication
2020	2
2019	9
2018	4
2017	3
2016	6
<2016	39
Total	63

4. Results and discussions

After the selected papers has been extracted based upon the topic criteria and per year, the next stage of this method is assessment of the result based on demographic data trends and characteristics, after that the findings and final results will be presented.

4.1. Publishing Outlets

Based on Table 2 and Table 3, there are 63 published research papers on this topic consisting of 43 articles, 16 conference paper, 2 book chapter, 1 review paper and 1 other.

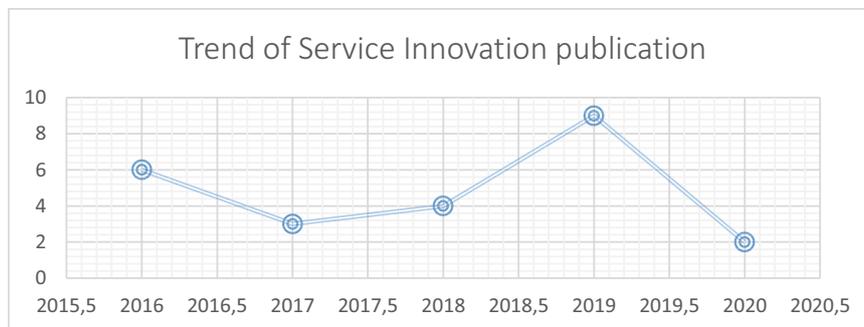
Table 3. List of Study

Document type	Amount of publication
Article	43
Conference Paper	16
Book Chapter	2
Review	1
Other	1
Total	63

Table 3 shows the 63 publication with the broadest measure of total value created by the document type. Consistent with the focus of service innovation research, as an applied and interdisciplinary research area, this list includes many type of publication in innovation disciplines, such as business, management, organizational behavior, and strategic management, as well as journals and conference paper or book chapter, review and other. A cursory examination of the list suggests that more than one half of them are likely to be regarded as research journals.

4.2. Trend of service innovation topic

Based on Figure 1, from 2016 to 2017 there was decrease in the number of publications related to the topic. However, after 2017 there will be an increase until 2019. For 2020 it is on progress until the end of the year.

**Figure 1.** Trend of Service Innovation publication 2016 – 2020.

From Figure 1, it can be concluded that the topic of service innovation become a topic that attracts the attention of researchers so that the increase in research in this field began in 2017. The research interest in service innovation is looking at its peak in the year 2019. For a month-to-month comparison from 2019 with the year 2020 cannot be displayed because there is no publication data per month.

4.3. Affiliation according to country

Based on Figure 2, most productive publication in this topic come from Taiwan consists of 17 papers. United States and United Kingdom have the same amount in this topic.

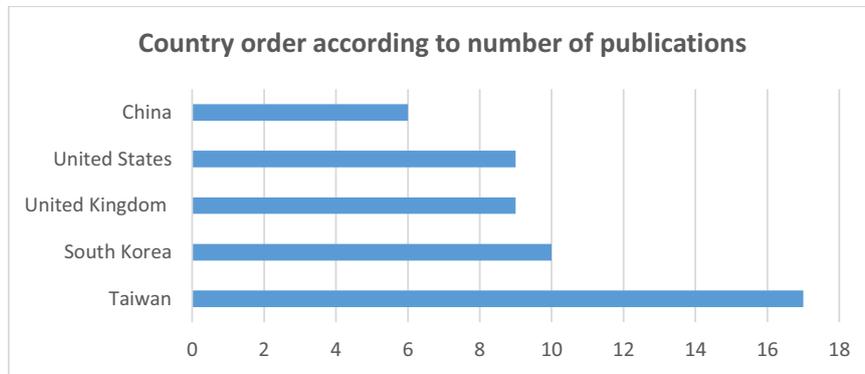


Figure 2. Top 5 Number of Publication of Related Topic.

Publication related to the topic of service innovation and its impact on the company's performance, first appeared in Web Scopus in 2006. The Author of the publication is from Taiwan country. This research identified that Service innovation is positively influenced by IT adoption and firm performance is positively influenced by service innovation [10].

When viewing from the graph image above, the country's most published order in the Service Innovation topic starts from Taiwan which is followed by South Korea, United Kingdom, United States, and China. However, when viewed from the author who did the publication on this topic, the author with the most publications is actually from South Korea after it was newly followed by Taiwan. This can mean that there is an equitable spread in Taiwan for the author with the publication in this topic so that it can be concluded that the importance of Service innovation has become a major concern in the country. In relation to Taiwan's country policy, it can also be seen in 2009, this country had announced "sharing information from the domain expert" as one criteria for the Service Quality Award for government, try to push inter-organizational cooperation as 1 criteria of assessing organizational performance [11]. Taiwan also implemented service innovation in cultural industry park to blend artistic craftsmanship and economy with service design, and ultimately establish National Taiwan University of Arts as a distinctive trademark of the park [1].

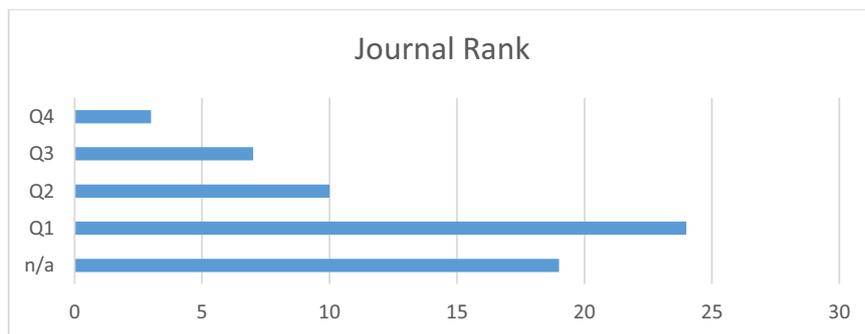


Figure 3. Journal Rank of 63 Paper Published Related Topic.

Based on SCImago Journal & Country Rank as a openly available portal that consist of the journals and country scientific indicators developed from the information contained in the Scopus

database (Elsevier B.V.), all the papers analyzed above are grouped by journal ranking. From the results of the grouping is seen that 54% paper published on the topic of Service Innovation is paper with the publication in the journal with the rank Q1 and Q2.

Publication in the journal Rank Q1, Q2, Q3, Q4 or National Journal is a choice, of course the more reputable the journal then the level of selection is increasingly strict. Many researchers in some countries are required to publish their research results in a reputable journal. For publication with the journal ranking is getting higher then it reflects the better the quality of research produced. With many papers on the topic of Service innovation that publication in the journal Rank Q1 and Q2 proved that the research done by the topic of service Innovation is a very interesting topic and the attention of many Parties.

Table 4. Research paper employing Service Innovation topic.

Author	Year	Independent var.	Dependent Var.	Moderator Var.	Mediator Var.	Control var.	Result
Anning-Dorson, Thomas	2016	Customization innovation Involvement innovation Timing innovation	Financial & Non Financial - Firm Performance	Customer demand Competitive intensity		firm size and firm age	High performance is influenced by interactivity innovations that deployment in high demand periods, and intense competition is related to high interactivity innovation and firm performance.
Lin	2009	Service orientation Customer orientation Learning orientation	Financial Performance Customer Service Performance		Service innovation		Firm performance is affected by service orientation, and not directly influenced by customer orientation and learning orientation
Bustinza, Oscar F.; Vendrell- Herrero, Ferran; Gomes, Emanuel	2019	Product service innovation (exploitation) Product service innovation (exploration)	Overall Performance				In emerging economies, both of exploitation capabilities and exploration capabilities are equally important.
Chen, Ja Shen; Tsou, Hung Tai; Huang, Astrid Ya Hui	2009	Organizational resources Relational resources Informational resources	Financial & Non Financial - Firm Performance		Innovation Practices		Firm performance is contributed by service delivery innovation which is innovation orientation and IT capability is the crucial factors in this variable.
Chuang, Shu- hui; Lin, Hong- nan	2015	E-service capability Cooperation capability	Value co- creation Firm value		E-service Innovation	firm size, firm age and firm capital	Firm value is improved from value cocreation, where this value is influenced by e-service innovation. E-service innovation is influenced positively by e-service and cooperation capabilities.
Dai, Weiqi David; Mao, Zhenxing Eddie; Zhao, Xinyuan Roy; Mattila, Anna S.	2015	Social capital	Financial Performance	Entrepreneurial activities			Financial performance is influenced positively by external and internal social capital, and enrich by innovation and corporate venturing.

Author	Year	Independent var.	Dependent Var.	Moderator Var.	Mediator Var.	Control var.	Result
Daugherty, Patricia J.; Chen, Haozhe; Ferrin, Bruce G.	2011	Decentralization Formalization Specialization	Market Performance		Logistics service Innovation capability		Decentralization and formalization have been observed to be positively associated to a firm's logistics service innovation capability, though the formalization used to be originally proposed to have negative affect on logistics service innovation capability. Relationship between logistics service innovation capability and market performance is also confirmed positive.
Eggert, Andreas; Thiesbrummel, Christoph; Deutscher, Christian	2015	Service innovation Product innovation Hybrid innovation	Profitability	Customer concentration Competitive Price consciousness		Company size and industry sector	This study demonstrates that hybrid innovations outperform pure product and service innovations in industrial markets
Eisingerich, Andreas B.; Rubera, Gaia; Seifert, Matthias	2009	Relationship commitment Service innovation focus Relationship diversity Customer Engagement Behavior	Firm Performance			Industry context, firm size, lagged firm performance	Service innovation focus on firm performance is affected positively by relationship commitment. The influence of innovation focus on firm performance is decreased by diverse interorganizational relationship and increased by interorganizational relationship commitment.
Ho, Mia Hsiao Wen; Chung, Henry F. L.; Kingshott, Russel; Chiu, Chun Chen	2020		Firm Performance	Resource integration	Customer consumption	Industry season Customer type Channel delivery	This find out about noted the service-dominant logic that consumer engagement throughout various social media communities positively make a contribution to consumer consumption, industry season, consumer type and channel delivery are now not applicable to consumer consumption and company performance.
Johansson, A. Elisabeth; Raddats, Chris; Witell, Lars	2019	Customer participation Customer research methods Integrated development teams	Firm Performance	Innovation level	Customer knowledge development Service innovation performance	Technical turbulence Market turbulence	This research noted that if customers take part in new service development teams will support the successful of service innovations development.
Mansury, Mica Ariana; Love, James H.	2008	Innovative Internal resource indicators Other service firm characteristics External linkages	Performance				This research noted that growth of firm is impacted positively by service innovation, but no impact on productivity.

Author	Year	Independent var.	Dependent Var.	Moderator Var.	Mediator Var.	Control var.	Result
McDermott, Christopher M.; Prajogo, Daniel I.	2012	Exploration innovation Exploitation innovation Exploration x Exploitation	Business Performance	Organizational size			Business performance is positively related by ambidextrous innovation. Relationship between exploration and exploitation innovation and performance is moderated by way of size of small companies Firm's value is positively impacted by service firm's innovation capability.
O'Cass, Aron; Sok, Phyra	2013	Service innovation capability	Customer-based Performance	Transformational leadership Service marketing capability	Firm's value offering Customer's perceived value-in use		(1)Innovation volume is fostered by collaborating with customers (2)Innovation radicalness is contributed by firm's customer orientation (3) Innovation volume and radicalness is enhanced by collaborating with contact employees (4) innovation radicalness is contributed by use of knowledge integration mechanisms (5) each innovation have different results on the measurement of performance
Ordanani, Andrea; Parasuraman, A.	2011	Collaborative competences Dynamic capability of customer orientation Knowledge interfaces	Firm Performance		Innovation outcomes		Firm must construct a strong internal IT capability to maximize the payoff from the application of e-commerce. The careful selection of external partners determine success of a pervasive IT innovation requires; due to the fact such improvements can't be finished in isolation. This study show that technology is a precondition for conducting both Service Creation Orientation & Service Delivery Orientation to get better performance, but particularly Service Delivery Orientation. Dimensions of nontechnological innovation are still more critical to achieving dimension. This study shows that precondition for conducting both service creation orientation and service delivery orientation to achieve better firm performance, but particularly Service Delivery Orientation. Technology alone has little to do with firm performance and should precede two types of
Ordanani, Andrea; Rubera, Gaia	2010	Business resources IT Resources	Firm Performance			Time, environmental uncertainty	
Ryu, Hyun Sun; Lee, Jae Nam	2018	Service creation orientation Service delivery orientation Customer interaction orientation	Firm Performance	Technology orientation		Firm age, firm size, industry type, total sales volume	
Ryu, Hyun Sun; Lee, Jae Nam; Choi, Byounggu	2015	Service innovation strategy Business strategy	Firm Performance	Groups of service industry			

Author	Year	Independent var.	Dependent Var.	Moderator Var.	Mediator Var.	Control var.	Result
Sjodin, David; Parida, Vinit; Kohtamaki, Marko	2019	1. Service Provision 2. Governance strategies	Firm Performance	Innovation intensity Organizational size Industry type			This study show 3 alternative governance strategies that enable advanced service providers to benefit from service provision: 1) strategy of innovation governance; 2) strategy of relational governance; and 3) strategy of market-based governance. This study suggested that (1) Service creativity reinforcement positively affected both the firm's performance and its innovation performance. (2) Session of Brainstorming, approach of a multi-disciplinary team, task rotation and non-financial incentives had greater performance effects than other mechanisms, (3) Team-level mechanisms were more effective in developing highly innovative services than were individual-level mechanisms This study show that RFID adoption has positive effects on business practices, which in turn improves operational performance.
Tsai, Kuen Hung; Huang, Stephen Chi Tsun	2019	Service creativity reinforcement	Firm Performance Innovation Performance				
Tsai, Wei Chen; Tang, Ling Lang Tu, Chiayu; Hwang, Shih Nan; Wong, Jehn Y'ih	2012 2014	Social support Power structure Cooperation with suppliers Cooperation with consumers	Operational Performance Perceived profitability Founders satisfaction Employment growth		Intraorganizational factors RFID adoption Product innovation Service innovation		This research show that customer cooperation does not impact to product and service innovations, Firm performance is positively improved by product innovation.
Tu, Hung Jen	2012	Internet channel	Firm Performance				This research show that the magnitudes of average abnormal returns are uniformly positive and increase the operating efficiency of firms following announcements via Internet channels, and firm performance have positive impact by Internet channels.
Visnjic Kastali, Ivanka; Van Looy, Bart	2013	Product sales Service sales Customer proximity	Total profit margin			GNP per capita Product portfolio	Servicing Initial levels result in a steep improve in profitability of company.

Table 4 provides the summary of all the variables used in the research published with the Q1 rank journal. Some research identifies service innovation as a variable independent with various approaches, while other research puts service innovation as a mediating variable or moderating variable. Control variable used in the form of firm size, firm age, industry sector, capital, market issue and environmental issue.

Some of the findings are discussed below to describe the diversity of findings in this research area. From table 4, we can explore research paper employing Service Innovation topic. The dependent variable used in this research topic consists of several approaches, such as firm performance, total profit margin, satisfaction growth, operational performance, innovation performance, customer service performance, marketing performance, and other approaches.

The importance of service innovation may be visible from the following research. In the studies with the title Innovation, productiveness and growth in US commercial enterprise services: A corporation-stage analysis, said that the service innovation and its quantity have a continually positive effect on increase, but no impact on productivity. There is indication that the boom impact of innovation can be attributed, at the least in part, to the outside linkages maintained by using innovators within the procedure of innovation. Outside linkages have an overwhelmingly positive impact on corporate performance, regardless of whether innovation is measured as a continuous or discrete variable, and regardless of the level of innovation considered [12].

Based on the literature review conducted, in previous studies, service innovation has an important role in improving company performance. Related with Interactivity innovations, competitive intensity, client demand and performance, the study found that intense competition is dampen to connection between high interactivity innovation and money performance [13]. The paper additionally found Exploitation (i.e., cost efficiency through Product Service Innovation design) and exploration (i.e., Product Service Innovation R&D) capabilities, as path of strategic ambidexterity on performance, are equally important in emerging economies to increase overall performance [14].

From service creativity aspect, Tsai's research noted that Service Creativity Reinforcement positively influenced each the company's performance and innovation performance. Specifically, the greater performance effects of provider creativity reinforcement have been related with corporations that had high innovation intensity, have been small service companies and had been section of the knowledge-intensive business service sector. The outcomes indicated that brainstorming sessions, a multi-disciplinary group approach, task rotation and non-financial incentives had increased performance effects than different mechanisms, in particular for corporations in the knowledge-intensive business service sector that had high innovation intensity. This study additionally referred to that team-level mechanisms have been extra effective in creating highly innovative services than have been individual-level mechanisms [15].

From Relational governance strategies determined three choice governance strategies that allow advanced service companies to advantage from service provision: first, innovation governance strategy (high service innovation, low solutions of alternatives, and low use of specific contracts); second, relational governance strategy (high service innovation, excessive perceived switching costs, and low use of specific contracts); and third, market-based governance strategy (i.e. high service innovation, low perceived switching costs, high solutiveness of alternatives, and excessive use of explicit contracts). This research enrich the literature on servitization and superior offerings by way of reflecting the need to practice various relational governance strategies [16].

5. Conclusion

This study makes several important contributions to the literature about service innovation publication outlets. First, it identifies 63 publication in a variety of document type that publish service innovation research. The results of this paper can be used by researchers to identify potential research outlets for their research. Secondly, this study provides information on how the world's service innovation topics have been developed over the past 5 years. The study also resulted in state information that first focused on the research on the topic of service innovation and the performance of the company based

on publication evidence in Web Scopus. Taiwan is the first country to publish research articles related to this and is the country's most raised topic in the last 5 years.

This is an early research that opens insight into how the world's research trends related to the topic of service innovation are associated with the company's performance. From the displayed data can be concluded a country that is very concerned about the important role of service innovation in improving the company's performance, The importance of this topic so that more than 50% of the research in this field is published in its top ranking journal.

The limitations on this research are the only data retrieved from the Web Scopus and limited analysis to connect service innovation in improving firm performance. Advanced research can expand the data retrieval source, so it can provide more complete information and broader coverage. Future research related to service innovation and in relation to the firm's performance can be expanded to examine the impact of service innovation in the company's internationalization strategy and how it affects the progress of the country.

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