
Guest editorial: Service marketing and the winds of change

Guest editorial

101

Journal of service theory and practice and ANZMAC conferences

This *Journal of Service Theory and Practice (JSTP) special section* continues a longstanding tradition of collaboration (Finsterwalder and Garry, 2011; Sajtos, 2015; Leo and Sweeney, 2017; Mathies and Patterson, 2017; Finsterwalder and Tombs, 2018; Tuzovic and Finsterwalder, 2020) between the journal and the annual Antipodean ANZMAC conferences organised by the Australian and New Zealand Marketing Academy. In 2019, Victoria University of Wellington, New Zealand, hosted the event from 02 to 04 December 2019. As for prior iterations, the *JSTP*'s editors, namely Professor Marianna Sigala, University of Piraeus, Greece and Professor Chatura Ranaweera, Wilfrid Laurier University, Canada, have again generously provided space for a special section with selected papers from the conference. All papers underwent the *JSTP*'s double-blind reviewing process, and it is our pleasure to present the *ANZMAC 2019 JSTP*'s special section. It comprises a selection of papers initially submitted to the conference's *Services Marketing Track*.

Our special section is entitled "Service marketing and the winds of change". This title is in line with the conference's overall theme of "Winds of Change". In the conference's call for papers, the organisers recognised "a world of technological, social and political turbulence, challenging marketers to produce robust and actionable research" (ANZMAC, 2019). In summary, the conference organisers challenged "marketers to address global issues" and "to push the boundaries and consider the future for marketing in disruptive and uncertain times" (ANZMAC, 2019).

Service marketing and the winds of change

Little was known at the time of the call for papers or during the conference that one of the biggest global issues was just entering people's lives, disrupting society and communities worldwide and causing service mega-disruptions and changes to service ecosystems (Finsterwalder and Kuppelwieser, 2020; Kabadayi *et al.*, 2020; Ostrom *et al.*, 2021). With COVID-19 making for turbulent times and modifications as to how consumers, service businesses and service organisations operate in this world, humanity has to rethink its approach to interacting with nature and one another in an increasingly complex world. While constant change is nothing new and topics relating to the "winds of change" have been tabled for quite some time in other disciplines, such as in connection with atmospheric science (McVicar and Roderick, 2010), social movements (Haveman *et al.*, 2007), political and economic change (Neher and Marlay, 2018), climate change and business responses (Kolk and Levy, 2001), among others. However, the acceleration with which changes to our environment and living conditions occur appears to be increasing.

More recently, some streams of research in the service discipline have focused on the "bigger picture" and investigated how service systems respond to disruptions and can

The guest editors of this special section would like to extend their gratitude to the editors of the *Journal of Service Theory and Practice (JSTP)*, Professor Chatura Ranaweera and Professor Marianna Sigala, for once again supporting the publication of an ANZMAC special section. Thank you very much for collaborating on this *JSTP* special section. The guest editors would also like to thank the co-authors who devoted their time to fully develop their conference papers for submission to this *JSTP* special section. Last but not least, thanks go to the reviewers who have spent their valuable time on providing feedback to the guest editors and co-authors of the papers.



Journal of Service Theory and
Practice
Vol. 32 No. 2, 2022
pp. 101-104
© Emerald Publishing Limited
2055-6225
DOI 10.1108/JSTP-03-2022-322

restore balance to achieve service ecosystem well-being, regeneration and sustainability (Field *et al.*, 2021; Finsterwalder and Tombs, 2021; Frow *et al.*, 2019; Leo *et al.*, 2019). Some of this research has also focused on the disruptions caused by COVID-19 (Brodie *et al.*, 2021; Finsterwalder and Kuppelwieser, 2020). Another stream of research has centred on the actors that purposefully and either individually or collectively shape service ecosystems and markets, such as firms and customers (Fehrer *et al.*, 2020; Hawa *et al.*, 2020; Jaakkola and Alexander, 2014; Kleinaltenkamp *et al.*, 2021; Koskela-Huotari and Siltaloppi, 2020). The two papers in this special section focus on the latter group of actors, that is, customers taking a more pro-active role in becoming participatory players in the market place.

The first paper, “I’m no expert, but . . .? Consumer use of supportive digital tools in health services” by Helen Bocking, Rebekah Russell–Bennett and Kate Letheren (Bocking *et al.*, 2022), investigates consumer perceptions and preferences relating to supportive digital tools and of the relevant interactive experience in a preventative health service context. Drawing on social support theory (SST) and the passive–interactive–proactive (PIP) framework, the authors adopt an exploratory qualitative approach comprising 30 semi-structured interviews of customers trialling supportive digital tools. Indicating the complexity of motivations for using such tools as well as the multifaceted and interactive social support desired, this research offers important contributions in clarifying the role of the proactive features of such tools. It also offers insights into the varied role of social support elements, beyond the commonly offered informational support. Resultant managerial implications guide future developments and adoption of such tools, in turn positively influencing the broader healthcare system.

The second paper, titled “Why do consumers become providers? Self-determination in the sharing economy” by Bodo Lang, Joya Kemper, Rebecca Dolan and Gavin Northey (Lang *et al.*, 2022), examines the way in which users of sharing economy services become providers of such services, as well as the motivators for such switch in roles. This study is founded in self-determination theory and takes an exploratory approach, drawing on in-depth interviews of Airbnb guests who had switched to becoming Airbnb hosts. As an important contribution to theory and practice, the research identifies a four-phase process of switching – catalysts, enablers, divers and glue, as well as the relevant intrinsic and extrinsic role switch motivators. Furthermore, varying roles of psycho-social self-determination needs – autonomy, competence and relatedness – across the different phases emerge from the results, leading to strong recommendations for practice on how to better encourage sharing economy users to take on the role of providers, as well as to persist with that role over time.

Conclusion

The two papers in this special section demonstrate further advances in service research in regard to the active role actors should play to shape their own lives and the service ecosystem they are embedded in to co-create value and better both individual and community wellbeing. Future research projects should continue to focus on the importance of shaping markets and service ecosystems, including service ecosystem (re-)design (Koskela-Huotari *et al.*, 2021; Vink *et al.*, 2021). In addition, a stronger focus is still needed in regard to well-being transformation at individual and collective levels, in particular given the recent disruptive changes caused by COVID-19, but also in anticipation of future natural or man-made turbulences that might disrupt lives, markets and service ecosystems.

Jörg Finsterwalder

UC Business School, University of Canterbury, Christchurch, New Zealand, and

Carolyn Plewa

Business School, The University of Adelaide, Adelaide, Australia

References

- ANZMAC (2019), "ANZMAC 2019: 'winds of change'", available at: <https://confer.nz/anzmac2019/theme/> (accessed 26 November 2021).
- Bocking, H., Russell-Bennett, R. and Letheren, K. (2022), "I'm no expert, but...? Consumer use of supportive digital tools in health services", *Journal of Service Theory and Practice*, Vol. 32 No. 2, pp. 105-131, doi: [10.1108/JSTP-09-2020-0225](https://doi.org/10.1108/JSTP-09-2020-0225).
- Brodie, R.J., Ranjan, K.R., Verreynne, M.L., Jiang, Y. and Previte, J. (2021), "Coronavirus crisis and health care: learning from a service ecosystem perspective", *Journal of Service Theory and Practice*, Vol. 31 No. 2, pp. 225-246, doi: [10.1108/JSTP-07-2020-0178](https://doi.org/10.1108/JSTP-07-2020-0178).
- Fehrer, J.A., Conduit, J., Plewa, C., Li, L.P., Jaakkola, E. and Alexander, M. (2020), "Market shaping dynamics: interplay of actor engagement and institutional work", *Journal of Business and Industrial Marketing*, Vol. 35 No. 9, pp. 1425-1439, doi: [10.1108/JBIM-03-2019-0131](https://doi.org/10.1108/JBIM-03-2019-0131).
- Field, J.M., Fotheringham, D., Subramony, M., Gustafsson, A., Ostrom, A.L., Lemon, K.N., Huang, M.H. and McColl-Kennedy, J.R. (2021), "Service research priorities: designing sustainable service ecosystems", *Journal of Service Research*, Vol. 24 No. 4, pp. 462-479, doi: [10.1177/10946705211031302](https://doi.org/10.1177/10946705211031302).
- Finsterwalder, J. and Garry, T. (2011), "Doing more with less: service imperatives of the 21st century", *Managing Service Quality*, Vol. 21 No. 6, pp. 576-582, doi: [10.1108/msq.2011.10821faa.001](https://doi.org/10.1108/msq.2011.10821faa.001).
- Finsterwalder, J. and Kuppelwieser, V.G. (2020), "Equilibrating resources and challenges during crises: a framework for service ecosystem well-being", *Journal of Service Management*, Vol. 31 No. 6, pp. 1107-1129, doi: [10.1108/JOSM-06-2020-0201](https://doi.org/10.1108/JOSM-06-2020-0201).
- Finsterwalder, J. and Tombs, A. (2018), "Services marketing and customer experience in a post-disciplinary era", *Journal of Service Theory and Practice*, Vol. 28 No. 4, pp. 406-409, doi: [10.1108/JSTP-07-2018-306](https://doi.org/10.1108/JSTP-07-2018-306).
- Finsterwalder, J. and Tombs, A. (2021), "Infusing tribal reciprocity into service research: towards an integrated and dynamic view of repayment, retaliation and restorative justice for regenerative service ecosystem wellbeing", *Service Business*, Vol. 15, pp. 563-586, doi: [10.1007/s11628-021-00459-4](https://doi.org/10.1007/s11628-021-00459-4).
- Frow, P., McColl-Kennedy, J.R., Payne, A. and Govind, R. (2019), "Service ecosystem well-being: conceptualization and implications for theory and practice", *European Journal of Marketing*, Vol. 53 No. 12, pp. 2657-2691, doi: [10.1108/EJM-07-2018-0465](https://doi.org/10.1108/EJM-07-2018-0465).
- Haveman, H.A., Rao, H. and Paruchuri, S. (2007), "The winds of change: the progressive movement and the bureaucratization of thrift", *American Sociological Review*, Vol. 72 No. 1, pp. 117-142, doi: [10.1177/000312240707200106](https://doi.org/10.1177/000312240707200106).
- Hawa, J., Baker, J. and Plewa, C. (2020), "Composing markets: a framework of intentionality in market-shaping", *Journal of Business Research*, Vol. 121, pp. 47-57, doi: [10.1016/j.jbusres.2020.08.013](https://doi.org/10.1016/j.jbusres.2020.08.013).
- Jaakkola, E. and Alexander, M. (2014), "The role of customer engagement behavior in value creation: a service system perspective", *Journal of Service Research*, Vol. 17 No. 3, pp. 247-261, doi: [10.1177/1094670514529187](https://doi.org/10.1177/1094670514529187).
- Kabadayi, S., O'Connor, G.E. and Tuzovic, S. (2020), "The impact of coronavirus on service ecosystems as service mega-disruptions", *Journal of Services Marketing*, Vol. 34 No. 6, pp. 809-817, doi: [10.1108/JSM-03-2020-0090](https://doi.org/10.1108/JSM-03-2020-0090).
- Kleinaltenkamp, M., Conduit, J., Plewa, C., Karpen, I.O. and Jaakkola, E. (2021), "Engagement-driven institutionalization in market shaping: synchronizing and stabilizing collective engagement", *Industrial Marketing Management*, Vol. 99, pp. 69-78, doi: [10.1016/j.indmarman.2021.09.010](https://doi.org/10.1016/j.indmarman.2021.09.010).
- Kolk, A. and Levy, D. (2001), "Winds of change: corporate strategy, climate change and oil multinationals", *European Management Journal*, Vol. 19 No. 5, pp. 501-509, doi: [10.1016/S0263-2373\(01\)00064-0](https://doi.org/10.1016/S0263-2373(01)00064-0).

-
- Koskela-Huotari, K. and Siltaloppi, J. (2020), "Rethinking the actor in service research: toward a processual view of identity dynamics", *Journal of Service Theory and Practice*, Vol. 30 Nos 4/5, pp. 437-457, doi: [10.1108/JSTP-11-2018-0245](https://doi.org/10.1108/JSTP-11-2018-0245).
- Koskela-Huotari, K., Patrício, L., Zhang, J., Karpen, I.O., Sangiorgi, D., Anderson, L. and Bogicevic, V. (2021), "Service system transformation through service design: linking analytical dimensions and service design approaches", *Journal of Business Research*, Vol. 136, pp. 343-355, doi: [10.1016/j.jbusres.2021.07.034](https://doi.org/10.1016/j.jbusres.2021.07.034).
- Lang, B., Kemper, J., Dolan, R. and Northey, G. (2022), "Why do consumers become providers? Self-determination in the sharing economy", *Journal of Service Theory and Practice*, Vol. 32 No. 2, pp. 132-155, doi: [10.1108/JSTP-09-2020-0220](https://doi.org/10.1108/JSTP-09-2020-0220).
- Leo, C. and Sweeney, J. (2017), "Guest editorial", *Journal of Service Theory and Practice*, Vol. 27 No. 2, pp. 314-316, doi: [10.1108/JSTP-10-2016-0194](https://doi.org/10.1108/JSTP-10-2016-0194).
- Leo, W.W.C., Laud, G. and Chou, C.Y. (2019), "Service system well-being: conceptualising a holistic concept", *Journal of Service Management*, Vol. 30 No. 6, pp. 766-792, doi: [10.1108/JOSM-01-2019-0036](https://doi.org/10.1108/JOSM-01-2019-0036).
- Mathies, C. and Patterson, P. (2017), "Guest editorial: showcasing Australasian services marketing research", *Journal of Service Theory and Practice*, Vol. 27 No. 3, pp. 518-519, doi: [10.1108/JSTP-02-2017-0032](https://doi.org/10.1108/JSTP-02-2017-0032).
- McVicar, T.R. and Roderick, M.L. (2010), "Winds of change", *Nature Geoscience*, Vol. 3 No. 11, pp. 747-748.
- Neher, C.D. and Marlay, R. (2018), *Democracy and Development in Southeast Asia: The Winds of Change*, Routledge, New York.
- Ostrom, A.L., Field, J.M., Fotheringham, D., Subramony, M., Gustafsson, A., Lemon, K.N., Huang, M.H. and McColl-Kennedy, J.R. (2021), "Service research priorities: managing and delivering service in turbulent times", *Journal of Service Research*, Vol. 24 No. 3, pp. 329-353, doi: [10.1177/10946705211021915](https://doi.org/10.1177/10946705211021915).
- Sajtos, L. (2015), "Exciting times for service scholarship", *Journal of Service Theory and Practice*, Vol. 25 No. 5, doi: [10.1108/JSTP-06-2015-0135](https://doi.org/10.1108/JSTP-06-2015-0135).
- Tuzovic, S. and Finsterwalder, J. (2020), "Guest editorial: services marketing for impact", *Journal of Service Theory and Practice*, Vol. 30 No. 3, pp. 395-399, doi: [10.1108/JSTP-05-2020-312](https://doi.org/10.1108/JSTP-05-2020-312).
- Vink, J., Koskela-Huotari, K., Tronvoll, B., Edvardsson, B. and Wetter-Edman, K. (2021), "Service ecosystem design: propositions, process model, and future research agenda", *Journal of Service Research*, Vol. 24 No. 2, pp. 168-186, doi: [10.1177/1094670520952537](https://doi.org/10.1177/1094670520952537).