CALL FOR CHAPTER PROPOSALS

Proposal Submission Deadline: December 30, 2015

Strategic Alliances and Value Co-Creation in the Service Industry
A book edited by Dr. Shai Rozenes and Dr. Yuval Cohen

Afeka Tel Aviv Academic College of Engineering

Introduction
Value co-creation is an emerging concept in business, marketing and innovation management. Business dictionary.com defines Value co-creation as a business strategy focusing on customer experience and interactive relationships. Co-creation allows and encourages a more active involvement from the customer to create a value rich experience. In the core of value co-creation is the recognition that the major beneficiary of any service is the customer itself and that the customer has a major motivation to control and to invest in the process. Moreover, it is often the case that the input of the customer and his feedback are crucial for the service success. Also, in most cases such an input could not be replaced by any other mechanism. From consulting to design, the benefits of keeping the customer in the process is invaluable. The customer is best positioned to understand his own situation, environment, stakeholder’s perspectives and his surrounding complexities. In most cases the customer is also the more experienced party for the relevant process, with perspectives that enable to integrate strategic consideration and changes when they are required.

Objective of the Book
Value Co-Creation is an evolving science that combines quantitative and qualitative methodologies. This subject has an enormous impact on the value of projects made by contractors serving large organizational projects. This book is intended to cover the many new faces of value co-creation. This is specially required since there has not been one publication that brought the subject under one cohesive framework.

Target Audience
All who are interested in service management and value co-creation. All who understand the strategic importance of the alliance between the customer and its contractors.

Recommended topics include, but are not limited to, the following:

- From outsourcing to value co-creation and beyond
- Guidelines for identifying types of customer contributions to Value Co-Creation
- Value co-creation dimensions
- Value co-creation by eliciting customer feedback in common goods services
- Considerations in biding vs. fostering partnerships
- Managing projects with customer involvement
- Establishing strategic partners and alliances
- Relations management with strategic partners
- Consulting the right way: working with your customer
- Knowledge sharing and value co-creation: designing a Service System for Fostering Inter-generational Cooperation
- Cyberinfrastructure for Value co-creation
- The agile approach for implementing value co-creation
The Quality dimension in value co-creation
Value co-creation Ontology
E-Mobility Service Design
Social Value Co-Creation
Value Co-creation in the Health Industry
Call Centers as a value co-creation process: fully utilizing customer input
Value co-creation contribution to queue length reduction
Tourism feedback as a value co-creation process.
How suitable is your service for value co-creation? A categorization of service type.
Shared Services: Exploring the New Frontier
Customer Loyalty and Relationship Strengthening
Eliciting information from customers for improving retail store quality
Value co-creation as a design approach
Alliances of suppliers and customers in supply chains
Quantitative methods in value co-creation.
Value chain as it relates to services and/or value co-creation
Embedding value co-creation using Business Process Reengineering (BPR)

Submission Procedure
Researchers and practitioners are invited to submit on or before December 30, 2015, a chapter proposal of 1,000 to 2,000 words clearly explaining the mission and concerns of his or her proposed chapter. Authors will be notified by February 1, 2016 about the status of their proposals and sent chapter guidelines. Full chapters are expected to be submitted by June 30, 2016, and all interested authors must consult the guidelines for manuscript submissions at http://www.igi-global.com/publish/contributor-resources/before-you-write/ prior to submission. All submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project.

Note: There are no submission or acceptance fees for manuscripts submitted to this book publication, Trust in Knowledge Management and Systems in Organizations. All manuscripts are accepted based on a double-blind peer review editorial process.

All proposals should be submitted through the E-Editorial Discovery™ online submission manager.

Important Dates
December 30, 2015: Proposal Submission Deadline
February 1, 2016: Notification of Acceptance
June 30, 2016: Full Chapter Submission
September 15, 2016: Review Results Returned
November 30, 2016: Final Acceptance Notification
December 15, 2016: Final Chapter Submission

Inquiries can be forwarded to
Dr. Shai Rozenes and Dr. Yuval Cohen
Engineering and Management of Service Systems Department
Afeka Tel Aviv Academic College of Engineering
Mivtza Kadesh 38, Tel Aviv, 69988, Israel
rozenes@afeka.ac.il, yuvalc@afeka.ac.il