

# A Call for a Wider Range of Service Research

During the past 5 years, there have been more articles in *JSR* on service marketing than on any other area of service research. It is undeniable that the service marketing area has been a remarkably fast-growing and successful area of research, and that it has been especially successful in affecting the business community. Nevertheless, I am concerned that other important areas of service research are currently underrepresented in *JSR*. Of even greater concern, the areas of service operations, service Human Resources (HR), service Marketing Information Systems (MIS), and service economics appear also to be grossly underrepresented even in those fields' core journals. This is in stark contrast to marketing, where the service marketing field has become notably mainstream in the past 10 years.

The field of service research is inherently interdisciplinary, and we can move the field forward not only by understanding and serving the customer (service marketing, e.g., Bolton, Smith, and Wagner 2003) but by designing efficient systems of service delivery (service operations, e.g., Pullman and Thompson 2003); training and motivating service providers (service HR, e.g., Hansen, Sandvik, and Selnes 2003); using new service technologies (service MIS, e.g., Curran, Meuter, and Surprenant 2003); and understanding how service affects the marketplace, the economy, and government policy (service economics, e.g., Cao and Gruca 2003). I am actively trying to encourage more submissions in all of these areas. Also useful to the field are articles that show how these service subfields interrelate. A very good example of this kind of article is the Oliva and Serman (2001) article in *Management Science*. That article showed how a combination of HR, operations,

and marketing issues inevitably lead companies to a permanently eroded service level and suggested policies for remedying this problem.

Service, by its very nature, involves a wide range of disciplines, and I would like to see that range of disciplines fully represented in the pages of the *Journal of Service Research* and for service research to become a mainstream subject in all business-related disciplines. That will not only advance knowledge; it will provide multidisciplinary intellectual leadership to service management worldwide.

—Roland Rust  
Editor

## REFERENCES

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