Foreword

This new book entitled *Services Science Research, Strategy, and Innovation: Dynamic Knowledge Management Methods* edited by American Professor N. Delener is a most welcomed collection of chapters and essays on the growing role played by services in all economies across the globe in both public and private spheres. The growth of services has been especially evident over the last two decades whereby many developed economies can claim that over 70 percent of their Gross Domestic Product (GDP) will be taken up by services. It has become commonplace for most economies to observe a predominant services model economy in which agriculture and manufacturing play a lesser role. International trade which was once dominated by merchandise trade is now seeing services trade occupy a significant share of the total trade and each year is growing. It is now a regular occurrence for the World Trade Organisation (WTO) discussions and agenda items, to refer and debate issues around services trade both in trade agreements, trade rounds and contributing to the trade exchange accounts in ways never previously experienced. Services have also been grown by the decades of outsourcing by both government and business. The book also seeks to provide a provocative and much needed debate on knowledge and human resources management which are clear key levers of the competitive advantage in today’s global, dynamic, and complex business environment.

The themes of this book are predominantly in the area of service science related to strategic planning activity, new views on management and business climate matters. The treatment of these subjects is expansive, conceptual, as well as practical. The uniqueness of the book is not solely in this vast array of commentary on services but the subject matters it skillfully engages in linking each chapter contribution after each other. Despite such an important area too little has been said, analyzed and scrutinized about this sector. The publication of this book edited by Professor Nejdet Delener is a refreshing and ambitious project which seeks to rectify this void. The book provides 33 chapters organized into three segments neatly described as Service science, Technology and Innovation and strategy and knowledge. Some fifty academics, from 30 educational institutions across 18 nations contributed to this study.

In putting this book together, the editor, Professor Delener has benefited from the vast network he has created over more than a decade around the Global Business and Technology Association which meets annually offering scholars and academics access to hundreds of conference papers on business issues and providing dynamic contributions and debates primarily in areas of global trade and services. This vast legacy of scholars and experts contributing to this book are part of the international academic community known for their expertise in their respective fields. This emerges clearly from reading this book.

This book will greatly benefit practitioners as well as academics as an innovative source and reference for developing strategies, policies, and teachings in service science. It seeks to assess the service science from an interdisciplinary perspective to link the elements of business strategy, business process
and services management. Moreover, the book explores such areas as strategy development, service contracts, human capital management, leadership, management, marketing, e-government, e-commerce, capital management, knowledge of management, marketing, e-business to mention but a small list of themes covered. It will also provide readers with the tools to utilize the knowledge and techniques to succeed in their careers. This book offers the reader excellent coverage of macro and micro issues revolving around service science and strategy development and the developments which are shaping the structure of the business and management fields. Finally it seeks to prepare the readers for higher levels of policy development in service science.

In closing, I am sure this book, besides being very practical, informative, interesting, and a timely book with real-world experiences, makes for an excellent read. Its significant contribution to our understanding of one of the most neglected areas of management and business subjects is not a small feat. At a personal level I was most honored to have been asked to offer this brief forward to such an important contribution of new and innovative ideas reflected in these pages that follow. Most of all I admire the heroic editorial effort by Professor Delener to have put together such a vast array of scholars in so many services field is a genuine contribution to knowledge and understanding of this often illusive area of business studies.

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