

Guest Editorial Preface

Special Issue on Evidence Based Management for Services Sector

Udayan Chanda, BITS Pilani, Pilani Campus, Pilani, India

Anil Bhat, BITS Pilani, Pilani Campus, Pilani, India

Satyendra Kumar Sharma, BITS Pilani, Pilani Campus, Pilani, India

Amit Bardhan, Faculty of Management Studies, University of Delhi, New Delhi, India

In today's globalized economy it becomes increasingly important to continually design and implement innovative practices in the services sector to get sustainable competitive advantage. Though, a concern exists because of the gap between development of an innovative processes and its eventual execution. To put into practice a successful strategy in services sector requires a broader perspective that includes both, an understanding of the consumer's need as well as evidence based knowledge of various functional areas. Evidence based management can help an organization to make better decisions by reducing the gap between designing excellent processes and their real time implementation.

Evidence Based Management means making decisions based on best accessible facts, that is, scientific findings and unbiased organizational facts. It is an emerging area in management domain that explicitly uses the contemporary, optimal evidence in management for decision making. This field of study has emerged from empiricism with the aim of applying scientific method to improve managerial decision making process. Evidence-based practices can translate scientific potentials based on best evidences into organizational practices and link the decision making processes to the current scientific research underlying human behavior and actions.

Advances in technology and data mining systems has opened up several possibilities and challenges especially in the services sector to provide better customer services through innovations. It calls for developing new competencies to provide better value that can be achieved by coupling traditional knowledge with sound scientific methods of decision making. Though the task is challenging but at the same time it gives greater autonomy to the decision makers to evolve the existing practices through contemporary scientific evidence.

In recent years research on innovations especially in the services sector has received immense attention both from academia and industry. Still many experts' feel that more should be done to bridge the gap between the knowledge concerning research and development (R&D) on innovations and its implementation in the services sector. Taking these characteristics into consideration, research and theory building for services industry needs to include experts' opinion, customers' requirements, scientific findings and the other knowledge inputs from the industry. Hence development of new competencies in the services sector calls for development of new thinking process. This means that to effectively manage the innovations it is important to create pragmatic models that connect recent scientific researches to broader organizational phenomena.

Under the above theme, we feel that the papers of this special edition are worthy additions to the growing movement of evidence based practices in the management theory that can be applied to the services sector. We also feel that it is high time for evidence based management scholars to give more emphasis on innovations and theory building to improve the competency level in the services sector. The call for papers asked whether Evidence-Based Management improves the overall quality of managerial decision makings and how to integrate evidence from various sources into decision making process. Papers included in this volume indicate that managerial decision making models are increasingly adopting the evidence-based practices.

Given the range of topics included in the volume, it is clear that the call for papers encouraged the inclusion of various management theories in addition to applications of these theories in practice. The papers in this volume are organized as follows: the first paper empirically examines the impact of social CRM capability on customer based relational performance, customer based profit performance and new product performance. Second paper concerns the role of word-of-mouth, trust and perceived risk in extended technology acceptance model on online purchase intention. Third paper reviews the effects of Indian textile industry on environment and human life and concludes that mechanical processes in textile industry mainly affect the environment of the workplace by the way of producing heavy noise and cotton dust. Fourth paper discusses a sentiment analysis tool to analyze the changing political views of persons with time. The final paper in this volume discusses a Software Reliability Growth Model (SRGM) for software with successive releases.

In the first paper, Kamboj, Yadav, Rahman and Goyal extended the capability-based traditional CRM model by integrating it with social media technologies to assess their impact on firm performance. The paper also examines the mediating role of co-created customer experience. The results show that co-created customer experiences play a role of mediator between social CRM capabilities and performance outcomes. The findings of the paper depicts that there is the positive influence of sales/marketing and customer centric technology resources on customer linking and market sensing capabilities. The authors also argue that managers should not only utilize the social media technologies in developing firm level social CRM capabilities but also as a source of valuable information for competitive intelligence and in turn better customer relationships and profit generation. The managers should take proper care in the integration of social media technologies into the existing CRM system to produce synergistic effect and enhance firm level capability.

The second paper, Word-Of-Mouth, Trust and Perceived Risk in Online Shopping: An Extension of the Technology Acceptance Model by Zeba and Ganguli, suggests that word-of-mouth has a positive and significant impact on online purchase intention whereas perceived risk has a negative and significant impact on online purchase intention. Authors argue that word-of-mouth is one of the powerful tool in influencing online purchase intention. Also, word-of-mouth increases faith and belief which leads to trust formation. Trust thus formed would reduce perceived risk towards the intention to use online shopping portal.

Hasanuzzaman and Bhar's paper - Indian Textile Industry and Its Impact on the Environment and Health – A Review concluded that though automation and modernization of Indian textile industry increased the speed of production but at the same time it is consuming more resources and consequently affecting the environment of the workplace by the way of producing heavy noise and cotton dust. Authors also found that due to the formation of fiber and chemical processing in the textile industry, it is polluting land, water, air and emits hazardous byproduct which indirectly promotes acid rain and global warming.

The fourth paper, "Political Opinion Mining from Twitter" by Sharma, Mittal and Garg examines the role of twitter to understand the changing tenor of political leaders with time. The authors argue that as views, opinions and judgments are shared so effectively through online media, hence it can act as an effective tool to estimate the mood of the person. In this article authors develop a sentiment analysis tool to analyze the changing political views of persons with time. The application efficiently

finds the polarity of opinions from tweets and gives graphical summary of the changing political views of person with time.

The final paper in this volume concerns with the competition in software industry. Tandon, Aggarwal and Nijhawan argue that to stay agile and competitive, most of the software companies plan successive releases of their product. Authors propose a discrete software reliability growth model under incremental techniques with respect to number of testing periods. The authors also argued that the S-shaped nature of their model will capture the non uniform nature of testing and will accommodate the concept of change point in Fault Removal Rate (FRR).

Udayan Chanda

Anil Bhat

Satyendra Kumar Sharma

Amit Bardhan

Guest Editors

IJISSE

Udayan Chanda is working as an Assistant Professor in Department of Management, Birla Institute of Technology & Science (BITS) Pilani. He received his PhD degree from University of Delhi. His research interests include Marketing Models, Inventory Modeling, Software Reliability Growth Modeling, and Dynamic Optimization Techniques.

Anil Bhat graduated in Mechanical Engineering in 1982 from REC, (now NIT) Srinagar and obtained his doctorate (fellowship) from IIM-Bangalore. His specialization is Marketing Research and his methodological contribution has been in the area of "Cluster analysis of rank order data". He is a member of Academy of Management and a Fellow of Institution of Engineers (India). He has been trained at international workshops conducted by Haas School of Business, University of California, Berkeley and STVP, Stanford & has completed "10,000 Women Program: Tools for Growing your Business" organised by Goldman Sachs in partnership with London Business School. Prof. Bhat has worked in managerial capacity for organizations before turning to academics. He has more than eighty publications to his credit and has conceptualized, designed and conducted many MDP's both for private as well as for public sector companies.

Satyendra Kumar Sharma is working as an Assistant Professor in Department of Management, Birla Institute of Technology & Science (BITS) Pilani. His research interest areas are supply chain management, risk management and project management and market and supply intelligence. He has published more than 20 papers in national, international journals and more than 16 papers in conferences. He has conducted several MDP's. He is a member of professional bodies like Society of Production and Operations Management and AIMS International and Institute of Supply Management (ISM), USA.

Amit Bardhan is a Professor in Faculty of Management Studies, University of Delhi. Along with teaching and research he is involved in sponsored research, consulting and management development programs. He has more than 15 years of teaching and research experience since joining University of Delhi. He has worked as a Research Fellow in the School of Management, University of Texas at Dallas. His research interest includes Management Science Applications in Marketing, Health-care, Risk and Disaster Management, Reliability Modeling, Dynamic Optimization, and Stochastic Optimization.