Editorial Preface

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This regular issue includes four different papers. which have their origin in the RESER conference on service research, held in Copenhagen 2015. Two of the articles share the same topic area, namely e- health. The health care industry has been for slow in adapting to the digital business environment. The reasons for this are a widely discussed subject, and e-health has developed to become a discipline in its own right. IJESMA published a special issue on this topic two years ago (Volume 7, Issue 4).

Arto Wallin discusses in "Transforming Health Care Through Entrepreneurial Service Innovations - An Institutional View" the factors, which make it difficult for innovation companies to influence the transformation in the health care sector. The article identifies institutional constraints that the entrepreneurial innovators perceive in the context of digital services for the health care market. This is done through the study of five different companies involved in digitalization in the health industry.

Katriina Lahtinen et al. reports in the article "Frameworks Towards a Co-creation Tool for the Front-end of Service Development in Healthcare" on the co-creation emerging from a virtual tool called "Idea Window" used for employee-driven innovation at a hospital in Finland. The study indicates that the use of a virtual tool can encourage and stimulate employees in their developmental purposes and can help an organisation to get beyond the assumptions that block effective and new solutions.

The third paper "Loyalty program and meta-services: Insights from the case of airline alliances" by Pierre-Yves Leo, Vikrant Janawade and Jean Philippe analyses customers' perception of frequent-flyer programs. These programs, which in many cases are shared among several airline companies, are by the authors seen as 'meta-services'. The article shows how passengers build a global evaluation of a frequent flyer program and how far it influences their future behavior towards the alliance members.

This issue concludes with a paper written by Seppo Leminen, Mervi Rajahonka and Mika Westerlund. The paper is entitled "Actors in the emerging Internet of Things ecosystems". Lack of a clear business model represents one of the major challenges for a successful introduction of IoT applications. This paper studies the complex ties between things and actors in the IoT ecosystem and suggests a framework for structuring relevant actors in the ecosystem, which can be applied for developing relevant business models.

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