

# Editorial

We would like to draw attention to the four exciting articles on service management research published in this third issue in 2021. We would like to thank the authors for their engagement and the reviewers for their support, and we wish all our readers exciting and stimulating insights into very different topics of service management research.

*“Transitioning to Platform-based Services and Business Models in a B2B Environment”* is the sixth SMR special research paper. The authors, *Martin Matzner, Tobias Pauli, Emanuel Marx, Jürgen Anke, Jens Poeppelbuss, Erwin Fieft, Shirley Gregor, Ruonan Sun, Katja Maria Hydle, Tor Helge Aas, Margunn Aanestad, Jaap Gordijn, Fadime Kaya, and Roel Wieringa* discuss a multitude of challenges mastering the transition from established product-sales-based offerings to platform-based services and business models. The scholars invited for this special research paper provide viewpoints on the opportunities and challenges that come with the transition to platform-based services and business models in a B2B environment. The individual commentaries provide various insights on how to successfully conduct this transition and benefit from it.

In *“No Risk – More Fun? The Influence of Shopping Companions on Adolescents’ Risk Perception and Hedonism”* *Stefanie Wenzel and Martin Benkenstein* shed light on the buying behavior of teenagers shopping in dyads. Previous research has shown that shopping with a companion is motivated by minimizing consumer risks. In contrast with

this findings the authors show that a shopping companion does not reduce adolescents’ perceived risk but increases adolescents’ consumer experience. Therefore hedonism seems to be the main driver of teenagers shopping with companions.

*Rodi Akalan* analyzes *“Business Solutions in the B2B World – A Systematic Literature Review”*. The paper reviews 355 articles from 1964 to 2020. The insights presented in the paper can help researchers to gain a quick and up-to-date snapshot of business solution research. Managers can benefit by understanding conceptual foundations of business solutions and potential risks, challenges, and outcomes.

Finally in *“Value Co-Creation and Co-Destruction in Health Care: Analyzing Citizenship and Dysfunctional Patient Behavior in Nurse-Patient Encounters”* *Jennifer Hendricks, Gertrud Schmitz, Zelal Ates, and Marion Büttgen* identify drivers that promote citizenship and reduce dysfunctional patient behavior in service interactions with nurses. Using PLS-SEM and survey data from 404 inpatients, results demonstrate the importance of perceived citizenship behavior of nurses for patient citizenship behavior.

We wish our audience interesting insights into these different areas of service management research.

*Martin Benkenstein and Marion Büttgen*  
Editors-in-Chief