Table of contents

1.	Synopsis 1	
	1.1 Point of departure	ĺ
	1.2 Structure of the thesis	ļ
	1.3 Defining the key constructs	5
	1.4 Strategic fit: An integrative framework)
	1.5 Open questions in the literature	3
	1.5.1 Service emphasis outcomes	3
	1.5.2 Service innovation outcomes	ļ
	1.5.3 Service alliances	5
	1.6 Overview of studies	7
	1.7 References	3
2.	Service Transition: A Viable Option for Manufacturing Companies with	
	Deteriorating Financial Performance? 31	l
	2.1 Introduction	l
	2.2 Literature review	3
	2.3 Theoretical background	4
	2.3.1 Configuration theory as methodological lens34	4
	2.3.2 Development of research propositions	5
	2.4 Empirical analysis	8
	2.4.1 Methodology38	8
	2.4.2 Sample	9
	2.4.2 Sample	
	•	0

Table of contents	XIII

		2.5.1 Analysis of necessary conditions	. 42
		2.5.2 Analysis of sufficient conditions	. 43
	2.6	Conclusion	47
		2.6.1 Discussion and implications	47
		2.6.2 Limitations and further research	51
	2.7	References	52
	2.8	Appendix: Measurement scales and items	57
3.	Re	search on Service Innovations: A Review of the State of the Art	. 59
	3.1	Introduction	59
	3.2	Defining service innovations	60
	3.3	Success drivers for innovation in services	66
		3.3.1 Service innovation drivers: Internal world	68
		3.3.2 Service innovation drivers: External world	72
		3.3.3 Service innovation drivers: Knowledge mechanisms	73
		3.3.4 Avenues for further research	76
	3.4	Service innovation outcomes	79
		3.4.1 Nonfinancial performance effects	80
		3.4.2 Financial performance effects	81
		3.4.3 Moderators of the service innovation – performance relationship	83
		3.4.4 Avenues for further research	85
	3.5	Conclusion and summary	88
	3.6	References	91
4.	Dif	ferential Effects of Product and Service Innovations on the Financial	
	Per	formance of Industrial Firms	101
	4.1	Introduction	101

	4.2 Literature review	103
	4.3 Theoretical background	107
	4.3.1 Direct effects of innovation on company performance	108
	4.3.2 Moderators of the innovation-revenue growth relationship	110
	4.3.3 Moderators of the innovation-profitability growth relationship	110
	4.4 Empirical analysis	113
	4.4.1 Methodology	113
	4.4.2 Sample	113
	4.4.3 Measures	114
	4.4.4 Models	116
	4.5 Results	117
	4.6 Discussion and conclusion	118
	4.6.1 Limitations and further research	121
	4.6.2 Implications for business marketing practice	122
	4.7 References	124
	4.8 Appendix: Measurement items and scales	131
5.	Heading for New Shores: Do Service and Hybrid Innovations Outperf	orm
	Product Innovations in Industrial Companies?	133
	5.1 Introduction	133
	5.2 Theoretical background and hypotheses	136
	5.2.1 The performance effects of innovation in services	137
	5.2.2 The moderating role of customer concentration	141
	5.2.3 The moderating role of competitive intensity	141
	5.2.4 The moderating role of price consciousness	143
	5.3 Empirical analysis	144

371
X,

		5.3.1 Sample	144
		5.3.2 Measures	146
		5.3.3 Model specifications	148
		5.3.4 Results	148
	5.4	Discussion	151
	5.5	Managerial and policy implications	154
	5.6	Limitations and further research	155
	5.7	References	157
	5.8	Appendix: Measurement items and scales	164
6.	Dif	ferent Recipes for Success of Business Relationships: A Qualitative	
	Co	mparative Analysis	165
	6.1	Introduction	165
	6.2	Relationship characteristics and strategy types	168
		6.2.1 Relationship characteristics	168
		6.2.2 Relational strategies	169
	6.3	Configuration theory and analysis	171
		6.3.1 Configuration theory	171
		6.3.2 Operationalizing configuration theory through QCA	172
	6.4	Research method and design	174
		6.4.1 Sample	174
		6.4.2 Measurement	176
		6.4.3 Calibration	. 177
	6.5	Analysis	. 180
		6.5.1 Analysis of necessary conditions	. 180
		6.5.2 Analysis of sufficient conditions	182

	6.5.3 Configurations for presence of relationship performance	184
	6.5.4 Configurations for absence of relationship performance	185
6.6	Conclusion	186
	6.6.1 Theoretical discussion and implications	186
	6.6.2 Managerial implications	189
	6.6.3 Limitations and further research	191
6.7	References	193