

Title: Emerging digital technologies and professional services: Current and future research agenda

Speaker: Piyush Sharma, Curtin University

Area: Marketing

Date: 18.12.2023, Venue: P11 @ 2.30PM

Abstract:

Despite the growing widespread interest in the emerging digital technologies (e.g., artificial intelligence, blockchain, internet of things, machine learning, robotics, augmented, mixed and virtual reality), most current research focuses on their impact in the consumer services contexts (e.g., education, healthcare, retailing, and transportation). By contrast, there is little research on the impact of these new digital technologies on the professional services despite their important contribution to economic growth and employment around the world and significant differences with consumer services in their decision-making process. Professional service providers are also faced with the challenge of integrating the components of these new digital technologies with the knowledge-intensive nature of their activities. For example, recent studies show that applying digital technology indiscriminately to the professional services may actually erode customer perceived value if the service firms do not balance their service quality dimensions with the application of these new technologies. Hence, this topic is clearly very important and needs more research to help service providers apply new digital technologies in the professional service context in a responsible and effective manner. A recent special issue of the Journal of Service Theory and Practice special issue addresses this important research gap and extends growing research on the role of emerging digital technologies in professional services context.

In this seminar, Professor Piyush Sharma will share his experience of managing this special issue, which addresses the challenges and opportunities in adopting emerging digital technologies faced by professional services providers (e.g., advertising, audit and financial services, advisory and consulting, construction and real-estate, engineering services, marketing services, research and development, logistics and supply chain, travel and transport services). He would share the key findings from the eight articles finally selected for publication in this special issue, which use diverse conceptual and empirical (qualitative and quantitative) approaches to create new knowledge about how these technologies may influence the attitudes, perceptions, behaviours and decision-making for the professional services providers, customers, and other value chain partners. Specifically, the eight papers are classified into three broad themes, a) Diverse theoretical perspectives, b) Challenges in digitalisation process, and c) Practical applications of digitalisation. Prof Sharma would describe the diverse theoretical perspectives used to explain the adoption of emerging digital technologies by professional services providers and the challenges faced by them in this process, using many practical examples of their applications.

Speaker Profile:



Piyush Sharma is John Curtin Distinguished Professor in the School of Management and Marketing at Curtin University in Perth. He is ranked among the top 0.2% researchers in the world across all fields of research and top 60 business researchers in the global P-rankings based on publications in ABDC journals since 2013. He was also recognised as the only Rising Star from marketing area among Australia's Top 40 researchers across all disciplines in 2019. He currently serves as a member of the prestigious Australian Research Council (ARC) College of Experts (2022-2024) and Associate Editor (Marketing and International Business) for Journal of Business

Research. He has also served as Regional Editor (Asia) for Journal of Knowledge Management, Senior Editor (Marketing) for International Journal of Emerging Markets, Co-Editor of Marketing Intelligence & Planning and Associate Editor for Journal of Services Marketing in the past. He is an active member of the editorial boards of leading journals, such as Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of Service Research, Industrial Marketing Management and European Journal of Marketing, among others.

Professor Sharma is a multi-disciplinary researcher and his research covers services and international marketing, cross-cultural consumer behavior, self-regulation and regulatory failure, branding and marketing strategy, marketing-finance interface, and emerging digital technologies, among others. He has published more than 110 articles in top international journals, including Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of Service Research, International Journal of Research in Marketing, Industrial Marketing Management, European Journal of Marketing (all ABDC-A* ranked), Journal of Business Research, Journal of Service Management, Psychology & Marketing, and other ABDC-A ranked journals. He has also earned more than A\$550,000 in research income and advises many private, public and not-for-profit industry partners in community care, higher education, financial and healthcare services, and international business sectors, in Australia and overseas. He has also successfully supervised and continues to supervise dozens of HDR students besides mentoring many early and mid-career researchers in Australia and overseas.

You may see his full profile here:

<https://staffportal.curtin.edu.au/staff/profile/view/Piyush.Sharma/>