

# **Service Offshoring: Current Issues and New Research Directions**

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In the context of the debate on offshoring of business activities this paper delineates the conceptual boundaries of service offshoring and reviews service offshoring as a distinctive research direction. Science mapping analysis is used to deliver an unbiased, algorithm-based insight into the service offshoring thematic landscape to support literature review with the aim to identify key contributions and novel research directions. Keyword cooccurrence bibliometric data from 602 service-offshoring-related WoS indexed articles are analysed with SciMAT software. Visualisation of 18 key themes and their thematic networks is provided in a strategic diagram. The results confirm the importance of salary arbitrage, efficiency improvement and service quality related themes in the service offshoring thematic landscape. Moreover, new themes related to knowledge, innovation and human capital are identified as prospective research directions in service offshoring. The contribution of this paper is threefold. Firstly, the broad literature on service offshoring is mapped and the nascent synergies relating to research opportunities are highlighted. Secondly, this paper elaborates the distinction between “service offshoring” and “business service offshoring” which frequently remains vague in the research. Thirdly, this paper suggests ways to navigate a largely dispersed discussion on service offshoring and offers a clearer research agenda to improve its exploratory and explanatory potential.