**Abstract**: The rapid adoption of the digital channel and the associated devices such as PCs, smartphones and tablets by consumers has ushered in an era of "digital services." Such breadth of such services is wide, including new services such as software/apps, gaming, personalization and add-on services, and those services that substitute services in traditional channels such as e-learning, software-as-service, media, and online transactions and customer service. These services use the digital infrastructure as the platform and the nature of these services requires an examination of new research issues. This presentation will provide an overview of such research issues with a particular emphasis on design and pricing, where I have ongoing research projects. The presentation will provide a framework that can provide a roadmap for researching these issues.