

Meeting on Service Research

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By

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**Value creation
through service**

Service(s)

Service is a perspective on value creation and customers define service on the basis of value-in-(social)contexts and **the resulting customer experiences**.

Value is co-created with customers within service systems. Service systems are embedded in social systems and social structures and forces shape service systems and value co-creation.

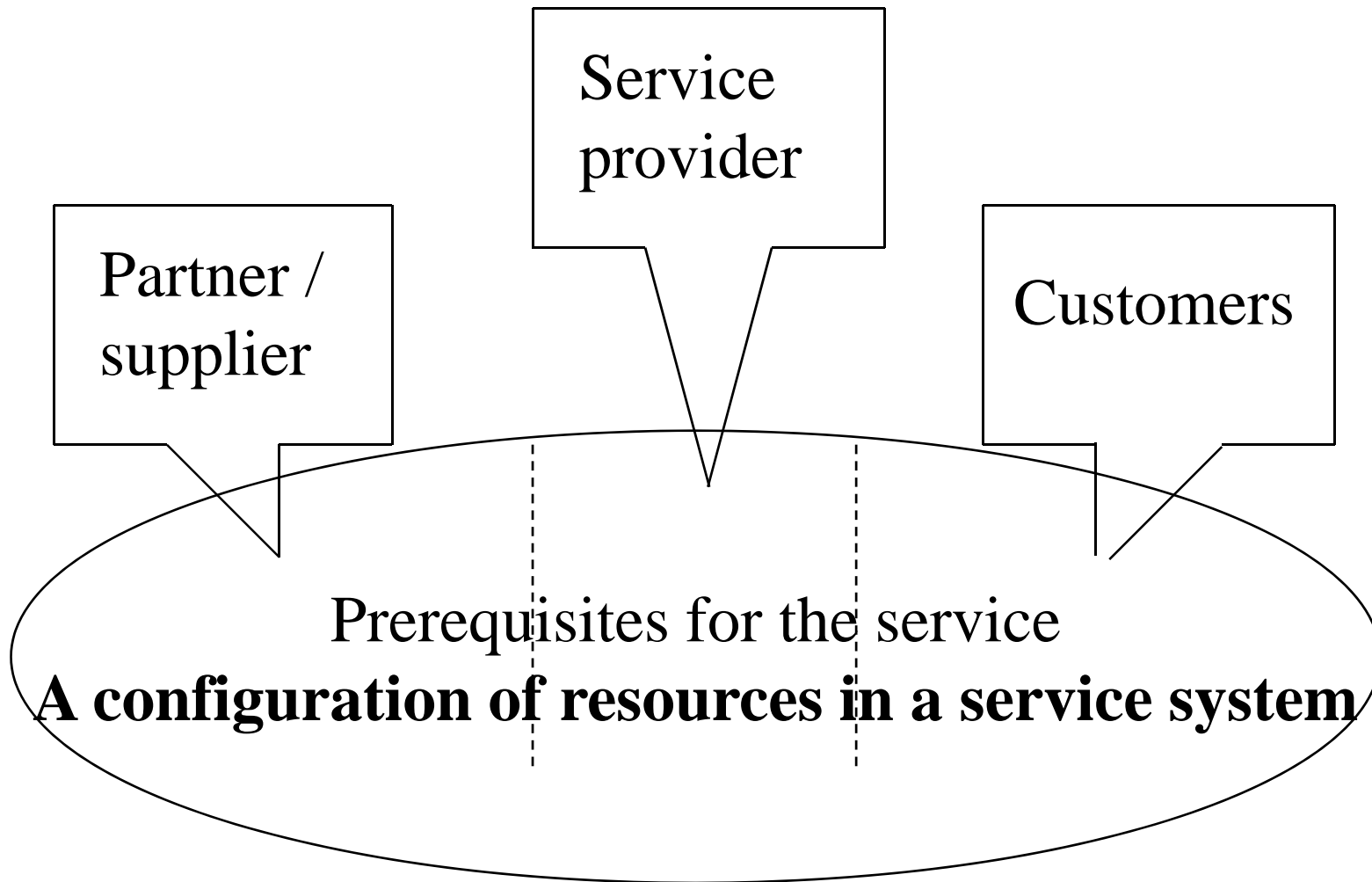
Customers are resource integrators in the co-creation process.

The co-creation process is formed by - in time and space linked and directed activities and interactions in which customers use their knowledge, skills and motivation to operate on a resource constellation provided in line with the value proposition.

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Expanding understanding of service exchange and value co-creation: a social construction approach

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Forthcomming in Journal of the Academy of Marketing Science (JAMS)

Expanding understanding of service exchange and value co-creation: a social construction approach

Theoretical Framework:

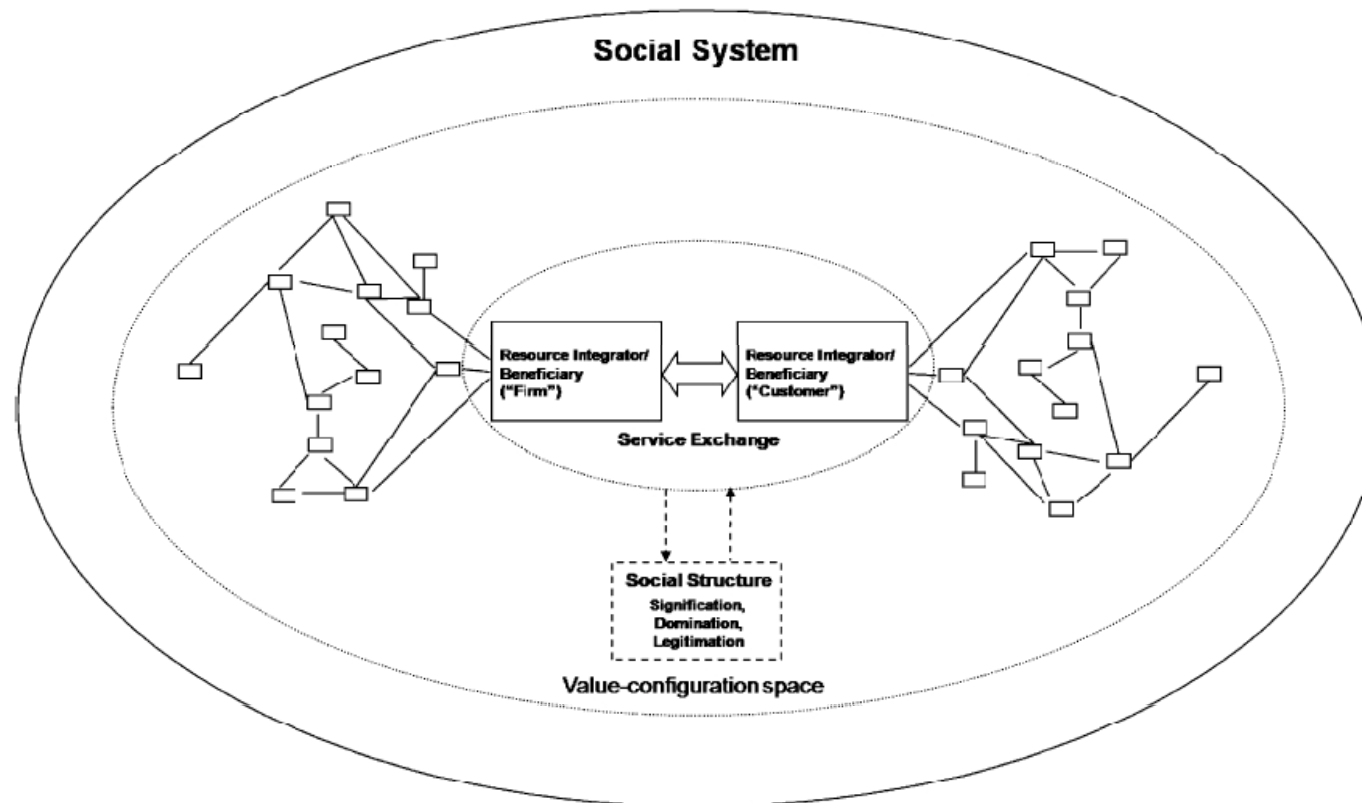


Figure 1 Expansion of S-D logic by incorporation of social structure and service/social systems (adapted from Vargo (2009a, b)).

Trends

- **Technology infusion in service(s)**
- **Service infusion in manufacturing**
- **From products, services and solutions to value-in-(social)contexts and favorable customer experiences**
- **From a focus on content to use contexts/situations and customization/personalization**
- **From product and technology innovation to service and experience innovation**



Content

- **Service innovation mechanisms**
- **Dynamic service systems and sustainability**
- **Methodologies that better capture the dynamic nature of service; activities, interactions, experiences. Netnography**
- **Service simulations and the use of more advanced methods. Experiments**
- **Theoretical developments e.g. practice theory, theory on strategic change, human resource theory, consumer behavior theory....**
- **Ontology (the nature of reality): a priori, dualistic vs emergent perspectives**



Process

- **Create a new International and interdisciplinary service research network**
- **Learning in organizations: Partnership with e.g. SSME and MSI**
- **Develop the cooperation between service research center; International Academy of Service Research and Education (IASRE)**
- **Case studies to be used in education at business schools, schools of engineering etc as well as in management education**



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Context

- **New constellations and research teams e.g. joint funding from EU**
- **Service research is still too much driven by marketing scholars. Service tracks at other conferences such as Academy of management and computer science conferences**
- **Multidisciplinary research teams including scholars from EU, the US, India and China**
- **Research groups meet before or after conferences such as Academy of management, Frontiers, QUIS and ServSig**



Questions?

