

## Value Creating Service Systems: A Transdisciplinary Research Agenda

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The nature of the economic system is changing rapidly. Increasingly, we are seeing boundaries shifting, and interconnectivity and interactions in the system changing into a complex system of connected entities of physical goods, people, communities and organisations for greater individualised fulfilment of the customer's needs. We view these interconnected entities as evolving into value-creating service systems, where entities render their competency i.e. service, within the system to co-create value and achieve outcomes for the entities themselves as well as for collaborative systemic outcomes. Normann (2001) describes such systems as 'value constellations' and defines 'density' as the best combination of resources mobilised for a particular context. Density is increasingly enabled by technology, which liberates the world from constraints of time (when things can be done), place (where things can be done), actor (who can do what) and constellation (with whom it can be done). These changes are beginning to impact on manufacturing and service organisations, which are trying to understand where demand needs to be met and through what hybrid offerings of physical asset, information and people. Drawing upon Service-Dominant Logic (Vargo and Lusch, 2004, 2008) and Systems thinking [Checkland 1981], we propose a new trans-disciplinary research agenda that aims to understand the structure, conduct and behaviour of these emerging systems.

*On the Evolution and Innovation of the Interface Between Manufacturing and Service:* How can we understand the evolution and innovation of products/services? When and why do firm's value propositions 'material-ise' or de-'material-ise'?

*On the Evolution of Value Constellations:* How are markets formed from service innovation and how should we conceptualise organisations, individuals, markets and their interactions in a service systems economy? What is the role of technology, customer participation/co-creation resources and innovation in service/product design and the creation of new markets?

*On the Firm in the Economic System:* How can the coordinating organisation be governed, managed and organised to co-create value with its stakeholders, allowing for adaptation, innovation and dynamic evolution of value propositions and business models while remaining fully viable? What are the emerging business models?

*On Business Disciplines:* How would this emerging organisation of value-creating service systems change traditional thought and conceptualisation of disciplines and functions of business?

These research questions could begin a new era of research in service to deliver new frameworks, models, theories and empirical understanding of markets, institutions and individuals and propose the role of business/management disciplines in this new industrial organisation