

Value Creating Service Systems: A Transdisciplinary Research Agenda

Irene Ng



Introduction

- nature of the economic system is changing rapidly
- interconnected entities are evolving into value-creating service systems
- Normann (2001) describes such systems as 'value constellations' and defines 'density' as the best combination of resources
- Density is increasingly enabled by technology, which liberates the world from constraints of time, place, actor and constellation

Motivations

- Commerce is undergoing a transformation from producer push, to a world where multiple agents come together at particular times and places to meet specific individual needs
- Government, business, academia and practice will face a crisis of understanding from rapid rates of change to complex environments.

Theoretical Framework

- organisation today, whether public or private, can be seen as an organiser of value creation (Vargo and Lusch 2004, Normann, 2001)
- customer are increasingly becoming co-producers, -designers and -creators of value both to the firm and to themselves
- Service--Dominant Logic (SDLogic) (Vargo and Lusch, 2004, 2008) provides a lens through which we can view the value--creating system
- Systems thinking (Checkland 1981) include the consideration of boundaries, wholes, relationships and control among system components

Research Questions

- Evolution and Innovation of the Interface Between Manufacturing and Service
- Evolution of Value Constellations
- The Firm in the Economic System
- Business Disciplines

Manufacturing and Service

- Evolution of the interface between the two
- Innovation of products/services
- When and why do firm's value propositions materialise or dematerialise?

Value Constellations

- How are markets formed from service innovation?
- 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?

Firms in the Economic System

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

Business Disciplines

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

Methodology

- study value-creating service systems- aerospace, IT, public sector
- study how they evolve, adapt, innovate and stay viable
- draw patterns and invariances between them to abstract generic understanding
- we will seek new system level theoretical constructs that could allow empirical testing
- synthesis could also develop a framework for trans-disciplinary integration between technology and business schools