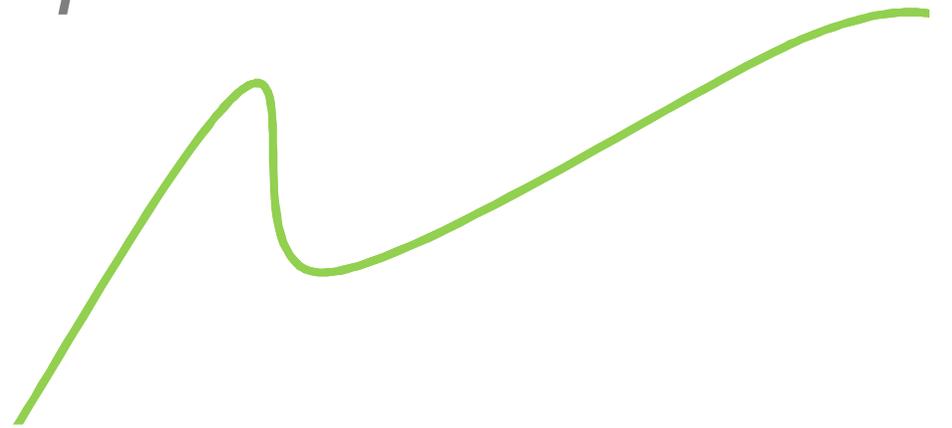
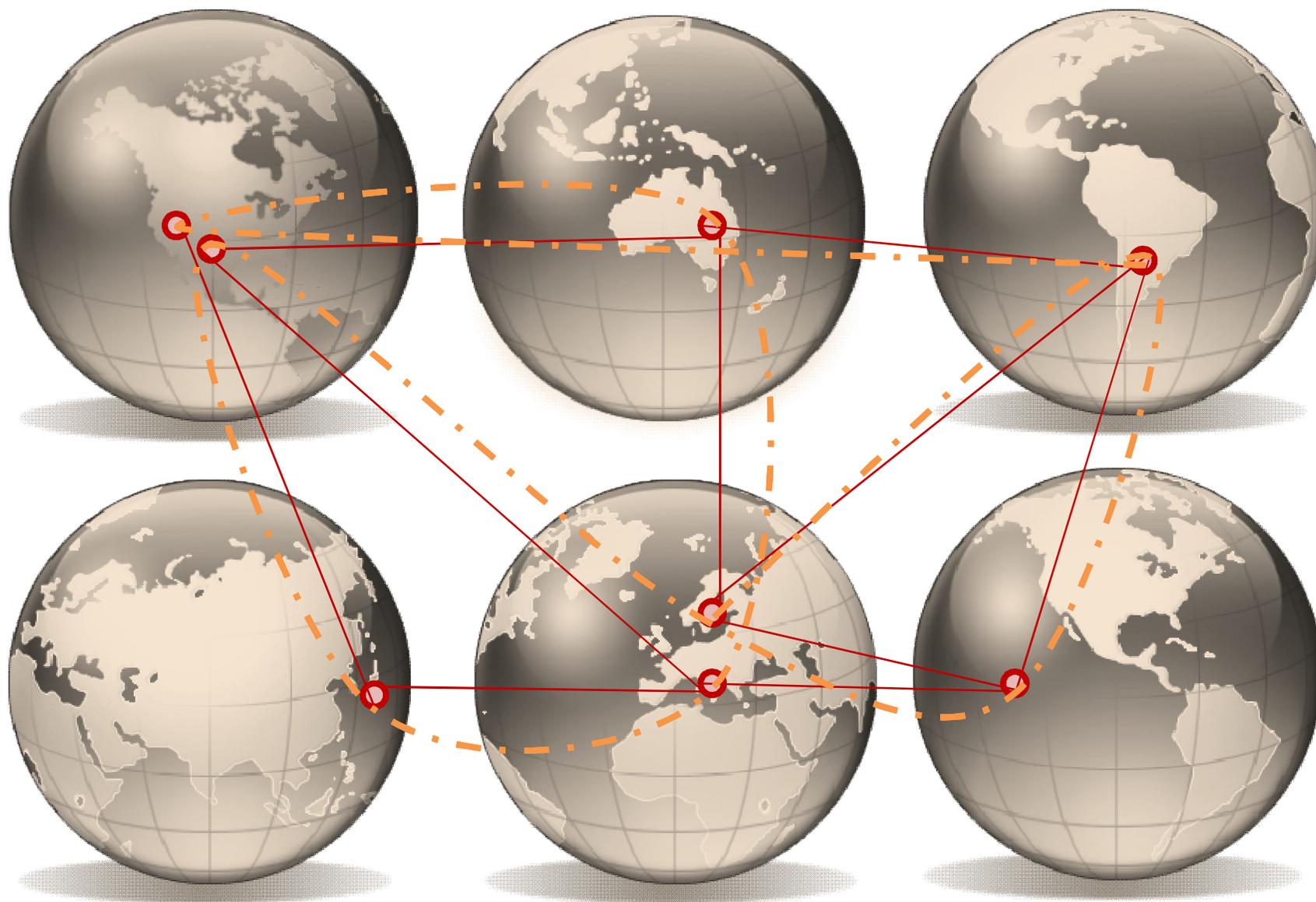
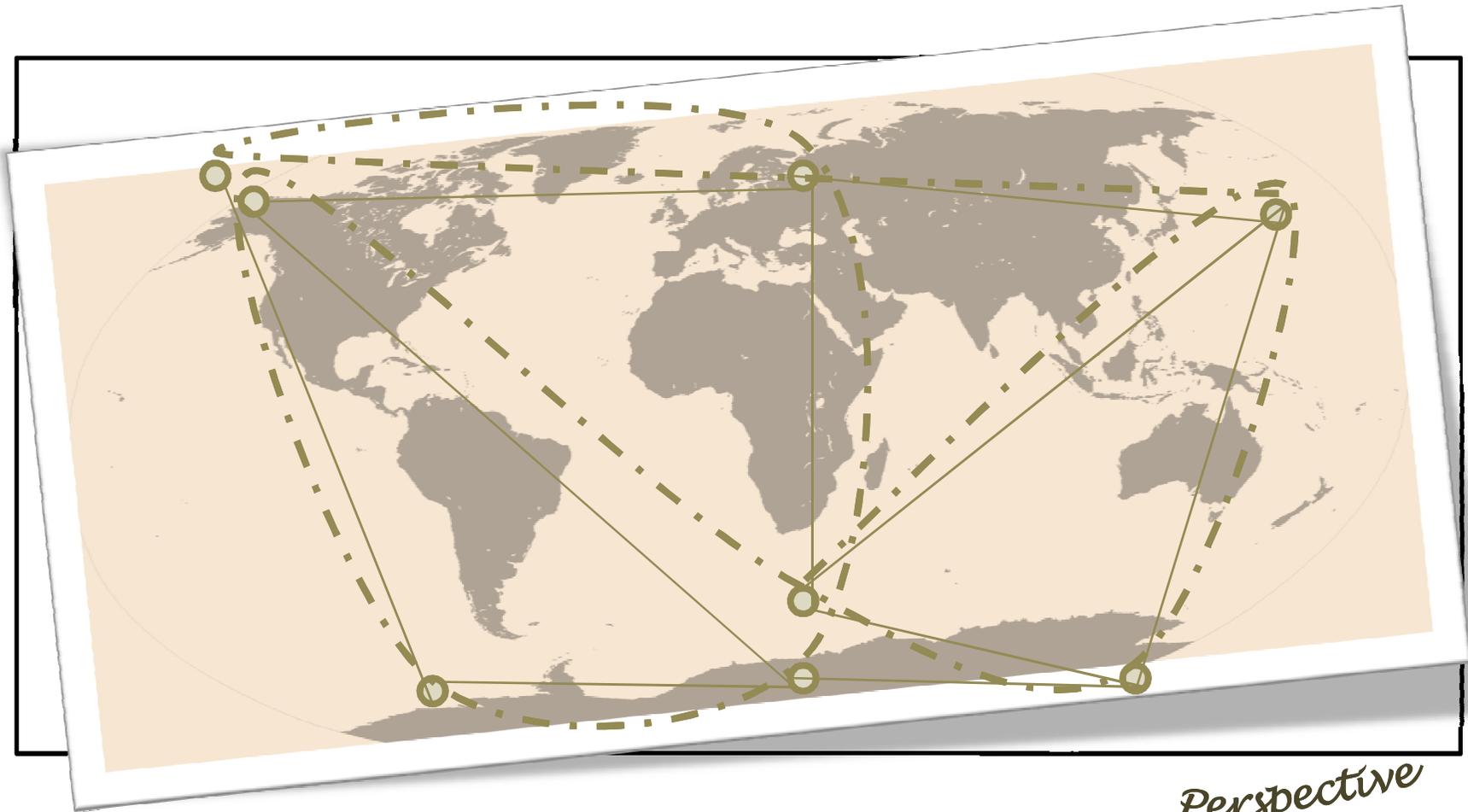


Building the service model,
looking for its conceptual evolution



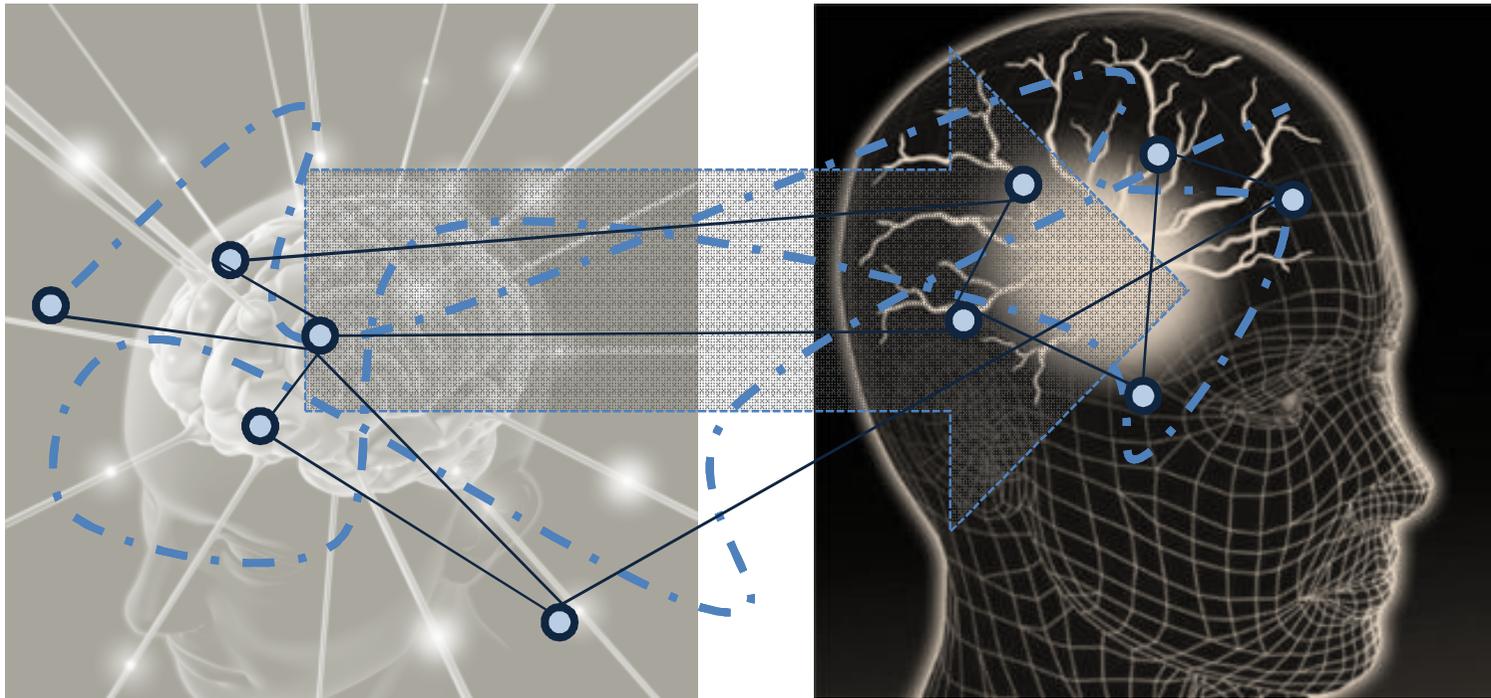


Perspective



External influences

Internal effects



Adaptation



Viability

Conceptual evolutions

Historical Models evolution

Value Chain

(Porter, 1985)

Value Constallation

(Normann, Ramirez, 1995)

Service Value Network

(Allee, 2000)

Viable Systems

(Golinelli, 2000; Barile, 2008)

Service Provision Chain

(Vargo, Lusch, 2004)

Service Value Chain

(Alter, 2008)

Relationships

Resources sharing

Service relevance

Actors participation

Value co-creation

Historical Configuration evolution



Theoretical Assumptions

1

“Greater odds for survival of the system depends on the organization’s capacity to update value propositions in line with the external changes (contingences) and context needs”;

2

“The attitude for value creation is closely linked to competitive capacity”.

3

“Modern service systems, regardless of specific value propositions, are inspired by structure concepts and organization in systems thinking logics”;

4

“A link exists between the viability and the concept of ‘smart’, both are bound by the system vision and characterized by adaptive actions”.

Looking for a convergence

Interconnected Context

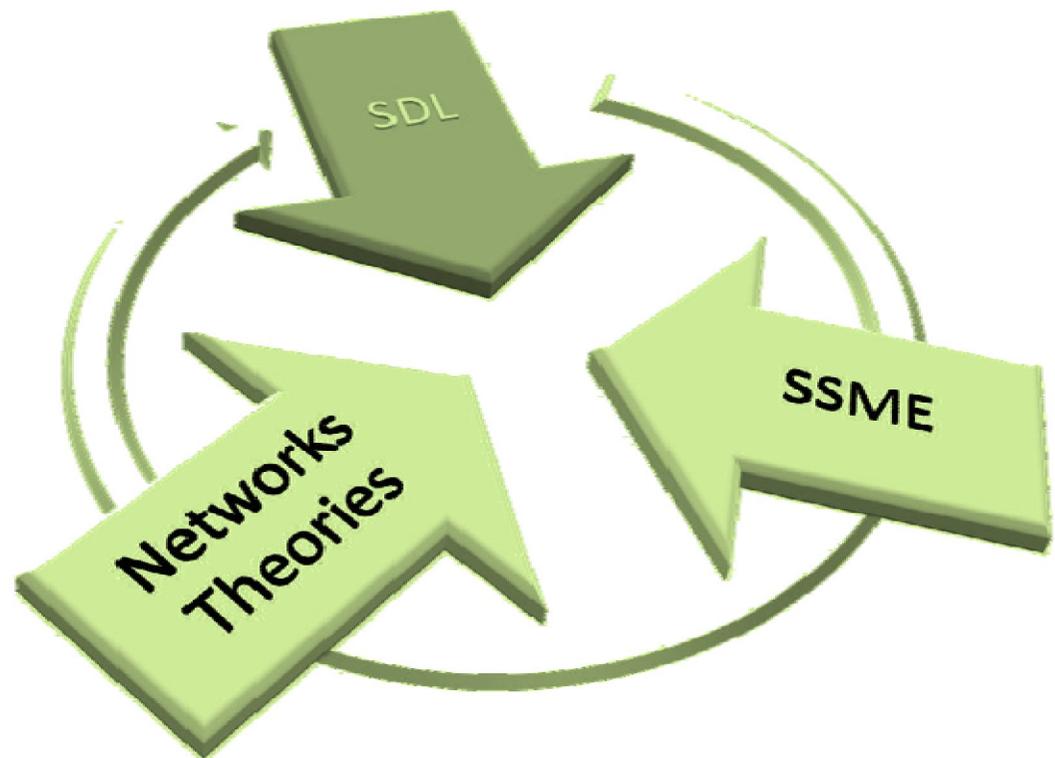
Competitiveness (viability) – *VS/*

Service Economy – S-D Logic

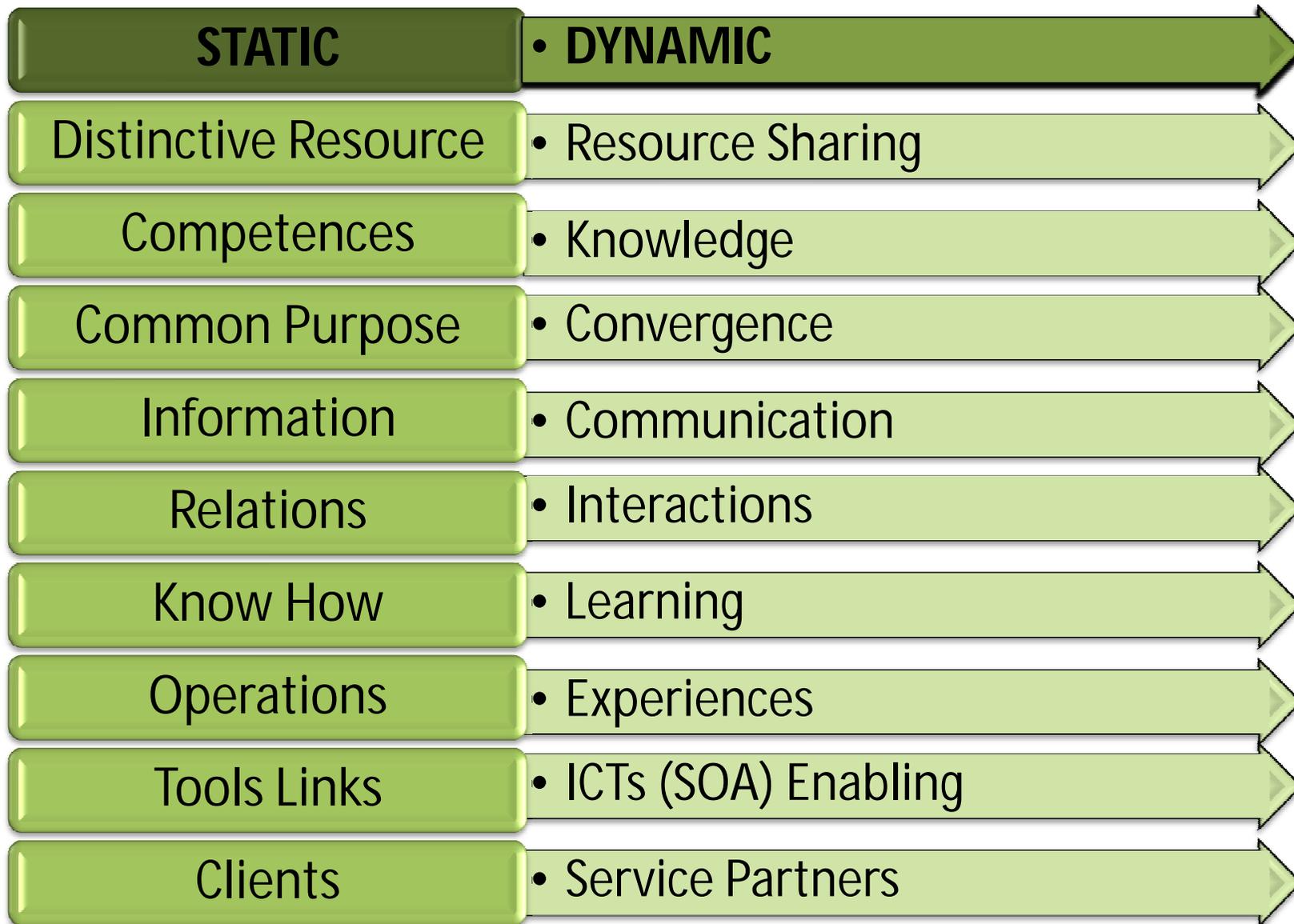
Service Systems – SSMED

Actors participation

New Value creation concepts



Service Oriented Approach - dynamic expressions of static elements



Matching and Comparisons

New Service Concepts



New Value (Co-) Creation Models

Linear Relations



Many-to-Many Iterative Relations

Products Offerings



Customer Participation

Transactional Competitiveness



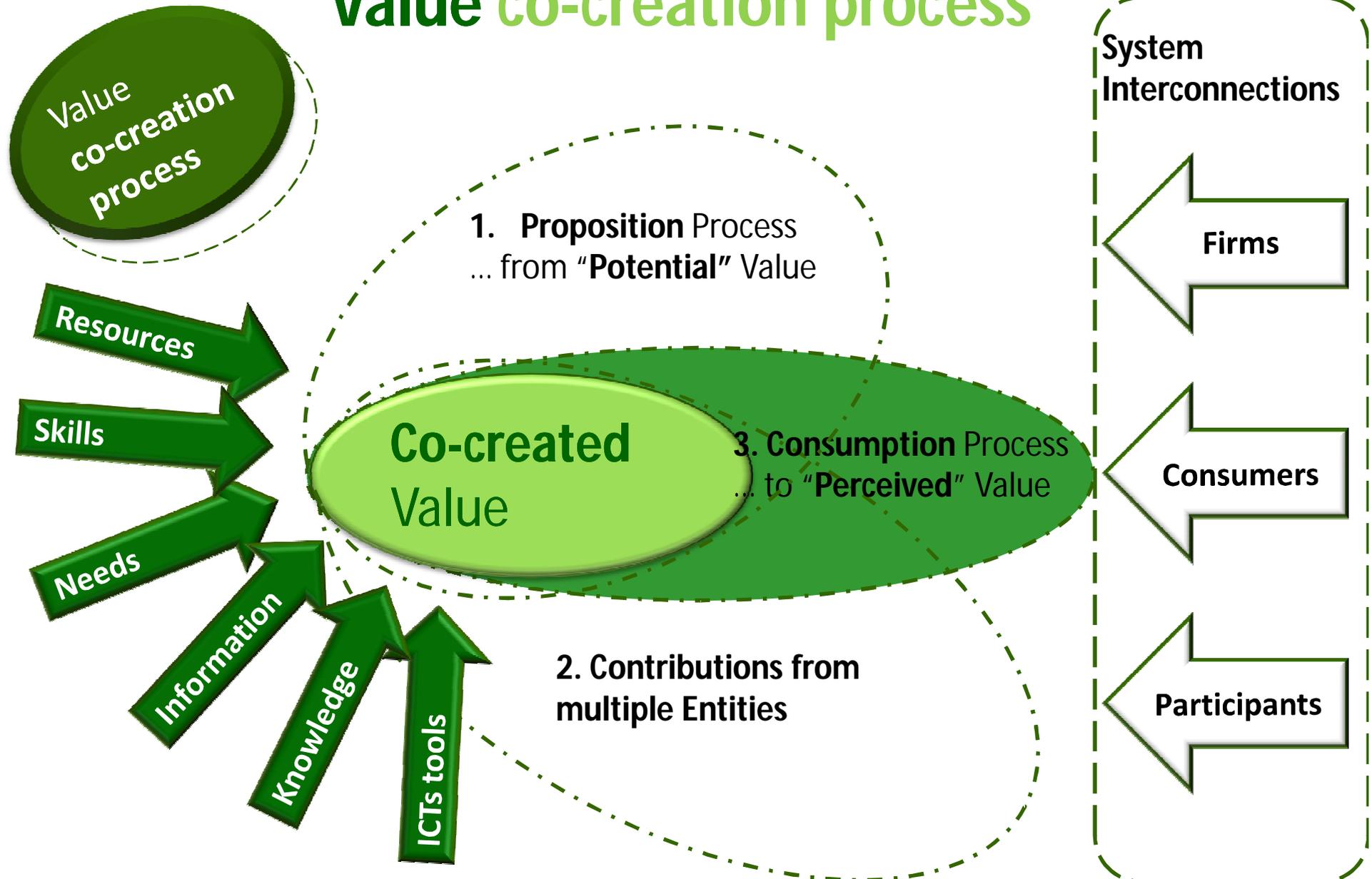
Viable Behaviour

Single Static Activities



System Dynamic Interactions

Value co-creation process





Syntetic resume

Focus	Reflection/function
service	purpose, not appliance
exchange	voluntary
supply chain	network of service systems
value	system enhancement
value creation	effective benefit
value co-creation	win-win logic
competitiveness	perceived value
viability	adaptive system ability