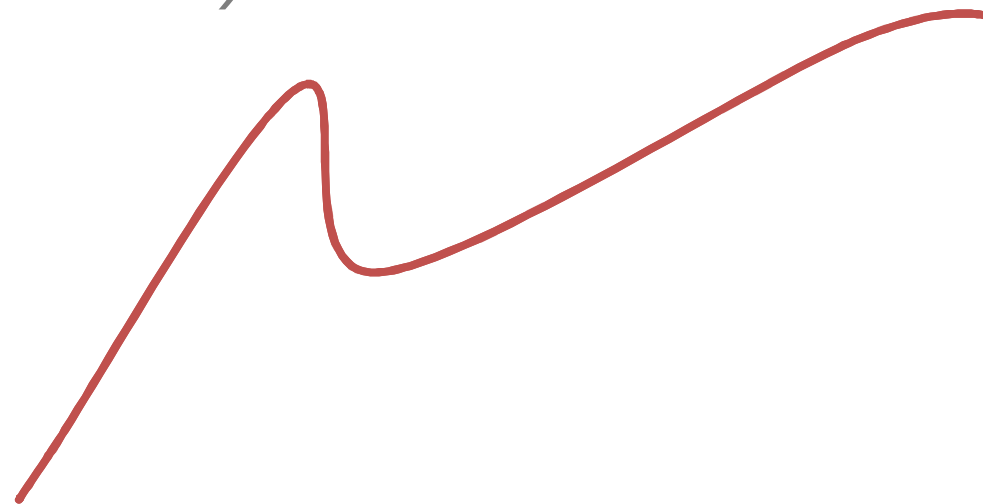


Service-oriented new economy paradigm
(change in perspective)



Service

A new concept of “service” may support to identify a shift in perspective in which goods no longer represent the only object of transaction, but rather, an element instrumental (an appliance) to service provision, considered the effective protagonist of inter-part relations and agreements.

Service Age

Servicescape

Servicetion

Service culture

Systems

Everything that exists is configured as a system, or as part of a system. Systems are in nature, society, science, in computer tools, in economics, are inside the human mind, organizations, etc. Studies on the characteristics of the system are useful for understanding and then trying to manage complex phenomena of various kinds (including those relating to the service).

Service Syst.

Smart. Syst.

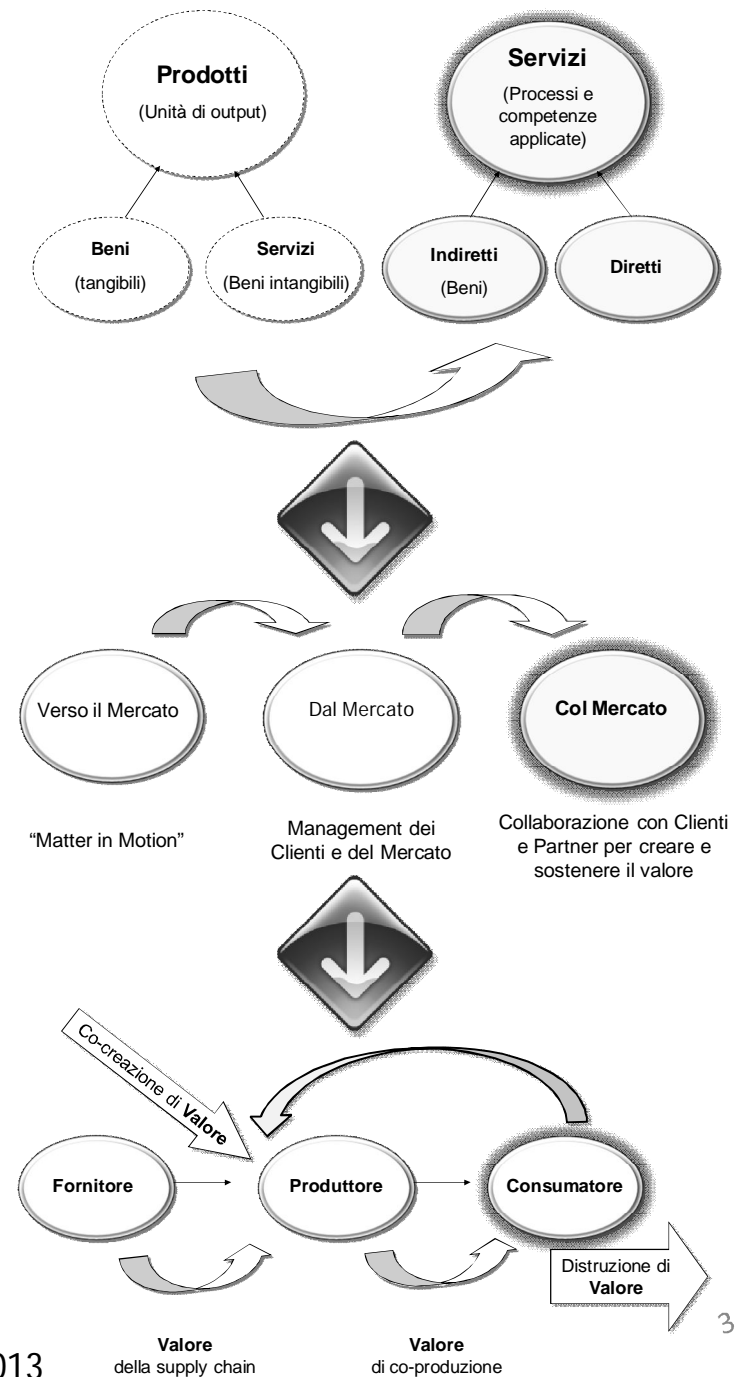
Complex Syst.

Viable Syst.



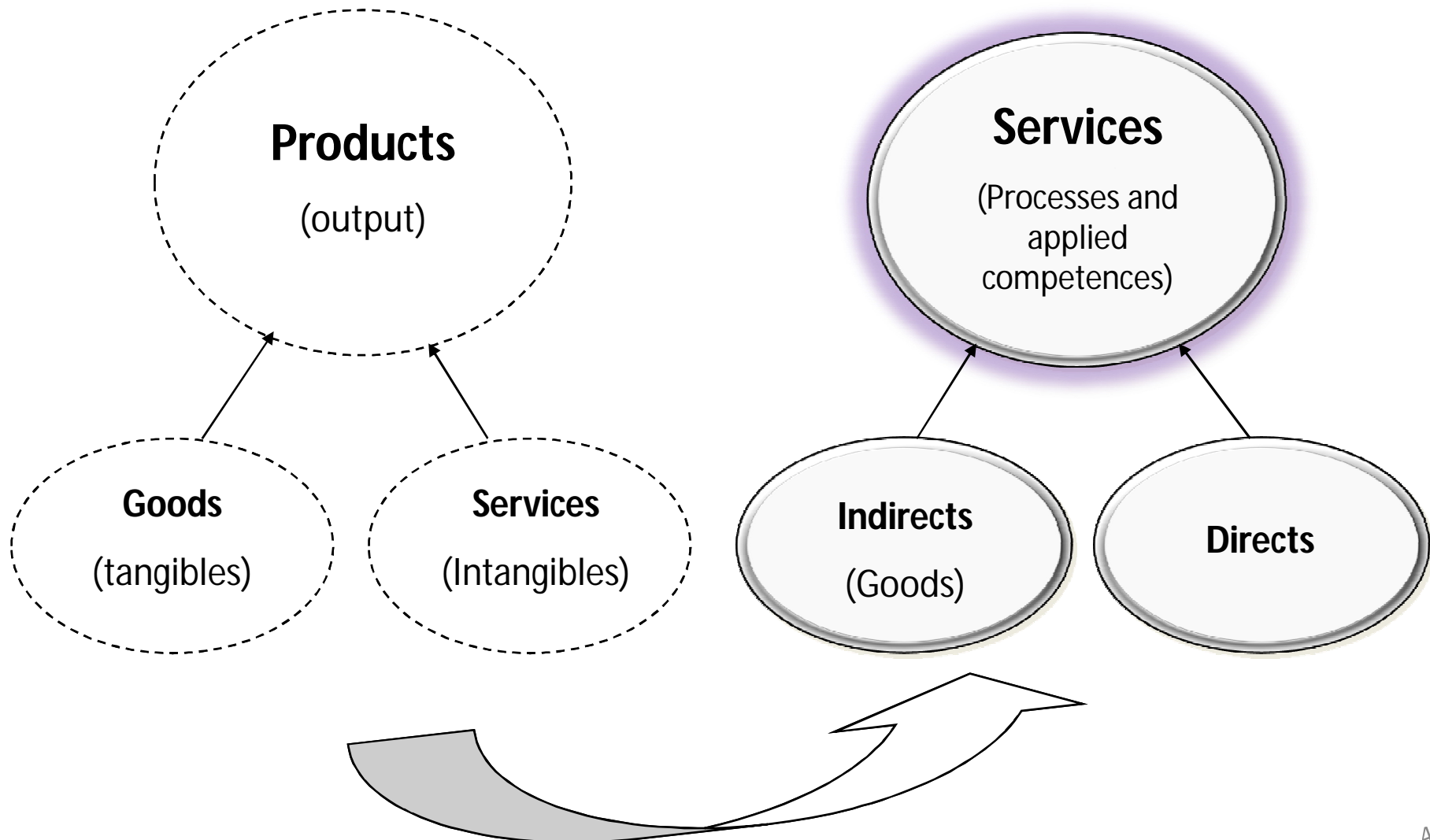
Change in perspective
for marketing strategies

Luca Carrubbo – Brno 2013

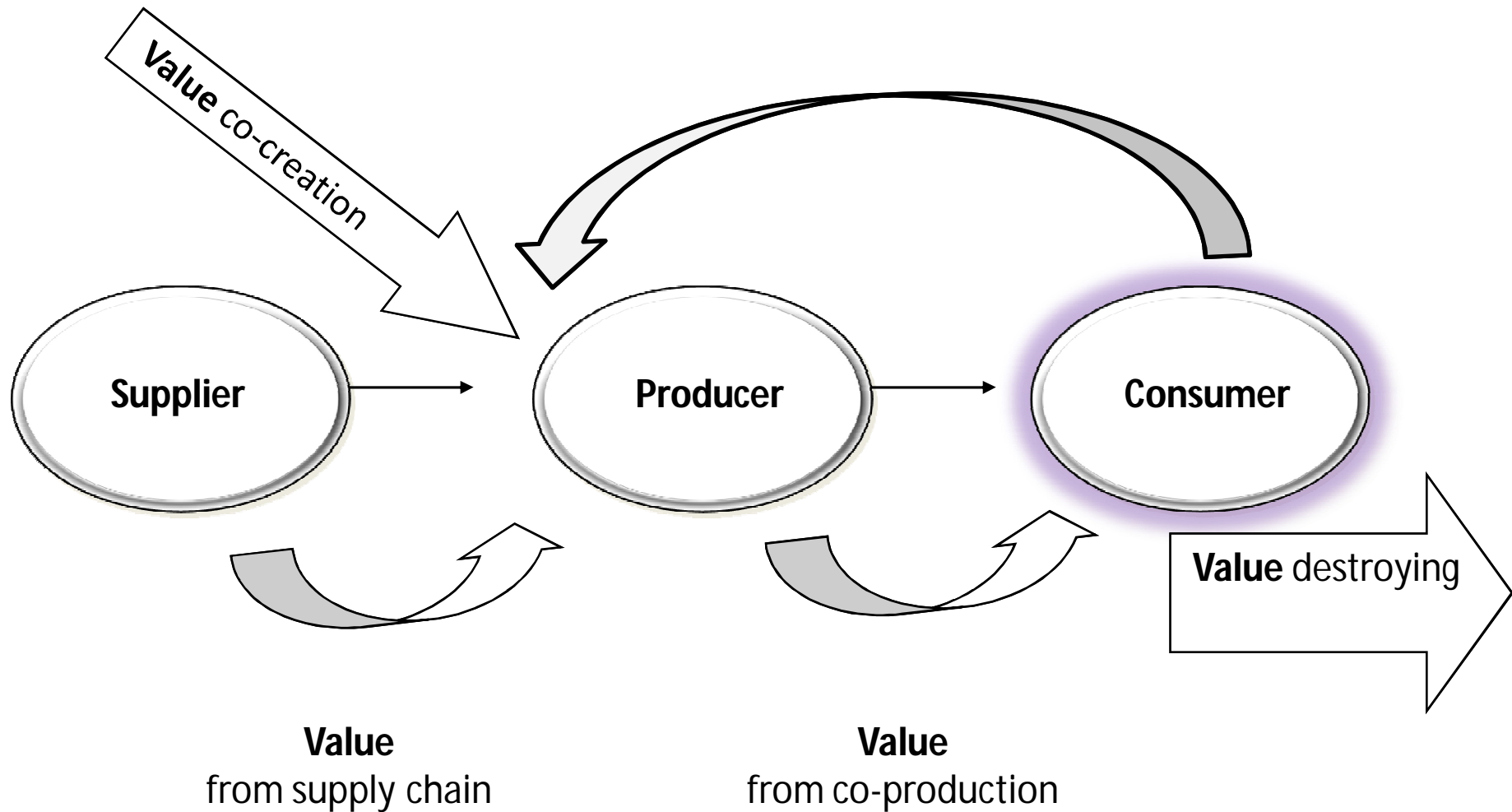


Service-oriented new economy paradigm

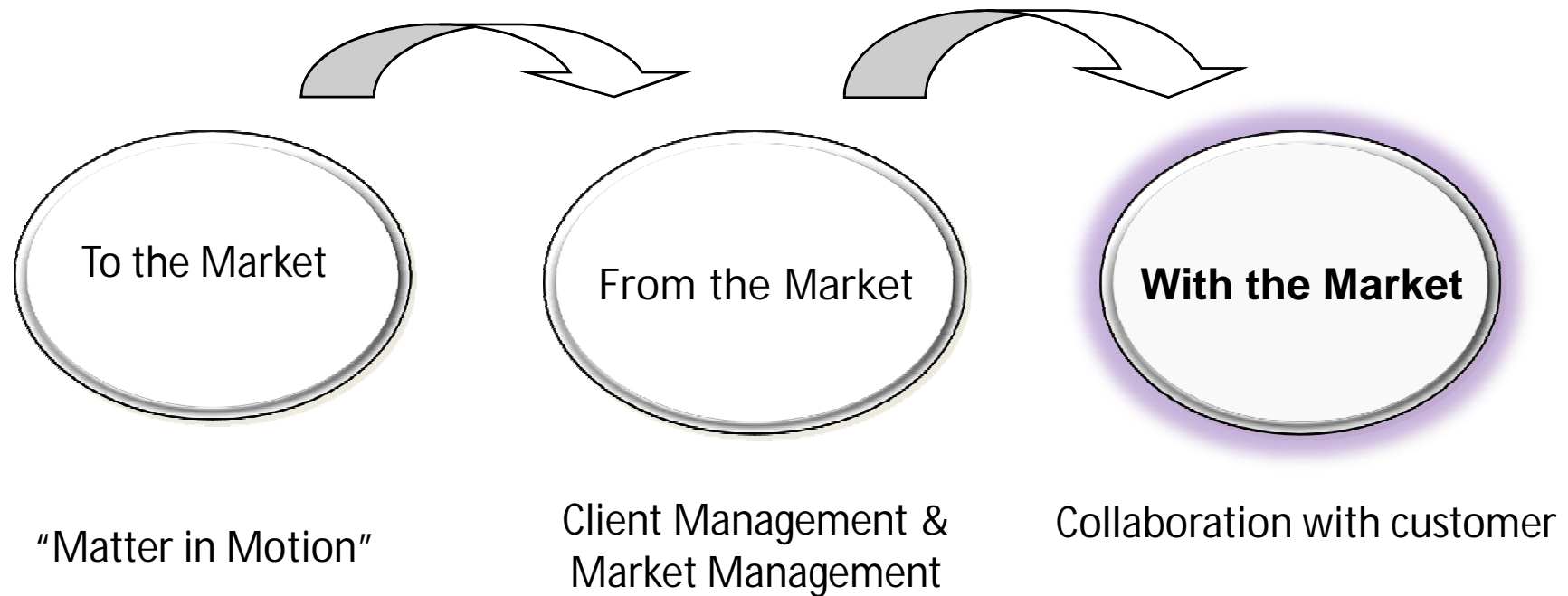
(change in perspective)



Service-oriented new economy paradigm (change in perspective)



Service-oriented new economy paradigm (change in perspective)



MAIN REFERENCES ABOUT THE THEME:

VARGO, S.L., LUSCH, R.F. (2004; 2006; 2008)

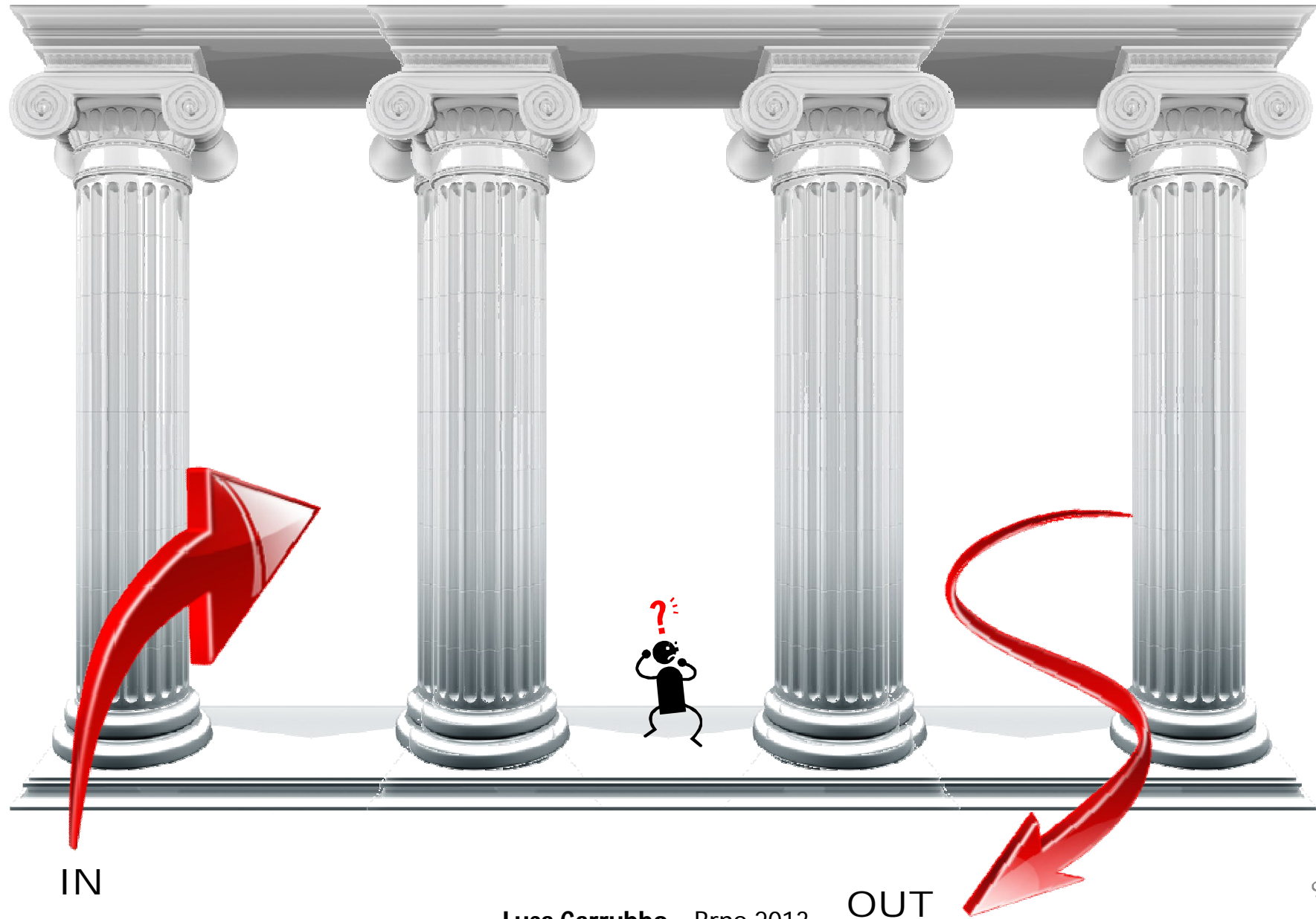
Service-oriented new economy paradigm *(change in perspective)*

G-D Logic	Transitioning concepts	S-D Logic
Goods	Services	Service
Products	Supplies	Experiences
Features	Usefulness	Solutions
Value added	Co-production	Co-creation
Profits	Financial engineering	Financial Feedback
Price	Value delivery	Value proposition
System balance	System dynamics	System adaptation
Supply chain	Value chain	Value networks
Promotion	Communication	Dialogue
To the Market	From the Market	With the Market
Product oriented	Market oriented	Service oriented

Service-oriented new economy paradigm (change in perspective)

Topic	G-D Logic	S-D Logic
<i>Unit of exchange</i>	Good are exchanged within the market	Exchange origins from applied competences
<i>Goods role</i>	All product are goods, it is important to compare space and time	Goods are resource contributing to the solutions proposition
<i>Consumer role</i>	To catch the customer needs there is a 4'ps marketing	The consumer is an actor, operating actively in a value co-creation process (concept of prosumer)
<i>Value concept</i>	The value is defined by producer	Value is perceived by consumers respect on the consumption on it (value in use)
<i>Interaction</i>	The relationship is based on transactions	The main objective is the relational exchange
<i>Resources</i>	Usefulness derives from resources exchange	Sustainability derives from the knowledge improve

El EmEnts for **decisions**



Service-oriented new economy paradigm (change in perspective)

Principles of S-D Logic	Main Focus
<i>Service is the fundamental basis of exchange (FP 1)</i>	Exchange between System Entities
<i>Indirect exchange masks the fundamental basis of exchange (FP – 2)</i>	Service for Service
<i>Goods are distribution mechanisms for service provision (FP – 3)</i>	Appliance for services provision
<i>Operant resources are the fundamental source of competitive advantage (FP – 4)</i>	Distinctive resources for synergistic embeddedness
<i>All economies are service economies (FP – 5)</i>	Service Economy as Modern Economy
<i>The customer is always a co-creator of value (FP – 6)</i>	Consumption for potential/effective transfer
<i>The enterprise cannot deliver value, but only offer value propositions (FP – 7)</i>	Consonance for mutual satisfaction
<i>A service-centered view is inherently customer oriented and relational (FP – 8)</i>	Interactions for solutions
<i>All economic and social actors are resource integrators (FP – 9)</i>	Participation in value co-creation processes
<i>Value is always uniquely and phenomenologically determined by the beneficiary (FP – 10)</i>	Value Culture improvement

S-D logic

New possible economy paradigm

