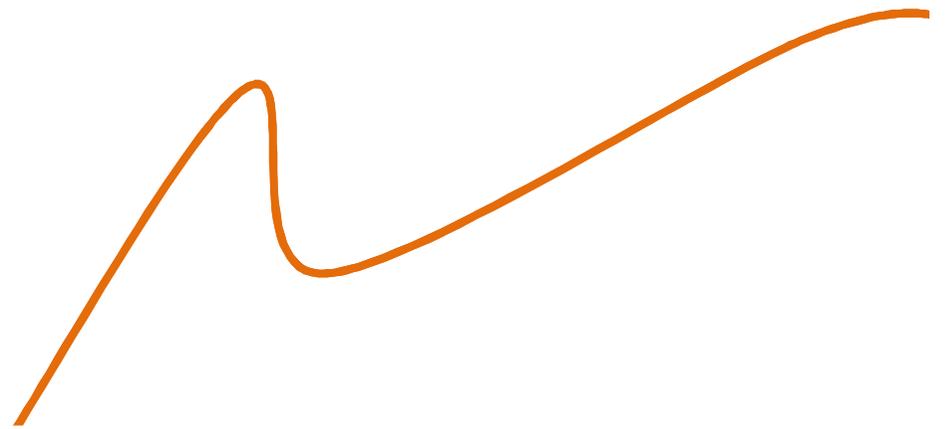


**Cooperation with actors (including consumers),
*networking, relationships & system vision***



Scientific Source

Network Theories

From relational and systemic point of view, competitive behaviour today seems to be based no longer upon dyadic relationships between actors, but rather upon a many-to-many relational and system pattern daily involving supplier and customer networks with dense and intricate connections, win-win based and service-oriented.

MAIN REFERENCES ABOUT THE THEME:

BARILE, S. (2005; 2008) - GOLINELLI, G.M. (2005, 2008, 2009)

CAPRA, F. (2002) - CASTELLS, M. (1996) – RICHARDSON, G.B. (1972)

GUMMESSON, E. (2004; 2008)

About Network and Service Systems

In today's scenario, resources allocation and distribution, system collaborative advantages and the relevance of alliances, net's roles and rules, and cooperative strategies, all contribute to the conceptualisation of the service value network, in which, according to the concept of embeddedness, economic actors cannot be considered apart from other organisations or from their operating context.

MAIN REFERENCES ABOUT THE THEME:

BARABÁSI, A.L. (2002) - BASOLE, R.C., ROUSE, W.B. (2008)

GRANOVETTER, M. (1985)

HAKANSSON, H. SNEHOTA, I. (1995)

MAGLIO, P.P., SRINIVASAN, S., KREULEN, J.T., SPOHRER, J. (2006)

Why Networks? Why Service Systems?

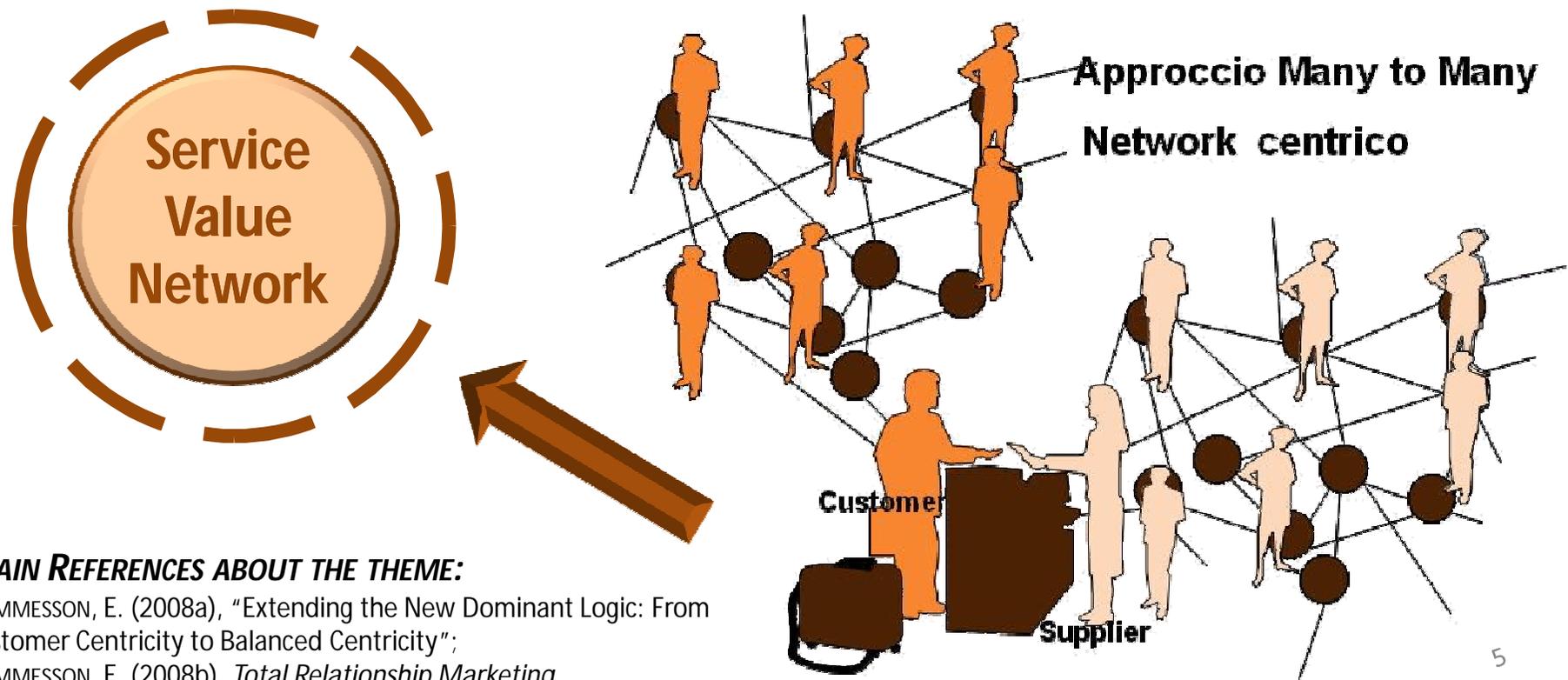
Since in Service Systems interactions, ties and experiences among actors represent an important part of the system, we believe it is important to deepen relationships within networks, starting from the analysis of the entities (internal and external) participating to the value creation processes.

Considering network features, value of solutions is generated through interaction. The firm's ability to communicate with its individual customers and the capacity to obtain advantages from them are based upon iterative successful interactions.

Actors in service ecosystems are conditioned (or positively influenced) by many systemic elements (like technological, economical, political and social influences).

Networks for competitiveness

In line with a relational optic of business performance, network theories consider every actor as dynamic, operant and active resources, enabling reticular/networked interactions, and organizations and their activities are closed to many to many relationships. System relationships lead business actors to a necessary mutual satisfaction for diffuse value creation and competitiveness.



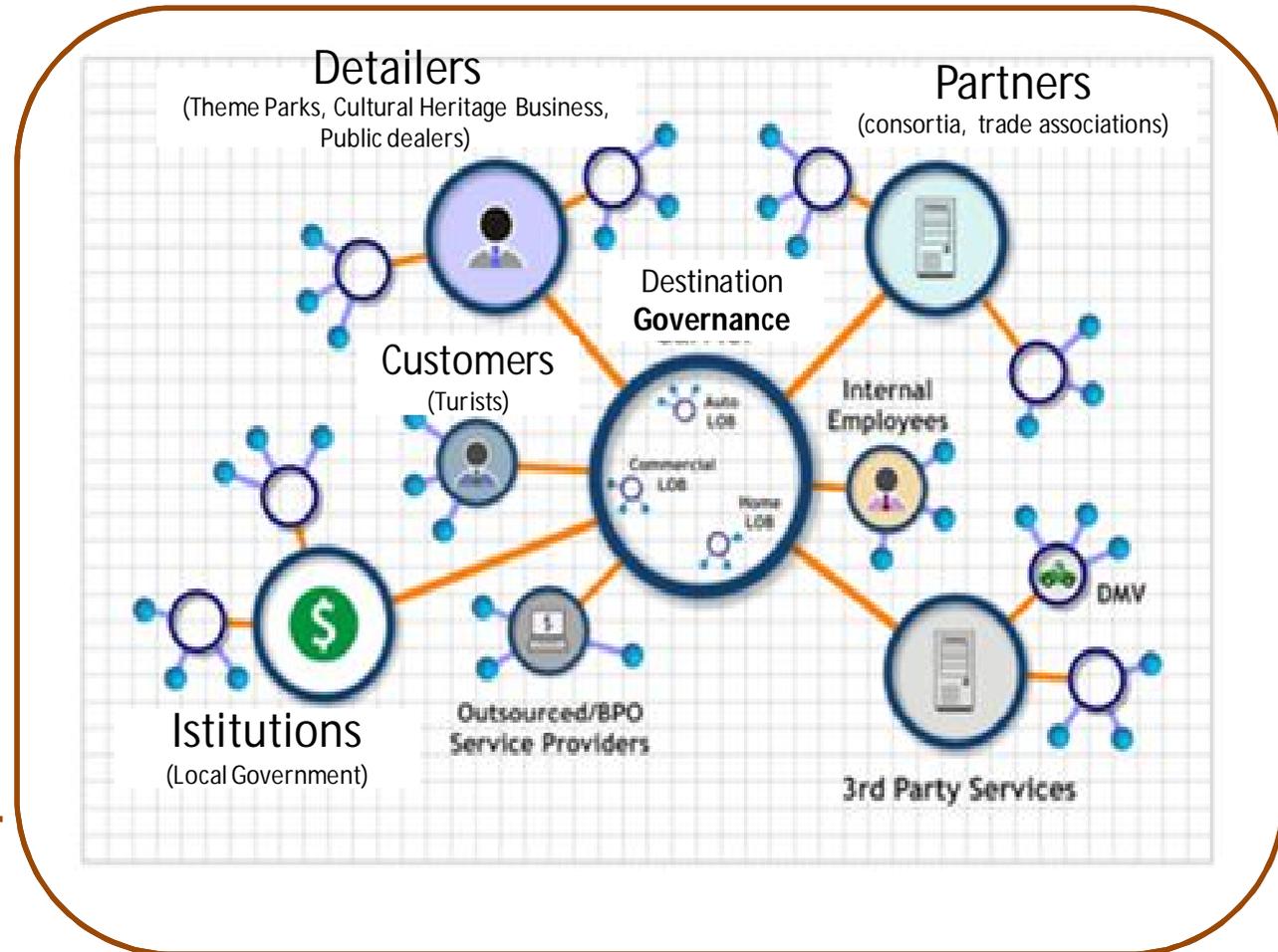
MAIN REFERENCES ABOUT THE THEME:

GUMMESSON, E. (2008a), "Extending the New Dominant Logic: From Customer Centricity to Balanced Centricity";
GUMMESSON, E. (2008b), *Total Relationship Marketing*

Value generation and Networks

Service System as Network

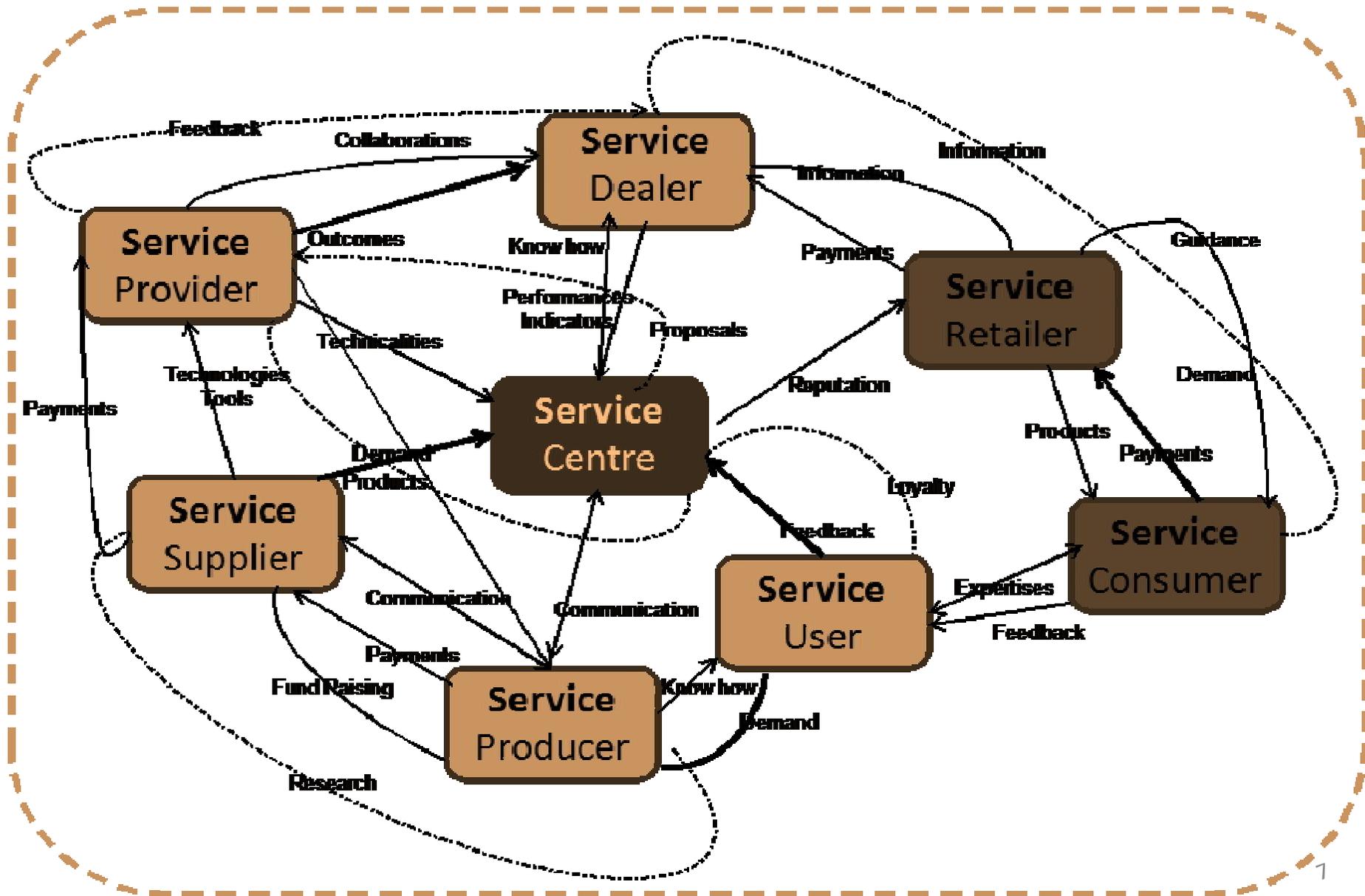
More win-win interactions, more value



MAIN REFERENCES ABOUT THE THEME:

MAGLIO, P.P., SPOHRER, J. (2008a), "Fundamentals of service science",
SPOHRER, J. MAGLIO, P.P., BAILEY, J., GRUHL, D. (2007), "Steps Toward a Science of Service Systems",
SPOHRER, J., ANDERSON, L., PASS, N., AGER, T. (2008), *Service Science e Service Dominant Logic*,

Value Networks





TUI "Integration"