

# **JOURNAL OF SERVICE THEORY AND PRACTICE**

SPECIAL ISSUE – CALL FOR PAPERS

## **“Value Co-creation in Customer Experiences within Service Ecosystems: Marketing and Management Issues”**

### ***Guest Editors***

- Prof Marios Sotiriadis, Visiting Professor, University of South Africa (Unisa), RSA.
- Prof Ulrike Gretzel, UQ Business School, University of Queensland, Australia.

### ***Introduction***

Customer experiences are at the very heart of the services industry. Service-dominant logic (SDL) as a research paradigm in management and marketing is well documented (Gummerus, 2010; Lusch et al. 2010). SDL provides a conceptual framework for understanding how the consumer is becoming central to the development and marketing of services through a process of co-creation with the firm. The approach highlights the customer-firm relationship through interaction and dialog, and the application of the concepts and propositions of SDL provide a framework with which to examine firm-customer processes involved in co-creating the customer experience (Prahalad & Ramaswamy, 2004).

A great deal of literature has been dedicated to advancing our understanding of service experiences from various perspectives. Recent advances in academic research have suggested new approaches and frameworks, such as a customer-dominant logic of service (Heinonen et al. 2010). Ordanini and Parasuraman (2012) provided a conceptual framework explaining the co-creation processes of experience within a service ecosystem. Advances in information and communication technologies (ICTs) continue to revolutionize the way people create/form, consume, perceive and share their experiences and this requires new ways of conceptualizing what customer experiences involve. Experiences that are increasingly co-designed and mediated by ICTs also require new management and marketing approaches. As a consequence, service businesses have to address both opportunities and challenges and need theory to guide their efforts.

While literature has provided insights on issues in the field of management and marketing related to co-created customer experiences, there is still a lack of literature examining specific issues and aspects, such as innovation and knowledge development, the role of human resources and of ICTs in this field, specifically the impact of the latter on value co-creation processes.

The new SDL/value co-creation business paradigm raises many questions for service managers and marketers: What methods are effective and efficient in managing the value

co-creation process? How can marketers maintain quality when the experiences are created with customers? What are the appropriate marketing strategies in addressing customers' involvement in their experiences? How do marketers communicate, deliver and best stage technology-mediated customer experiences? In an effort to compile the latest research in this area, this special issue focuses on the research developments in the field of value co-creation of customer experiences within the context of service ecosystems.

The JSTP encourages academics, researchers and practitioners to share their experience, knowledge, and practices. This special issue aims at providing insights into and a deeper understanding of co-created customer experiences, a topic that poses substantial challenges for academics as well as practitioners in the services industry. The main aim of this special issue is, therefore, to invite papers that provide insights and an enhanced understanding of the current state-of-art research in value co-creation in consumer service experiences. It also focuses on the marketing and management strategies and practices that allow organizations to address the related challenges and seize emerging business opportunities.

We invite scholars to submit their novel ideas, research evidence, and refinements of current insights that have direct or tangential connection to the theme of the special issue. Quantitative, qualitative and conceptual papers are encouraged as well as best practice cases and applications that tap into related management and marketing issues.

### ***Subject Coverage***

Potential authors are invited to submit papers related but not restricted to the following topics:

- Co-design and co-creation of experience value
- Value co-creation models: conceptual frameworks and applications
- Value co-creation: firm-dominant logic vs customer-dominant logic
- Value co-creation: strategies, resources and actors
- Value creation and innovation in customer experiences
- Value co-creation and Knowledge development
- Value co-creation processes in various services contexts
- Effectiveness of different forms of value co-creation
- The role and uses of ICTs in designing, marketing and managing co-created customer experience
- Internet tools for co-creating service experiences
- Value co-creation and human resources
- Skills in managing and delivering co-created customer experiences: from Emotional Intelligence to Experiential Intelligence.

### ***Important Note for Prospective Authors:***

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. This special issue will include some of the best papers presented at the **4<sup>th</sup> International Conference on Contemporary Marketing**

**Issues (ICMI) 2016** provided that they are enhanced with new material (at least 50%). Moreover, public submissions are welcome. All submitted papers will be subject to double blind review process according to the JSTP review procedures

### ***Submission***

#### **At the first stage manuscripts must be submitted to the Guest Editors**

- Prof Marios Sotiriadis, University of South Africa (UNISA), RSA.  
Email: [sotermarios@gmail.com](mailto:sotermarios@gmail.com)
- Prof Ulrike Gretzel, University of Queensland, Australia.  
Email: [u.gretzel@business.uq.edu.au](mailto:u.gretzel@business.uq.edu.au).

After the initial approval, a standard double-blind review process will be used to select papers for the special issue.

The final decision on the publication acceptance will be made by the Journal Editors.

### ***Important Date***

- Submission of manuscripts to Guest Editors: **November 30th, 2016**

**For more information** on the Journal, visit the home page:

<http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=msg>

### ***References***

- Gummerus, J. (2010). "E-commerce as resources in customer value creation: A service logic approach". *Managing Service Quality*, 20(5), pp. 425–439.
- Heinonen, K., Strandvik, T., Mickelsson, K.J., Edvardsson, B., Sundström, E., & Andersson, P. (2010). "A customer-dominant logic of service". *Journal of Service Management*, 21(4), pp. 531-548.
- Lusch, R.F., Vargo, S.L. & Tanniru, M. (2010). "Service, value networks and learning". *Journal of the Academy of Marketing Science*, 38(1), pp. 19–31.
- Prahalad, C.K. & Ramaswamy, V. (2004). "Co-creation experiences: the next practice in value creation". *Journal of Interactive Marketing*, 18(3), pp. 5-14.
- Ordanini, A., & Parasuraman, A. (2012). "A conceptual framework for analyzing value-creating service ecosystems: An application to the recorded-music market", Special Issue. *Review of Marketing Research*, 9(2), pp. 171 – 205.