



Co-Creation value in the business and non-business service industries

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I. Introduction

Co-Creation value through consumer holistic approach is definitely a source to improve service experience. The research topic provides scope to investigate how does Service-Dominant logic (SDL) emergence in the creation of the specific service examined. Framework which is used for explaining value creation. It is a Theoretical framework "evolving to a new dominant logic for marketing" co-creation values (Vargo, S.L., & Lusch, R.F (2004)). Service-Dominant

logic is used to study the concept/role of service in a more exchange and competitive way. The Growth of SDL reflects a major shift in service research. The application of knowledge of people to provide Benefit to others is the mutual activity of consumer and service provider (Kunz and Hograve (2011)) for sustainable innovations, consumer holistic approach is required to improve co-creation value in business and non-business service industries. Recent research suggests that the different stakeholders required to find ways to co-operate and create impactful Ness (Kruger et al. 2018). the consumer holistic approach Ultimately will improve the organizational process and competitiveness of service providers.

II. Literature Review:

Emergence of service-dominant logic in the market Literature represents ab service-centered logic and understanding of exchange a n d v a l u e creation, driven by a departure from traditional goods-dominant logic (GDL) views (V&L 2004). The consumer and service provider interact with each other to integrate r e s o u r c e s and co-create value through direct and indirect provisions (V &L 2008). continues value creation is the core of lean philosophy, since the early 2000s, the approach has been shifted from being company centered to being consumer oriented (Tronvoll et al., 2011). The service experience can be increased by improving co-creation value among consumers and service providers. The concept of value, related to ethics and morality, has a long history in philosophy (Boztepe,2007; Sorensen,2008; Gronroos,2017). It ultimately results in improving organizational process and development of competitiveness of the service providers.

III. Research Methodology:

In the research methodology research objectives, problem statements, and research questions are taken that show how customer involvement can help to earn a competitive advantage. The scope of the study is being discussed along with instruments that will be useful for data collection and data analysis.

3.1 Research Objectives:

- To understand/identify various customer involvement factors that are incorporated in-service experience.
- To study the relationship between customer involvement factors and service experience.
- To formulate the recommendation that service managers can consider while involving customers in improving service experience.

3.2 Problem Statement:

In this age of competitive advantage, the mutual activity of a consumer and the service provider is examined through the emergence of service-dominant logic (SDL) through the service improvement process. Involvement of customer is important, customer feedback to improve service, how to improve organizational process.

3.3 Research Questions:

- Do the firms involve consumers in improving service experience?
- What the various customer factors will lead to the improvement of service experience?
- How can customer's involvement help in co-creation value in the business and non-business service industries?
- Does service experience depend upon organizational process?

3.4 Proposed Conceptual Model:

The thorough literature review will pave the way for the proposed conceptual model that will incorporate various aspects of customer involvement factors that are incorporated in improving service experience

3.5 Scope of the Study:

- Sectors covered: - Our study would be sector-specific like Industrial, commercial, or service sectors.
- Size of the organization: - Small, Medium, and large levels of organizations could be considered.
- Sample: - Service Managers or Customer relationship managers will form a sample of the study.

3.6 Instruments:

- The research questions may contain various customer involvement factors that are incorporated in improving service experience.
- The pre-formulation questions (Scales) will be used to generate the desired primary data. Our structured closed-ended questionnaire will be used to record responses from the respondent.

3.7 Sampling Process:

The sampling process includes sampling elements that contain desired information sort by the researcher since the present study is related to service experience, therefore service managers/customer managers will be taken up as the sampling elements.

For the present study, non-probabilistic sampling techniques will be employed for the purpose of selecting a service or customer relationship manager. With respect to non-probabilistic techniques, judgmental and snow-ball sampling will be employed.

3.8 Data Collection:

The questionnaire developed will contain the items related to the customer involvement factor and service experience. The questionnaire will be sent (physically / electronically) to the service managers/ Customer relationship managers of multi-national companies.

3.9 Data Analysis:

For data analysis, various techniques like Structural Equation Modeling (SEM), Analysis of variance (ANOVA), T-Test, etc. can be employed. For this, the software packages such as statistical package for social sciences (SPSS) and analysis of moment structure (AMOS) can be used.

3.10 Tools for Analysis:

1. Exploratory Factor Analysis,
2. Reliability Analysis,
3. Confirmatory Analysis,
4. Structural Equation Modeling,
5. Analysis of Variance (ANOVA).

IV. Conclusion:

I want to conclude that the above-proposed research proposal would be a solution to problem statements that how co-creation value can increase the service-dominant logic Emergency in the creation of the specific service examined. The research will highlight how the mutual activity of service providers and customers can contribute to improving the organization process and will help to achieve competitive advantage.

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