

Handbook of Research on Strategic Alliances and Value Co-Creation in the Service Industry

Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

Shai Rozenes (Afeka Tel-Aviv Academic College of Engineering, Israel) and Yuval Cohen (Afeka Tel-Aviv Academic College of Engineering, Israel)

Description:

Value creation is a pivotal aspect of the modern business industry. By implementing these strategies into initiatives and processes, deeper alliances between customers and organizations can be established.

The **Handbook of Research on Strategic Alliances and Value Co-Creation in the Service Industry** is a comprehensive source of scholarly material on frameworks for the effective management of value co-creation in contemporary business contexts. Highlights relevant perspectives across a range of topics, such as public relations, service-dominant logic, and consumer culture theory.



Readers:

This publication is ideally designed for professionals, researchers, graduate students, academics, and practitioners interested in emerging developments in the service industry.

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Topics Covered:

- Business Performance
- Consumer Culture Theory
- Customer Satisfaction
- Product-Service Systems
- Project Management
- Public Relations
- Service-Dominant Logic
- Social Media Marketing
- Software Management

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Table of Contents

Section 1

Strategy, Service Dominant Logic and Value Co-Creation fundamentals

Chapter 1

Strategic Relationships

A Service Science Perspective

Md. Abul Siddike, Japan Advanced Institute of Science and Technology

Haluk Demirkan, University of Washington Tacoma

Youji Kohda, Japan Advanced Institute of Science and Technology

Jim Spohrer, IBM Almaden Research Center

Chapter 2

Engineering value co-creation in Product-Service Systems Processes, methods and tools

Giuditta Pezzotta, Università degli Studi di Bergamo

Sergio Cavaliere, Università degli Studi di Bergamo

David Romero, Tecnológico de Monterrey

Chapter 3

Co-Creation Emerging in Markets and with Consumers Contrasting Service-Dominant Logic and Value Co-Creation.

Barbara Aquilani, University of Tuscia “Viterbo”

Costanza Nosi, Roma Tre University

Tindara Abbate, University of Messina

Chapter 4

The Importance of Customer Satisfaction and Customer Loyalty in the Service Sector

Kijpokin Kasemsap, Suan Sunandha Rajabhat University

Chapter 5

The Interactive Approach To Exploring Value Co-creation

Maya Golan, Afeka – Tel Aviv Academic College of Engineering

Section 2

Organizational Value Co-Creation (e.g., projects as service, agile service, and supply chain Value Co-Creation)

Chapter 6

Role of PR in Relations Management with Strategic Partners leading to Value Co-Creation

Tanushri Mukherjee, Amity University Rajasthan, Jaipur, Rajasthan

Chapter 7

Service Capability Analysis as a Contribution to Co-Creation

Rogério Puga-Leal, UNIDEMI, Faculdade de Ciências e Tecnologia, FCT, Universidade Nova de Lisboa

Marta Ormazabal, Tecnun, School of Engineering, University of Navarra

Chapter 8

Co-creating Value Derivations in a Service System Journey

Ralph Badinelli, Virginia Tech

Chapter 9

Value Co-Creation Approach for Improving Performance of Outsourced Projects

Shai Rozenes, Afeka Tel Aviv Academic College of Engineering

Yuval Cohen, Afeka Tel Aviv Academic College of Engineering

Chapter 10

Value creation through collaboration in supply and demand chains

Esther Alvarez-de los Mozos, University of Deusto

Section 3 General Value Co-Creation

Chapter 11

Social Media Marketing and Value Co-creation A System Dynamics Approach

Francesca Costanza, University of Palermo

Chapter 12

Strategic IT Alignment in Service Sector

Abrar Haider, University of South Australia

Sureerat Saetang, University of South Australia

Chapter 13

QPLAN—A Tool for Enhancing Software Development Project Performance with Customer Involvement

Marco Amaral Féris, Cranfield University School of Management

Section 4

Case Studies of Value Co-Creation

Chapter 14

Balancing Value Co-Creation

Culture, Ecology and Human Resources in Tourism Industry

Jesus Alcoba, International Graduate School. Centro Superior de Estudios Universitarios La Salle. UAM.

Susan Mostajo, De La Salle University - Dasmariñas

Romano Angelico Ebron, De La Salle University-Dasmariñas

Rowell Paras, De La Salle University-Dasmariñas

Chapter 15

Value Co-creation in Education- a case study on engineering education

VE Annamalai, SSN College of Engineering

Chapter 16

Student-Faculty Joint Research as a Strategic Alliance for Knowledge Co-Creation in Academia

Neeta Baporikar, Namibia University of Science and Technology, Namibia & University of Pune

Chapter 17

Mobile Services for Development

An Opportunity for Academic Co-Creation

Alan Hartman, University of Haifa and Afeka College of Engineering

Chapter 18

e-Service Innovation in Rural Africa Through Value Co-creation

Anna Bon, Centre for International Cooperation CIS-VU, Vrije Universiteit Amsterdam

Jaap Gordijn, Network Institute, Vrije Universiteit Amsterdam

Hans Akkermans, Network Institute, Vrije Universiteit Amsterdam

Chapter 19

Modelling and Simulation Perspective in Service Design

Experience in Transport Information Service Development

Monica Dragoicea, University Politehnica of Bucharest
Joao Falcao e Cunha, University of Porto
Monica Viorela Alexandru, National Authority for Scientific Research and Innovation
Denisa Constantinescu, University of Málaga

The Role of Customer Citizenship Behavior on Perceived Value, Satisfaction, and Repurchase Intention

Weisheng Chiu, National Chiayi University
Sunyun Shin, Yonsei University
Hyun-Woo Lee, Georgia Southern University

Chapter 20

Co-creation and Healthcare Operations Management

Paul Lillrank, Aalto University School of Science

Chapter 21

Value Co-creation in Fitness Centers

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