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

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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 Cavalieri, 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
Kipokin Kasemsap, Suan Sunandha Rajabhat University

Chapter 5
The Interactive Approach To Exploring Value Co-creation
Maya Golan, Afeka – Tel Aviv Academic College of Engineering

Chapter 6
Organizational Value Co-Creation (e.g., projects as service, agile service, and supply chain Value Co-Creation)

Chapter 7
Role of PR in Relations Management with Strategic Partners leading to Value Co-Creation
Tanushi Mukherjee, Amity University Rajasthan, Jaipur, Rajasthan

Chapter 8
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 9
Co-creating Value Derivations in a Service System Journey
Ralph Badinelli, Virginia Tech

Chapter 10
Value Co-Creation Approach for Improving Performance of Outsourced Projects

Shai Rozenes, Afeka Tel Aviv Academic College of Engineering
Yuval Cotten, Afeka Tel Aviv Academic College of Engineering

Chapter 11
Value creation through collaboration in supply and demand chains
Esther Alvarez-de los Mozos, University of Deusto

Chapter 12
Social Media Marketing and Value Co-creation
A System Dynamics Approach
Francesca Costanza, University of Palermo

Chapter 13
QPLAN—A Tool for Enhancing Software Development Project Performance with Customer Involvement
Marco Amaral Féríis, Cranfield University School of Management

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 Baprikar, 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

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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