

S-D Logic: Accomodating, Integrating, Transdisciplinary



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Searching for a New Dominant Logic

The greatest danger in times of turbulence is not the turbulence: it is to act with yesterday's logic.

- Peter F. Drucker

We think service dominant logic provides just the right perspective, vocabulary, and assumptions on which to build a theory of service systems, their configurations, and their modes of interaction. Simply put, service-dominant logic may be the philosophical foundation of service science, and the service system may be its basic theoretical construct.

- Paul Maglio and Jim Spohrer

SDL as a service science framework is accomodating, integrating and transdisciplinary as opposed to a competing, exclusionary and isolated framework.



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Service-Dominant Logic Basics

Service, rather than goods, is the basis of economic and social exchange

- i.e., Service is exchanged for service



Service-Dominant Logic Basics

Essential Concepts and Components

- Service: the application of competences for the benefit of another entity
 - Service (singular) is a process—distinct from “services”— particular types of goods
- Shifts primary focus to “operant resources” from “operand resources”
- See value as always co-created
- Sees goods as appliances for service delivery
- Implies all economies are service economies
- All businesses are service businesses

Core Foundational Premises Guide

Core Research Themes



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Premise		Explanation/Justification
FP1	Service is the fundamental basis of exchange.	The application of operant resources (knowledge and skills), "service," is the basis for all exchange. Service is exchanged for service.
FP6	The customer is always a co-creator of value	Implies value creation is interactional.
FP9	All economic and social actors are resource integrators	Implies the context of value creation is networks of networks (resource-integrators).
FP10	Value is always uniquely and phenomenological determined by the beneficiary	Value is idiosyncratic, experiential, contextual, and meaning laden.

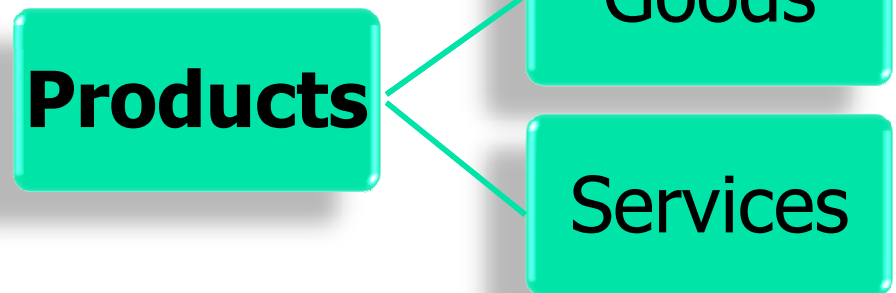


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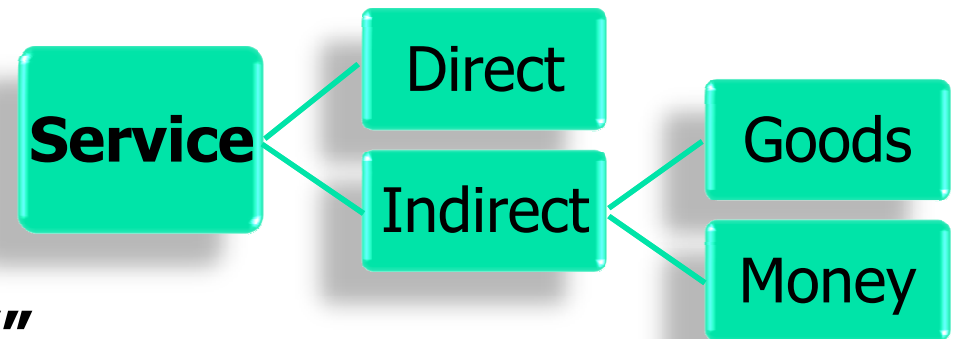
Clarifications: Service vs. Services

- **Services** = intangible products
- **Service** = The *process* of using one's competences for the benefit of some party
 - The application of knowledge and skills
- **Service transcends "goods and 'services'"**

G-D Logic



S-D Logic

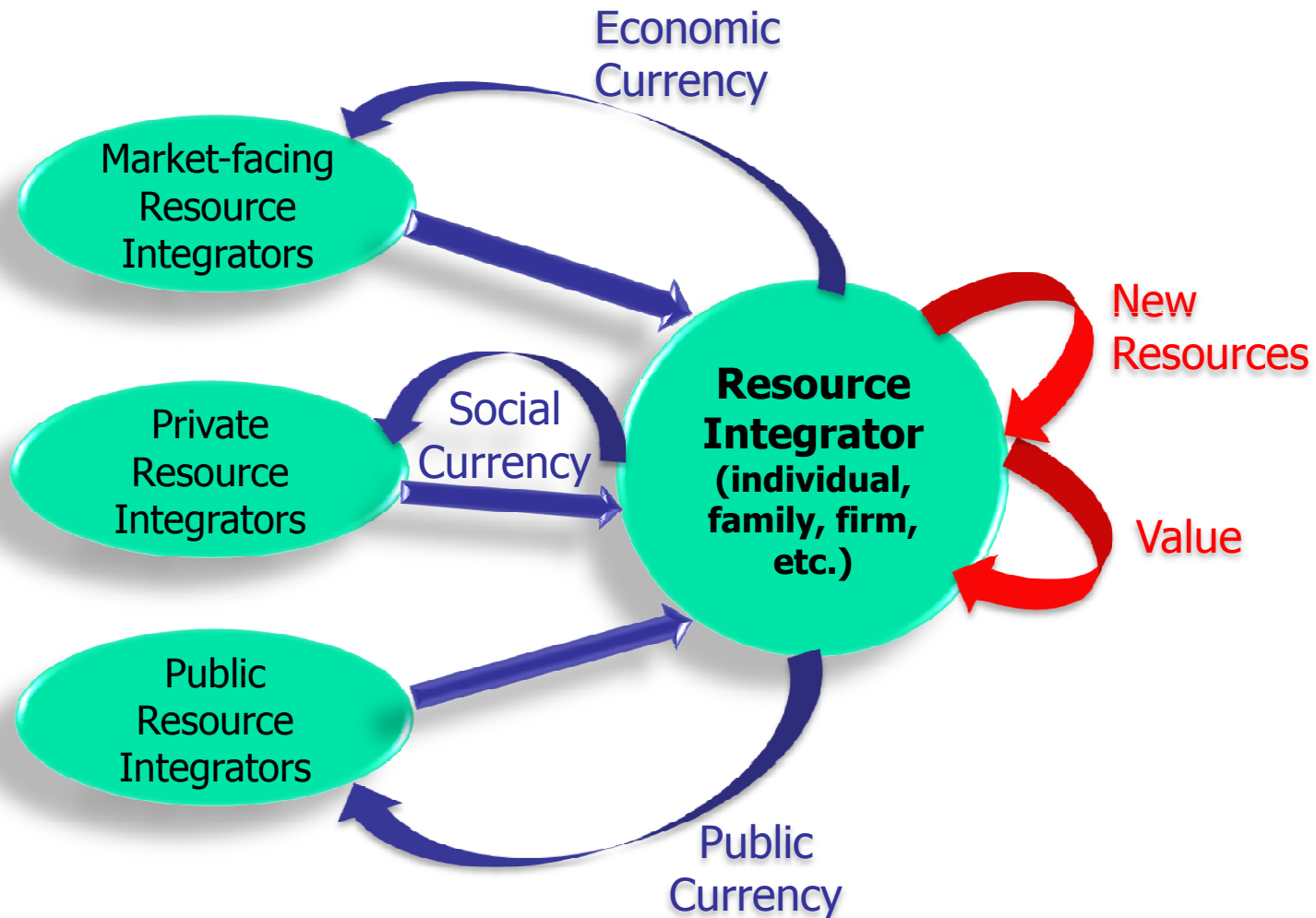


There are No "Services" in Service-Dominant Logic



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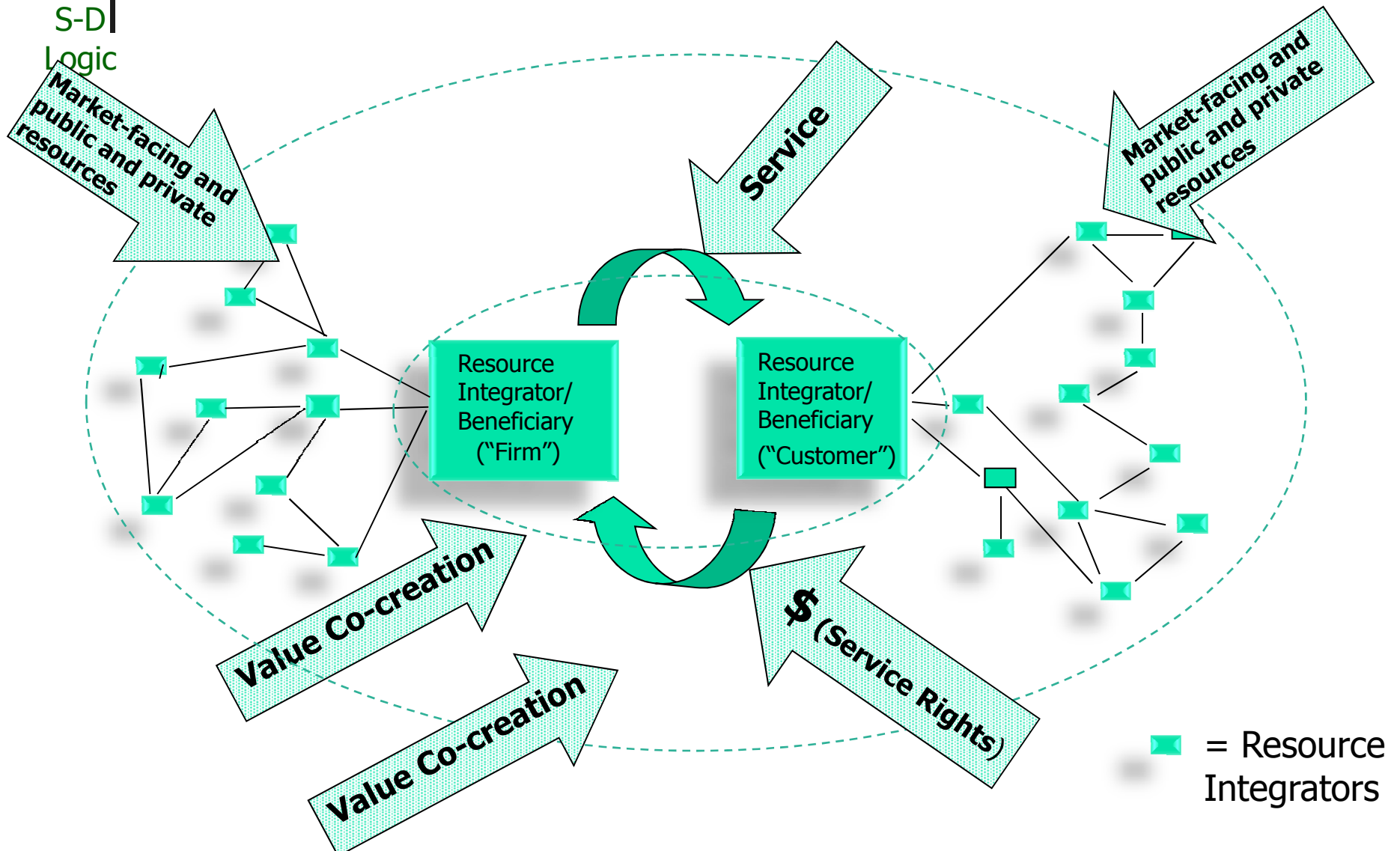
Resource Integration



Service Exchange through Resource Integration and Value Co-creation



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The Critical Importance of Evolving to a Transcending Lexicon



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Language is used for doing things.

Language use is really a form of *joint action*.

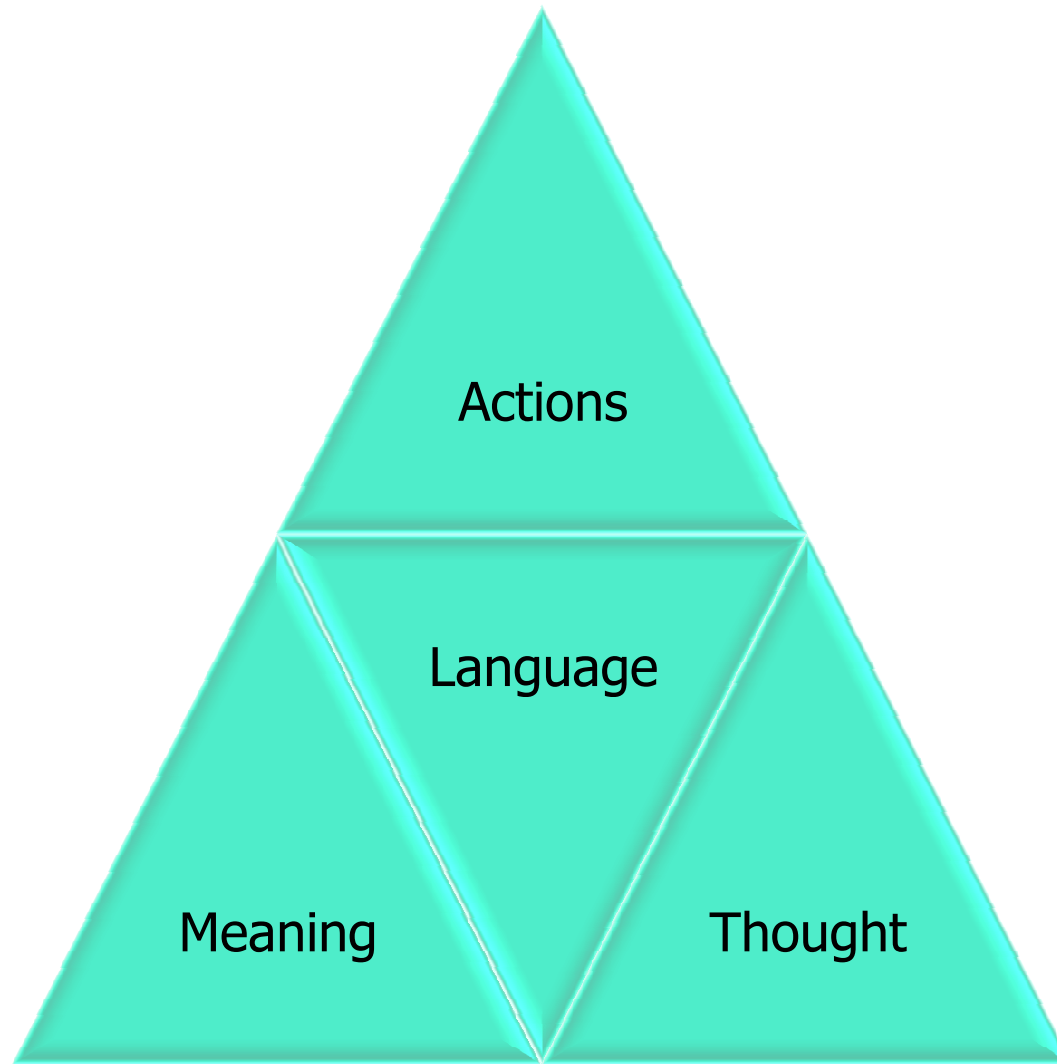
It is the joint action that emerges when speakers and listeners – or writers and readers – perform their individual actions in coordination, as ensembles.

Herbert Clark

Understanding Language

Cambridge University Press 1996

As a potential community of service scientists we cannot organize ourselves for greater impact and accelerate learning and knowledge development and dissemination, without a transcending lexicon.

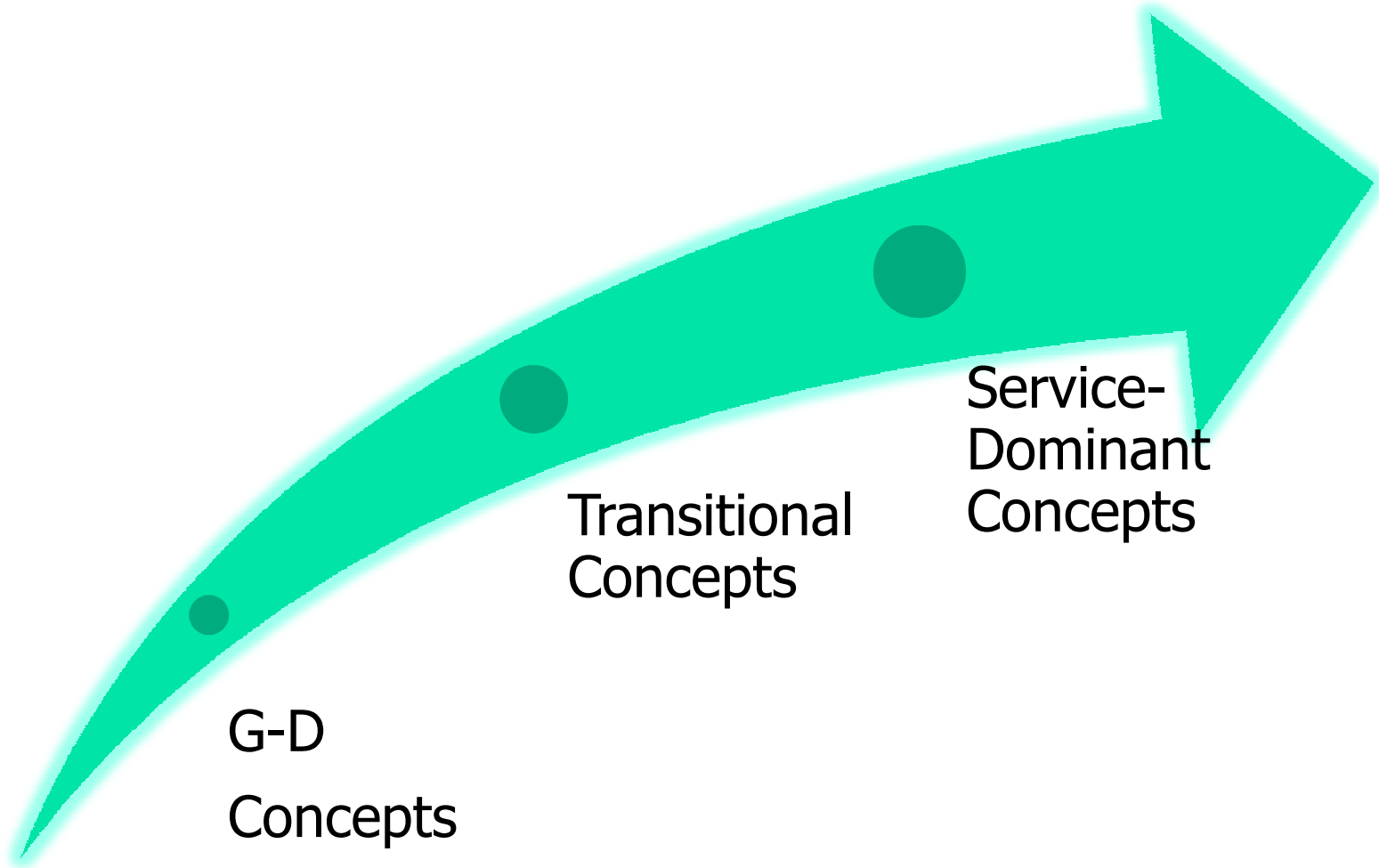


Language is not only about joint actions but it is about joint meaning and joint thought.



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Toward a Transcending Lexicon





Difficult Conceptual Transitions

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Goods-Dominant Concepts

Goods →
Products →
Feature/attribute →
Value-added →
Profit maximization →
Price →
Equilibrium systems →
Supply Chain →
Promotion →

Transitional Concepts

Services →
Offerings →
Benefit →
Co-production →
Financial Engineering →
Value delivery →
Dynamic systems →
Value-Chain →
Integrated Marketing
Communications

Service-Dominant Concepts

Service
Experiences
Solution
Co-creation of value
Learning
Value proposition
Complex adaptive systems
Service ecosystem
Dialog

S-D LOGIC: A LINGUISTIC GUIDE

S-D LOGIC	THINKING & MEANING	ACTING
Service	Benefitting Another	Specializing
Experiences	Living	Engaging
Solutions	Innovating	Resource Integrating
Co-Create Value	Togetherness	Collaborating
Value Proposition	Effecting	Customer & Stakeholder Back Processes
Learning	Exploring	Absorbing
Complex Adaptive System	Becoming	Adapting
Service Ecosystem	Interdependency	Sensing, Anticipating and Responding
Dialogue	Learning Together	Relating



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Thank You!

For More Information on S-D Logic visit:

sdlogic.net

We encourage your comments and input. Will also post:

- Working papers
- Teaching material
- Related Links

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