Abstract:

Service-dominant logic (SDL) emerged over a decade ago as a potential framework and paradigmatic lens for rethinking value creation. Despite its significant impact on service research, the state of the field and its evolution over time have not been examined. We explore the breadth and conceptual development of SDL research through a systematic investigation, which combines cocitation analysis with a novel text-mining tool, Leximancer. More specifically, we investigate the research streams connected with SDL and compare the core themes and concepts across two time periods (2004–2008 vs. 2009–2015). The results uncover an invisible research network and the underlying conceptual structure of SDL research. The findings reveal that SDL has a rich and interdisciplinary theoretical heritage connecting traditional and emerging areas of service research. The diverse network of scholars and changes to the underlying conceptual structure of SDL research counter critiques that SDL is limited to a singular and isolated perspective. Importantly, our analyses enable us to identify research avenues for advancing strategic views of SDL as well as systemic and institutional views of value cocreation. These include research on open innovation, dynamic capabilities, organizational microfoundations, and service systems, as well as social capital and consumer culture theories.