

# **A framework of capabilities and business dimensions influencing servitization based upon service dominant logic, service science and network and system theory**

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## ***ABSTRACT***

**Purpose** – Servitization is the transformational process of a company shifting to a business model and logic based on service, including the innovation of an organisation’s capabilities and processes. As the servitization literature is fragmented and lacks a systematic framework, this paper tries to contribute by developing a framework of capabilities and business dimensions influencing servitization based upon service-dominant logic, service science and network and systems theory.

**Design/Methodology/approach** – A systematic literature review was conducted, looking for factors critical for the success of servitization. 126 papers have been fully reviewed and analyzed leading to twelve critical success factors. Second, these factors have been discussed in 26 qualitative interviews with companies and two focus groups to verify and extend them.

**Findings** – The underlying concepts of service dominant logic, service science and network and systems theory highlight the need for a systematic concept that emphasizes interaction. The literature review and the quantitative study confirmed the need for a broader framework and an emphasis on interaction. Thus, a framework with twelve business dimensions influencing servitization has been developed that includes interaction as well as other factors important for successful servitization.

**Research limitations/implications** – This paper confirms the need for a broader concept in servitization research. Moreover, this research indicates the usefulness of the three underlying concepts. Future research should address how to measure the twelve dimensions and to manage the servitization status-quo in practice. This research is embedded in an EU-funded research project in which these limitations shall be further examined.

**Practical implications** – The twelve success factors presented in the paper can offer guidance to practitioners of what to consider when managing their servitization attempts.

**Key words** service-dominant logic, network theory, service science, servitization

**Paper type** –Research paper