

A SERVICE LOGIC FOR SERVICE SCIENCE

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ABSTRACT

There are two distinct logics that could provide the foundation for the development of service(s) science. One, goods-dominant logic, is based on the idea that services are special forms of intangible goods and therefore points toward a model concerned with the production of intangible units of output. The other is based on a concept of service as a process of the co-creation of reciprocal value. We propose that a service science built on the latter, service-dominant logic, is more likely to result in a science that makes significant strides in the knowledge base than is a services science based on a goods logic. We then point toward additional foundational shifts that are indicated by the adoption of this service logic.