Customer-pulled and provider-pushed pathways for product-service system: The contingent effect of the business ecosystems

Purpose: The overarching aim of this paper is to investigate distinctive pathways for product-service system development. Moreover, it investigates the contingent effect of the business ecosystem in terms of being provider-pushed or customer-pulled.

Design/methodology/approach: The study adopted a case-based research, performed in the Brazilian and Danish healthcare industries in order to explore the subject.

Findings: The results reveal that the capital available for investments influence the pathway. The customer-pulled product-service system fast evolved to become result-oriented and connected to a complex resource-dependent network in the business ecosystem. The provider-pushed product-service system showed a slow evolutionary pathway, limited to product-oriented offerings with low dependence among actors in the business ecosystem.

Originality/value: The research offers various managerial implications for PSS providers, policymakers and customers of the healthcare industry.

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Contributors: Veridiana, P., Kreye, M., Monteiro de Carvalho, M.
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