

## Resource perceptivity: A key operant resource in successful service innovation

*Findsrud Rolf*

**Purpose** – The purpose of this study is to answer the call for research on the competences necessary to actively address resource constraints and developing improvising capability in the service innovation (SI) process (Witell et al., 2017). SI is driven by the customers' demand for new services (Barrett et al., 2015, Storey et al., 2016, Ratny et al., 2017) and service providers' desire to create new services for existing markets or to find new markets for existing services (Barrett et al., 2015, Ratny et al., 2017). Thus, SI is driven by actors (Edvardsson and Tronvoll, 2013) through the use of competences to co-create value (Edvardsson et al., 2011). Actors are not equal in their ability to unlock value from their resource integration from accessible resources in context (Hibbert et al., 2012, Findsrud et al., 2018), and this is particularly visible in situations with limited accessibility necessary resources. Resource integration is a central part of the process of co-creating value (Vargo and Lusch, 2008, 2016), and it is from these resource integrations activities that SI emerge (Findsrud and Dehling, 2019).

**Methodology** - This study follows an abductive approach and conceptualize resource perceptivity (1) by drawing from literature on imagination (e.g. Kier and McMullen, 2018), creative problem solving (e.g. Basadur et al., 2014), and opportunity recognition (e.g. Kuckertz et al., 2017), from scientific fields such as psychology and entrepreneurship and (2) qualitative data from semi-structured in depth interviews.

**Findings** – Based on the findings, resource perceptivity forms an understanding and intuition of how resources can be combined in context to develop new and novel ways of integrating resource to achieve innovative services and contributes to increase our understanding of how actors create service innovations.

**Practical implications** - To understand what enable managers, front-line employees, and customers to (co-)create new services, find new markets, or adopt new services, focus is needed on the competences that enable actors to engage in activities and behaviors that generate SI and enable them to embrace new services. Resource perceptivity help to understand how to be open to new opportunities as they emerge and to overcome limitations in resource accessibility.

**Originality/value** – The originality in this study lies in the conceptual development of resource perceptivity and how resource perceptivity enables service innovation from a S-D logic perspective.

**Key words:** Service innovation - Resource perceptivity - Service dominant logic - Resource integration

**Paper type** – Research paper

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