

References

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SOURCE-SENSING ABILITY: A KEY TO RESOURCE BECOMING

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Purpose - Individual actors' value creating role in resource integration is often presumed in contemporary research, at the same time as the issue of any resources available to the actors is dealt with as taken as a given. However, resources are not, they become – and increasing our understanding of the actor's role in the process of resource becoming may not only add to but also critically influence the process of value creation. Revisiting research on resources and resource becoming (Zimmermann, 1945; 1951), and acknowledging resources as a function of human mind sensing resource potential in different kinds of sources, the purpose of this paper is to elaborate on the issue of source-sensing ability as a key to value creation, through developing a discussion on resource becoming. Through continuous probing and a source-sensing ability, together with an aptitude for relational interaction, resource integrators are commanding value creation.

Design/Methodology/approach - Using illustrations from a research context of resuming business, we elaborate on the criticality of source-sensing ability and the acknowledging of a resource becoming perspective. Taking a resource becoming perspective to value creation, integrating and combining resources is not only a matter of seeing the potential in and integrating readily discernable resources, but just as much to identify and acknowledge resource potentiality also in sources not evidently sensed as resources, or even in entities never previously considered at all. Furthering research on resource becoming is considered vital to service research (Koskela-Huotari, Edvardsson & Tronvoll, 2018; Peters, 2018; Vargo & Lusch, 2016).

Findings - Commanding resource becoming is about using insights and knowledge for identifying and acknowledging potential resources, to be able to vitalize the potential resources for resource integration and value creation. The case illustrates the importance of identifying and acknowledging resource potential for multi-beneficial value creation, especially considering previously used resources that have lost resource status but once again are vitalized – for a similar or different purpose.

Originality/value and Practical implications - One main contribution to service research is the discussion on resource becoming, primarily considering the conceptualization of the part of the process preceding resource integration. As resource integration is such an essential element of value co-creation in service ecosystems, the discussed framework of resource becoming provides a conceptual tool for furthering our understanding of source-sensing and resource potential as key aspects for the value creation process - in any particular place and context.

Key words - Resource becoming, source sensing, resource, value co-creation, service ecosystem.

Paper type - Research paper