

## Service Literacy

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**Purpose** – We propose a new emergent research domain in service system research: Service literacy of service receivers. Service receivers can learn to improve their abilities to co-create value with service providers by using information and communication technologies that augment human capability.

**Design/Methodology/approach** – We followed the concept design approach based on literature review.

**Findings** – Recent studies in marketing and management science point out that value of service is co-created through interaction between a service provider and a service receiver (also known as service customer, but not always the one who pays for the service). In the goods dominant-logic, and that view of a goods-based economy, value was mainly created by a provider (i.e. enterprise), and a receiver (consumer) merely consumed that created value. However, in the service-dominant logic, and that view of a service-based economy, the value of service is co-created by integrating resources of both a provider and a receiver. This means a service receiver has significant role to play in value creation and service interactions (Prahalad and Ramaswamy, 2004; Vargo et al., 2008; Vargo and Lusch, 2004).

However, while the significance of service receiver's involvement in the value co-creation process is well recognized in the service-dominant logic world-view, most of research and development effort have focuses on the improvement of the capability of service providers and less focus on the one of service receivers. Research, development, and devices and systems for improving the capability of service receivers are needed for innovating the service and maximize the value of it. We define "service literacy" as a capability of a service receiver to co-create the maximum value through the interaction with a provider.

We investigate how future intelligent computer system can improve the service literacy. A cognitive assistant is a candidate for this system (Siddike and Spohrer, 2018).

**Originality/value** – As the first step of our research, we are developing the new framework to classify the service literacy by introducing the metrics composed of information intensity, asymmetry of information, and intention and context (Akaka and Vargo, 2015; Akaka et al., 2015; Chandler and Vargo, 2011) of service receiver.

**Key words** (max 5) - Service Literacy, Value Co-Creation, Service Dominant Logic, Cognitive Mediator

**Paper type** – Conceptual paper

## **References (max 1 page)**

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