

## **Change in meaning and service innovation: a design research contribution to the S-D logic**

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**Purpose** – The S-D logic enabled the phenomenological understanding of value cocreation in a service ecosystem which positioned the new forms of value cocreation and resource integration in the center of service innovation process. However, the underlying phenomenological aspects of service innovation needs further exploration to understand how changes in resource integration and value cocreation occur. On the other hand, innovation driven by design focuses on change in meaning, a concept well explored in design research, as a main driver of change arising in use and interaction, dependent on the context and institutional arrangements, and dynamically emerging. Thus, the purpose of this paper is to explore the conceptual relevance of change in meaning for service innovation grounded in the S-D logic.

Integrating the design-related conceptualization of meaning as a concept that contributes to new interpretation of rescues and value cocreation can bring a more nuanced perspective to the cocreative aspect of service innovation. The concept of change in meaning can make valuable multidisciplinary connections to S-D logic and set the common ground in adopting a more phenomenological perspective of service innovation.

**Design/methodology/approach** – This paper builds a conceptual framework for understanding main building blocks of service innovation informed by change in meaning. The framework is based on the conceptual exploration of the the S-D logic literature on service innovation and design research literature on meaning, uncovering similarities, differences and mutual dynamics. The framework provides the explanation of the relationships between the main building blocks relevant for service innovation facilitated through change in meaning.

**Findings** – The findings indicate shared characteristics between meaning and value that set the ground for understanding change in meaning as a complementary perspective in understanding service innovation. The concept of meaning brings insights into phenomenological aspect of value co-creation by emphasizing its interpretative quality. Examination of the relationship between meaning and value cocreation reveals that meaning and value cocreation are similar but have distinct roles in the cocreation process where meaning facilitates resource interpretation as an important step underlying service innovation.

**Originality/value** – This paper expands the S-D logic and service innovation literature with multidisciplinary contributions on meaning from design research. The concept of meaning in this paper combines research streams relying on similar concepts and integrates them in comprehensive framework that can be used as a starting point for future research in service innovation. The framework shows service innovation as a dynamic process where value cocreation and change in meaning coexist and are mutually dependent thus contributing to the richer understanding of the phenomenological quality of service innovation.

**Keywords** – S-D logic, service innovation, meaning, value cocreation

**Paper type** – Conceptual paper

**References:**

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