

## S-D Logic as Normal Science: Changing Research Practices and Explicating Hidden Assumptions

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**Purpose:** This paper takes a futuristic perspective where we assume S-D logic has become a unifying paradigm and metatheory of the market and value cocreation. We examine how S-D logic has become the basis for a normal science in the marketing and service management disciplines. However, there are those who challenge the legitimacy of the metatheoretical perspective (see, for example, Hietanen, Andéhn, & Bradshaw, 2017). We critically examine the idea of S-D logic as normal science by explicating the implicit assumptions. These include what the axioms and the narrative of S-D logic imply for further research. What are the shared beliefs in the community using S-D logic as the grounding paradigm? How are these beliefs different from G-D logic groundings? What is the meaning of the words in the S-D lexicon compared to language use in the G-D logic paradigm? How can this new lexicon enlighten the description of practices in research and management?

**Conceptual Background:** Once a paradigm becomes established in a discipline, it serves as a basis for ‘normal science’ (Kuhn 1962), where new knowledge is generated with well-known procedures. However, as time passes, anomalies arise for which the normal science fails to provide adequate answers. This may lead to a situation that eventually exerts pressure for a paradigmatic shift that may lead to convergence within a new paradigm. Within the marketing discipline, various researchers have used the notion of a paradigmatic shift to discuss emerging new perspectives. The notion of a paradigmatic shift has also been central to the discussion on S-D logic because it has shifted the focus from one centered on goods (G-D logic) to one centered on service (S-D logic).

**Contribution and implications:** This investigative paper provides an agenda for debate about the future development of S-D logic. These future developments are likely to follow an iterative process involving the refinement, expansion and clarification of the metatheory, with that process informed by midrange theory and evidence-based research. By paying explicit attention to alternative philosophical perspectives and the ontological, epistemological and methodological assumptions, S-D logic will become equipped to provide further guidance on developing a “more specific, empirically testable and practically applicable, midrange theory.” By consolidating S-D logic, further research can make S-D logic more intelligible for those outside the community.