

THE BALANCED INNOVATION MODEL. The case of crowdfunding platforms.

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Purpose – The paper aims to analyze balanced centricity (Gummeson, 2008) as an institutional arrangement (Vargo and Lusch, 2016) fostering the innovation process by taking out the customer from the central positioning to involve other business partners. The practices of actors' service ecosystem are put in focus (Russo Spena et al., 2017).

Methodology – Qualitative case study research was conducted using different methods of data generation including personal interviews and netnography analysis of the crowdfunding context. Six cases on the crowdfunding context in three different countries were analysed.

Findings – Results focus on the development of a model for Balanced Innovation in which innovation relies on all the actors in the system (in which the customer is just one more, and not the most important) and puts in the core of the joint value innovation within the service ecosystem. This model addresses that balanced centricity contributes to increase plasticity for innovation on its four dimensions: recursivity, temporality, complementarity and continuity.

Research limitations/implications (if applicable) –The empirical approach considers six success cases on the crowdfunding context in three different countries. Other contexts, different from the crowdfunding and new countries would be useful to add new perspectives to the theory development.

Practical implications – The Model for Balanced Innovation offers frame to help organisations in their strategies of innovation process. The studies addresses the need for developing new framework that can help to understand how innovation emerge in a Service Ecosystem (Chandler et al., 2018; Mele et al., 2018) and facilitating the management of complexity and viability in service ecosystems (Gummeson, Mele and Polese, 2017).

Originality– The present paper defines a theoretical Model for Balanced Innovation, that brings together the concepts “Balanced Centricity”, “Innovation” and “Service ecosystems”. Hitherto, it offers a basis for designing systems of value co-creation which aims to facilitate innovation through institutionalization and value co-creation in viable service ecosystems.

Key words (max 5): Balanced Centricity, Service Dominant Logic, value co-creation, viable service ecosystems, systems of value co-creation.

Paper type –Research paper

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