

## Analysis of Actor Behaviors in Service Ecosystems: Investigation on Local-Oriented Behaviors in Japan

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**Purpose** – Many service-dominant logic studies seek to explain the creation of value as resulting from the value cocreation(Lusch and Vargo 2014; Vargo and Lusch 2004), and one of the distinctive characteristics of this kind of study is using a wider lens to examine service for service exchange(Lusch and Watts Jameson 2018; Vargo and Lusch 2016).. In recent years, the concept of a service ecosystem that acts as a venue for the service exchange has been introduced(Frow et al. 2014; Vargo et al. 2017; Vargo and Lusch 2011), and although research related to its effectiveness is underway, the relationship between resource integration and service ecosystems has not yet been fully considered(Vargo and Lusch 2017).

For this reason, we analyzed the behavior of actors based on attachment and local-oriented factors for one city in Japan, with the goal of demonstrating the importance of an engagement perspective for the resource integration actions of the actor.

**Design/Methodology/approach** – This research defined local-oriented behaviors as engagement with areas for which one has special affection. These areas include not only places where the actors were born and raised but also areas where they currently live and areas with connections to their families. We also conducted analysis based on a questionnaire survey concerning the relationship between local-oriented aspirations and resource integration actions.

**Findings** – One of the distinctive characteristics of this research is its focus on the importance of non-economic factors as drivers for resource integration. As a result, we were able to consider the necessity of implementing elements, such as royalties, as systems available for use by actors within the service ecosystem.

**Originality/value** – The value of this research lies in the engagement actions by actors, which was conducted to analyze the structure of the service ecosystem. We expect further progress in understanding this ecosystem structure in the future.

**Key words** (max 5) - Service ecosystem, Service-Dominant Logic, Local-orientate, Actors Engagement

**Paper type** –Research paper

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

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