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Abstract

The proposed framewo in service systems. Building on service-dominant logic from marketing and structuration theory from sociology, the authors theoretically link three service constructs: *value propositions* as invitations from actors to one another to engage in service, *engagement* as alignment of connections and dispositions, and *service experience* as many-to-many engagement. The proposed framework generates future research directions and theory development regarding the crucial role of value propositions in service systems; ultimately, it contributes to a deeper understanding of markets that is different than that which is guided by the standard neoclassical economics view of markets.

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Biographies

Jennifer D. Chandler is an assistant professor of management at California State University, Fullerton, in the Mihaylo College of Business and Economics. She holds a BA from UCLA, an MBA from the University of Hawaii at Manoa, and a PhD from the University of California, Irvine. Her research focuses on strategic service operations by integrating resource-based view of the firm with social networks analysis. She studies service experiences as well as the collaborative and knowledge management processes that coincide with service.

Using multimethod research, she combines predictive modeling and qualitative data analysis. Before entering academia, she had a successful media sales, tourism, and international event management career. After working with media giants Clear Channel Communications and Raycom Media, she began her own agency working across the entertainment, tourism, nonprofit, retailing, and manufacturing sectors.

Robert F. Lusch is a professor of marketing, James and Pamela Muzzy Chair in entrepreneurship and innovation, and executive director of the McGuire Center of Entrepreneurship in the Eller College of Management at the University of Arizona. He is a thought leader in retailing and service marketing and is a major contributor to the growing literature on service-dominant Logic. A past chairperson of the American Marketing Association and editor of the *Journal of Marketing,* he is a frequent industry speaker on service innovation and service ecosystems. He has received the AMA Distinguished Marketing educator award, the Outstanding Marketing Faculty award from the Academy of Marketing Science, and on two occasions received the AMA/*Journal of Marketing* Harold Maynard Award for contributions to marketing theory. He has published 18 books and the most recent *Service-Dominant Logic: Premises, Perspectives and Possibilities* by Cambridge University Press (2014) is coauthored with Stephen L. Vargo.

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