

Supply Chain Integration for Value Co-creation and Service Operations Performance

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Abstract

Given the growing importance of service operations within the supply chain, scholars have emphasized the need for more empirical research on how integrating supply chain partner processes can foster collaborative value co-creation activities to enhance service operations performance. This study, drawing from resource dependence theory (RDT) and service-dominant logic, explores the influence of supply chain integration (SCI) on value co-creation (VCC) and service operations performance (SO) performance. Also, the study investigates the moderating role of shared customer orientation. The survey was sent to a sample of 1,000 manufacturing firms resulting in 193 responses. The study found that while SCI did not directly impact SOP, it positively influenced VCC, which in turn significantly enhanced SO performance. Additionally, the interaction between SCI and shared customer orientation was found to positively affect VCC. These findings suggest that a strong focus on integrating supply chain processes and aligning them with customer orientation can significantly improve service operations performance through enhanced value co-creation.

Track: Marketing Strategy and Marketing Mix