

Service actors' participation in well-being co-creation: a systematic literature review

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Abstract

In light of the continued development of transformative service research and the service-dominant logic, there has been an increased interest in the co-creation of service actors' well-being. This paper represents a first effort to systematically review and organize this growing literature. Relying on a hybrid systematic approach combining bibliometric and framework-based literature reviews, as well as content analysis, the authors analyze a sample of 160 articles. The findings reveal the central importance of service actors' participation and resource integration, as key concepts to understand well-being co-creation in service ecosystems. Nevertheless, the findings emphasize a lack of general understanding due to the presence of different theoretical and methodological perspectives. In an effort of reconciliation, the authors develop a conceptual framework focusing on the participation of multilevel service actors in well-being co-creation and highlight future research priorities.

Subject Areas: *Consumer Services, Service Marketing*

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