

Service growth through platforms in B2B markets: conceptual foundations, typology, and future research

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Abstract

The purpose of this conceptual study is to analyze how different types of platforms enable service-led growth in B2B markets. We build on a systematic literature review, incorporating insights from service research, industrial marketing, strategic management, and information systems. In so doing, we establish a typology consisting of four platform archetypes: the product-service, customer solution, innovation ecosystem, and transaction platform. This typology is defined by the depth of relational embeddedness between actors connected via the platform and resource integration leverage, offering a framework to understand how B2B platforms facilitate distinct service-led growth paths through enabling value co-creation among actors connected by the platform. The developed typology equips managers with a clearer understanding of the options available to leverage platforms for service growth and innovation. This study concludes with a comprehensive agenda for future research, pointing to new directions and opportunities for service researchers to explore the dynamics of B2B platforms.

Subject Areas: *Business-to-Business Marketing, Organization Relationships, Service Marketing*

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