

Platform Evolution for Data-driven Service Growth: An Affordance Perspective

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Abstract

Business-to-business firms are increasingly leveraging digital platforms to redefine and grow their service businesses. Given the complexity and extended timelines of these processes, understanding how platforms evolve is critical for sustained service growth. However, marketing research still lacks clarity on the evolution of these platforms. To address this, we apply an affordance lens to the case of a world-leading truck manufacturer. This firm, a pioneer in its industry, has leveraged digital platforms for nearly a decade. Drawing on 20 interviews with the firm's key decision-makers and extensive secondary data, we offer novel insights into platform-based service growth. Our study also sheds light on both the internal and external facets of B2B platform evolution. For managers, our study provides actionable insights into growing service businesses through digital platforms.

Subject Areas: *Business-to-Business Marketing*

Track: Business-To-Business Marketing & Supply Chain Management