

# The Experience-Engagement-Value Trinity Canvas: A Mid-Range Theory

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## **Abstract**

Marketing's future is – despite its vast reach and implications in practice – increasingly at stake. To move away from marketing insights that are context-specific while avoiding law-like generalizations about marketing, the present research proposes the Trinity Canvas as a mid-range theory that connects the empirical reality with grand theories like Service-Dominant Logic (SDL). Building upon an abductive analysis of articles published in top-tier marketing journals (n=261), we present the trinity (here, experience, engagement and value) and its properties (here, interactivity, dimensionality and contextuality) as a canvas for reflecting upon key marketing outcomes and theorize about the conditions under which these marketing outcomes are relevant. As a mid-range theory, the Trinity Canvas focuses on concepts that can be operationalized in research (scientific utility) and implemented in practice (practical utility).

**Subject Areas:** *Consumer Services, Customer Satisfaction and Delight, Marketing Strategy, Service Marketing*

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