

# Exploring the implementation of value-in-use management from the customers' perspective

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# **Exploring the Implementation of Value-in-Use Management from the Customers' Perspective**

## **Abstract**

Many suppliers in business markets provide complex offerings that integrate products, services, data, and software into customer solutions. To ensure these solutions deliver their full value potential, suppliers increasingly implement value-in-use management (VIUM), a process combining monitoring and enhancement activities throughout the solution lifecycle. While prior research has conceptualized VIUM and explored its dimensions and antecedents, there is a lack of a comprehensive measurement model that captures its implementation and performance outcomes. This research addresses this gap by developing and validating a formative measurement model for customer-perceived VIUM implementation through two quantitative studies. Furthermore, the measurement model is applied to test the effect of VIUM on customers' behavioral intentions. The findings reveal that VIUM positively impacts customers' relationship value, relationship quality, and intentions to expand business with a supplier, emphasizing its critical role in strengthening business relationships.

*Keywords: value-in-use management, value-in-use monitoring, value-in-use enhancement*

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