

The Role of Cultural Dimensions in Servitization Strategies

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Cite as:

Faramarzi Ashkan, Worm Stefan, Rackowitz Leonard (2025), The Role of Cultural Dimensions in Servitization Strategies. *Proceedings of the European Marketing Academy*, 54th, (126188)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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Abstract:

Servitization, the transformation of product-centric firms into service-oriented businesses, is increasingly recognized as a strategic way for firms trying to find competitive advantage. While extensive evidence links servitization with enhanced firm performance, variability in outcomes across different cultural contexts suggests the influence of cultural factors. This study presents a meta-analysis of 95 studies examining the servitization-performance relationship, focusing on the moderating role of cross-cultural dimensions. By synthesizing findings from diverse contexts, we identify which cultural attributes amplify or dampen the performance outcomes of servitization. By this research, we contribute to the servitization-performance literature, highlighting the strategic implications of cultural alignment in servitization efforts and offering managerial insights for firms operating in varied cultural environments.

Keywords: Servitization, Firm Performance, Cultural Dimensions

Track: Service Marketing and Service Innovation