

The Role of Business Networks in Product-Service System Implementation: A Systematic Review

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Abstract

Research on servitization and Product-Service Systems (PSS) has grown significantly, yet manufacturers struggle to implement advanced models. A key barrier is the complex technical and organizational integration that requires collaboration across diverse actors. Existing reviews lack a focus on how business-network dynamics, especially actor, resource, and activity (ARA) configurations, shape PSS implementation. This study closes that gap with a systematic review. Our findings show that PSS reconfigures networks beyond the supplier-customer dyad: manufacturers orchestrate, suppliers share risks, and customers co-create value. Success hinges on trust, goal alignment, and governance of distributed resources through coordinated activities across organizations. Network effectiveness depends on aligning actors, resources, and activities. We propose practical recommendations and a research agenda on micro-foundations, context dependency, and complex ecosystem governance.

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