

System, interaction, customer: analysing religious organisations as value creators through three service perspectives

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Cite as:

Granstedt Anna (2023), System, interaction, customer: analysing religious organisations as value creators through three service perspectives. *Proceedings of the European Marketing Academy*, (117215)

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023



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## **Abstract**

This paper looks at religious organisations as value creators and particularly at their practices of creating immaterial value. Three service perspectives are being used to explain the phenomenon: Service-Dominant logic (SDL), Service Logic (SL) and Customer-Dominant Logic (CDL). This paper is the first to suggest how value creation takes places in religious organisations and presents a construct called the Divine Service System, which is divided into three spheres: provider/deity sphere, joint sphere/the religious organisation, and members'/customers' experiential sphere. The service perspectives used in this paper focus on slightly different aspects of value creation within the Divine Service System: system (SDL), interaction (SL) and customer (CDL).

**Keywords:** *value creation, service perspective, religious organisations*