Theme 2: Product-Service Systems
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Section 2.a
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Introduction: Capturing Value and Scalability in Product-Service System Design

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It is widely recognized that Product-Service System (PSS) is a promising new business creation approach. In the digital era and with the rise of the service economy, PSS provides enterprises with additional approaches to create sustainable innovations and build competitive advantages. It mainly focuses on designing good experiences, establishing value networks among different stakeholders, creating new business models, and improving existing business models. Furthermore, PSS emphasizes service-dominant logic and the “use phase” of the product life cycle analysis.

Although the value of PSS has been widely recognized, there is still a lack of successful PSS innovative cases. Past research has noted that there are a lot of barriers and challenges when designing and implementing PSSs. In addition to understanding the user’s needs, wants, and desires, PSS design has to adopt a holistic view on value creation, scalable methods, value propositions integrating internal and external stakeholders, and organizational transformation. This section aims to offer a platform for practitioners and researchers to uncover compelling insights, discuss latest developments, and envision future directions for PSS design.
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