



## 2007 AMA Summer Educators' Conference High Impact Sessions

### Session 8.1 Service-Dominant Logic of Marketing: Progress and Prospects

#### Session Chairs:

Robert F. Lusch, University of Arizona  
Stephen L. Vargo, University of Hawaii at Manoa

#### Panelists:

Robert F. Lusch, University of Arizona  
Stephen L. Vargo, University of Hawaii at Manoa  
Melissa Akaka, University of Hawaii at Manoa  
Yi He, University of Hawaii at Manoa

**Session Summary Writer:** *Nancy J. Sirianni, Arizona State University*

It's been three years since Steve Vargo and Bob Lusch published "Evolving to a New Dominant Logic of Marketing" in the *Journal of Marketing* and since then, this research team has published (or is in the process of publishing) 12 articles and a book on the topic. The new dominant logic is evolving as these researchers intended, and they took the time to share their thoughts on its future in this service track special session. They stressed that they did not invent service dominant logic; rather they branded it and helped bring the potential paradigm into awareness of the greater marketing community.

Kicking off the session, Vargo, from the University of Hawaii at Manoa, discussed what he called getting the logic right. He stated that it should be viewed as a lens with which to view exchange or alternatively, a mindset. As opposed to goods dominant logic, wherein the purpose of economic activity is to make and sell goods, service dominant logic places service at the focus of economic and social exchange. In this view, all economies are service economies, and likewise, all businesses are service businesses.

Next, Doctoral Candidate Yi He, from the University of Hawaii at Manoa, described how the service dominant logic has evolved over the years. According to the Social Sciences Citation Index, 65 articles have cited the original 2004 work. It has been covered in the *Journal of Marketing*, the *Journal of Service Research* and the *Journal of Retailing*, as well as many cross-functional journals. These articles have expanded upon sub-themes in service dominant logic including the meaning of service, the resource-based perspective, and the process of value co-creation, and the research team is beginning to see an impact in consumer behavior articles, which is very exciting.

Additionally, Melissa Akaka, Doctoral Student at the University of Hawaii at Manoa, elaborated on core concepts of the logic and detailed main themes derived from the diverse streams of literature generated from the original 2004 *JM* article. Specifically, she focused on the meaning of the word “service” in the new dominant logic. Questions discussed include: Is this the right term? And, can we have both a goods and a service logic at the same time in marketing?

This set the groundwork for discussion for the need for a “Grand Theory” in marketing, and to arrive there, this research team stated that marketing theorists need to make some major shifts in thought from products as the only unit of analysis to a more collaborative view of value creation. Lusch, from the University of Arizona, added that the co-creation will be the heart of the new grand theory in marketing. People are thinking about this concept and actively participating in research on the topic. Lusch stated that if this becomes the new paradigm in marketing, it will be because the marketing community has made it so.

*Note:* Vargo and Lusch have revised the foundational premises of their original service dominant logic piece and this article will be published in the January 2008 special issue of the *Journal of the Academy of Marketing Science*.

For more information, see [www.sdlogic.net](http://www.sdlogic.net)