How Relationships Can Be Utilized for Service Bundling

Abstract:

The phenomenon of organizations offering service bundles can typically be observed in dynamic markets with heterogeneous customer demand. Available literature broaching the issue of service bundling covers strategic considerations for organizations related to their respective market position as well as their pricing options for different bundle configurations. However, little guidance can be found regarding the identification of potential bundle candidates and the actual process of bundling. In this paper, we present an approach to service bundling that can be utilized by organizations to identify services that are suitable for bundling. The contribution of the paper is twofold. Firstly, the proposed method represents a structured conceptualization approach for organizations to facilitate the creation of bundles in practice based on empirical findings. Secondly, from a Design Science research perspective, the proposed method represents an innovative artifact that extends the academic knowledge base related to service management.
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