

## **Service dominant logic and entrepreneurship as a perspective for regional development**

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**Purpose** – The purpose of the paper is to elaborate on the notion of Service Dominant logic and the impact of a reorientation of thoughts and systems from such perspective on collective entrepreneurship as means to reach regional development.

**Methodology/approach** – A qualitative pilot study was conducted in August 2009 of four villages in the peripheral located and sparsely populated area in the northern parts of Sweden to investigate the participants, processes and resources involved in regional development.

**Findings** – During the last decades many municipalities in Sweden have experienced that the total number of inhabitants have been reduced and how the people who still lives there are forced to find new models on how to secure wealth and prosperity for the inhabitants and enterprises in the local society. Cross-border collaborations between actors from private and public sectors have been developed in different ways and these initiatives try to solve the organisation of several functions that previous have been taken care of by public sector and financed by taxes. From the perspective of Service Dominant logic the co-creation of such common values urge individual, organisational and society involvement in reciprocal processes where each actors knowledge and skills (operant resources) are exchanged for other operant resources to succeed with local development. In the study a description of Service Dominant logic is used as a perspective on how to stimulate entrepreneurial activity by giving four examples from a region in the northern part of Sweden. The findings are discussed from different theories generated from how they organized their work and how it has developed. Value creation, innovativeness and co-creation between local and regional actors in networking activities to achieve different goals are described.

**Research implications** – To deal with transformations and changing conditions in society it seems to be fruitful to emphasise the importance of understanding the participants, processes and resources involved in the creation of value. Such understanding is widening the perspective on entrepreneurship from a focus on individuals as drivers towards a more collective view on the phenomenon. This approach will certainly be important to researchers, actors and policy makers engaged in regional development processes on how organization of development processes occur in a society undergoing transformation and structural changes.

**Key words:** Service Dominant logic, entrepreneurship, regional and local development

**Paper type** – Research paper