Investigation on Structure of Service Ecosystem: Japanese Enthusiasts studies from Serviceology

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Purpose - Research on service ecosystems has been conducted to clarify the relationship between service exchanges and markets. Under the narrative of service-dominant logic, the relationship between various concepts has been well-studied. However, the scope of service ecosystems has not been sufficiently examined. The service ecosystem is an important concept that indicates the framework of service exchange, and although the macroscopic perspective of institutional work and institutional arrangements has been examined, there has been no sufficient consideration of what factors influence the scope of service exchange. Therefore, this study focuses on exchanges by enthusiastic fans, or maniacs, and examines how the scope of the service ecosystem is defined by their service exchanges.

Design/Methodology/Approach - This study analyzes service exchange based on a qualitative study of the Japanese enthusiast's market. In order to increase their own survival value, maniacs conduct service exchanges with fellow maniacs to provide knowledge and skills. Therefore, qualitative research will reveal how enthusiasts try to provide services and what factors influence their exchange.

Findings - To expand service exchange, the role of institutions in building ties between actors is important. Mania determines the scope of the exchange through the institutional framework that went with the event. On the other hand, the existence of actors who prefer a narrower scope reveals that the scope of the service ecosystem is met.

Originality/Value - By addressing the structure and scope of service ecosystems, this study clarifies the relationship between service ecosystems and actors. In other words, the relationships between actors influence the service ecosystem. In this way, the macro-micro relationship of the service ecosystem is clarified. Furthermore, the value of this study is to clarify the expansion of the service ecosystem.

Keywords (max 5) - Service ecosystem, enthusiast as actor, service exchange

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