

Index

- '*a posteriori* innovation' 70
- actor-network theory (ANT) 8, 12, 130, 140, 143
- adaptive change, service innovation through 120–21
- adaptive search 121, 123
- adoption process, e-Residency 210–11, 214, 217–21
- AFNS *see* alternative food networks
- after-innovation process 72, 78
- after-sales phase 182–3
- agri-food system 302–3
- Airbnb 152, 225
- Alam, I. 256, 257
- alternative food networks (AFNS) 301, 304–6
 - Cortilia 310–12
 - in Italy 306–12
 - L'Alveare che dice Sì! 307–10
- Amendment of Game Industry Promotion Act 322
- Annual Reports* (2012–17) 192, 195
- ANT *see* actor-network theory
- Arnould, E.J. 150
- artisanal pattern 287, 296, 298
- assimilation policy 49–50
- assimilation surveys 48–9
- attributes
 - e-Residency 218–19
 - of innovation 211–12
- autonomization, of innovation 42
- Award for Innovation in Slovenian Tourism 87
- Ayers, A.D. 171

- Baker, T. 154
- Bantel, K.A. 172
- Barnard, C. 173
- Barth, F. 135
- Bateson, J.E. 241
- B2B *see* business-to-business services

- Beehives 307–10
- Beer Fountain 89–91, 97, 98, 101, 102
- Benetton 57
- 'big data' 14, 184, 192, 193, 195, 198–9, 201, 202, 240, 245
- biotechnology 298
- Bitner, M.J. 241, 254, 285
- Blenker, P. 130
- Bolton, R.N. 241
- Booz, Allen and Hamilton (BAH) model 167–8
- bottom-up processes 11, 73–5, 78, 273
- bounded rationality 173
- Brent Spar 175
- bricolage approach 148
 - application 160
 - elderly care 156–7
 - employee-driven innovation 73–4
 - in service innovation 152–5
 - tourism 158
- bubble tea shops 289, 298
- business analysis 259, 261
- business partners 115–17, 119, 242, 290
- business-to-business services (B2B)
 - clients/top management 261
 - conceptual framework 256
 - customers/internal FM units 261–2
 - end-users/employees of client organization 262–3
 - facilities management service 253
 - methodology 257
 - qualitative research design 257
 - stages of service innovation 258–60
 - theoretical background 254–6
 - tools for user involvement 263–4
- business-to-consumer services (B2C) 225, 253

- Calantone, R. 170
- Camøno hiking route 130–44
- Cannella, A. 172

- Carlson, J.R. 243
 Casson, M. 137
 Castillo, C. 220
 cause–effect relationships 76
 cave paintings 25, 27
 CELF Centre for Vocational Education 136–7
 charitable services 27
 Chesbrough, H.W. 242
 Chinese tea culture 293
 Christensen, D.R. 130, 170
 Clark, C. 50
 client organization
 end-users/employees of 262–3
 facilities management 258
 clients 261
 co-creation 242–3
 emotional 82, 272
 of experiential value 270
 of tourism 84, 86
 value 187, 189
 coffee machine design 286, 292, 295
 coffee shops 22
 beverages 284
 coffee machine design 286
 consumption 285
 85 Degrees C Bakery Café 291–4
 innovation and experience services 289–90
 Miles' Coffee House 288
 patterns of service innovation 286–7
 servicescape 285–6
 Thai coffee houses 294–7
 cognitive science 166, 172–4
 Colarelli O'Connor, G. 170, 171
 collective interest-driven model 286
 collective mobilization 70
 combinative capability 171
 commercialization 258
 compatibility 211, 216, 218–19
 complex service systems 184–92, 198, 201, 202
 complex systems theory 109–12
 complexity 201, 211, 216, 218–19
 complexity theory 108
 conceptual model 172, 212, 213, 244
 confidence 74, 219, 274
 confirmation stage 211, 213, 215, 218
 Congress Centre 280
 connectivity 30–32, 34, 35
 content of product 290, 293
 contract production 232
 convention theory 51
 Copenhagen Tivoli Hotel 280
 Copenhagen Zoo 280
 co-production 21–3, 27, 28, 30–35, 84
 correspondence capability 74
 Cortilia 307, 310–12
 Costa Coffee 288, 289
 cost-saving potentials 184, 199, 204
 critical international infrastructure 224
 cross-functional team 259, 263, 287
 cryogenic storage 291
 cultural-historical activity theory 77
 customer-dominant logic (CDL)
 189–91, 193, 201, 203
 customer eco-systems 189, 190
 customer encounter 240, 277
 customer feedback 32, 72–4, 76, 101, 198, 245, 256, 263, 292, 296
 customer–firm interactions 256
 customer interaction 112, 115–17, 119, 124, 289, 292
 customer relations 184, 193, 195, 196–8, 203, 293
 customers, facilities management 261–2
 Czepiel, J.A. 241
 Daft, R.L. 243
 decentred organization 139–44
 decision capability 74
 decision making 70
 capabilities 171
 dynamic capability in 166
 management 170
 strategic 166, 167, 172–6
 decision stage 211, 214, 215, 217
 demand-driven innovation 83
 demarcation policy 49–50
 demarcative surveys 48–9
 diffusion of innovations (DOI) theory 67, 72, 209, 210
 digital service encounters
 e-commerce system 244
 and face-to-face encounters 239–41
 human–computer interface 239
 innovation from 245–8
 media richness 243–5
 user-centred innovation 242

- direct-to-home (DTH) provision 233–4
 Dourish, P. 246
 Droege, H. 111
- e-commerce systems 224, 244
 economists 20, 21, 23
 EDIT model *see* experiences through design, innovation and touch points model
 educational services 34, 36
 Edvardsson 108
 e-entrepreneurship 208–9
 attributes of innovation 211–12
 compatibility 218–19
 complexity 218–19
 conceptual model 212
 confirmation stage 218
 data collection process 212–14
 decision stage 217
 diffusion of innovations 210
 e-Residency 209–10
 implementation stage 217
 innovation-decision process 210–11
 knowledge and persuasion stage 216–17
 perceived risk 219
 relative advantage 218
 trialability 218–19
 effectuation 71
 85 Degrees C Bakery Café 291–4
 elderly care 148, 153, 156–8
 employee(s)
 of client organization 262–3
 front-line *see* front-line employees
 tourist encounters 271–3
 employee-driven innovation 72–5, 274
 employee–tourist encounters 270–72, 280
 employee–visitor interaction 280
 encounter-based experience innovation 273–4
 endogenization, of innovation 42
 end-users
 of client organization 258, 261, 262–4
 contracts 233
 involvement 263
 Engvall, M. 70
 enthusiasm 140–43
 entrepreneurial pattern 287, 298
 entrepreneurship 71, 135–9, 208
 see also e-entrepreneurship
 e-Residency 208–10
 analysis and findings 214–19
 attributes of 218–19
 data collection process 212–14
 research method 212–14
 theoretical concepts 210–12
 e-sports 321
 Estonian e-Residency 208–10, 213–14, 217, 221
 experience economy 2, 20, 35, 84–5, 129–31
 Camono hiking route 131–5
 decentred destination building 139–42
 decentred practices 142–4
 entrepreneurship 135–9
 front-line employees 271
 experiences through design, innovation and touch points (EDIT) model 81–3
 analysis of awarded innovations 89–101
 design elements 98–100
 methodological approach 87–9
 theoretical context 83–7
 experimental music scene (EMS) 141
 exploring the service design space 108, 112, 118–19, 122, 123
 expressive consumption 285, 297
- f2f encounters *see* face-to-face encounters
 face-to-face (f2f) encounters 239–41, 243, 245–8
 face-to-face interaction 147–8, 254, 255
 facilities management (FM) service 253–4
 clients/top management 261
 conceptual framework 256
 customers/internal FM units 261–2
 end-users/employees of client organization 262–3
 facilities management service 253
 internal FM units 257–65
 methodology 257
 qualitative research design 257
 stages of service innovation 258–60

- theoretical background 254–6
- tools for user involvement 263–4
- feedback 32, 72–4, 76, 101, 198, 245, 256, 263, 292, 296
- fiery soul 131, 132, 134, 137, 139, 140, 142
- Finkelstein, S. 172
- firstness 152
- first-order observations 152, 153
- Flat White Economy, The* (McWilliams) 288
- FM service *see* facilities management service
- food crisis 302–3
- food economy 303–4, 310, 312
- food system 302–7, 312–13
- Forest Selfness 92, 93, 97, 98, 101–2
- formalization 70, 247
- for-profit company 308
- Fourastié, J. 50
- fragmentation of industry 141
- freedom experiences 33–5
- front-line employees
 - employee–visitor interaction 280
 - and encounter-based experience innovation 273–4
 - experience economy 271
 - experiences 271
 - follow-up workshop 275
 - guests and ways of interacting 279
 - New Innovative Customer Experiences 274–5
 - role in innovation process 270
 - Tivoli, case study 275–7
 - tourist experiences 271–3
 - workshops 277–8
- functional economy 45, 185
- Gadrey, J. 21
- Game Industry Promotion Act 322
- Garcia, R. 170
- Gershuny, J. 241
- Giddens 68, 70
- Gilmore, J.H. 2, 22, 143, 272, 284, 285
- global positioning satellites (GPS) 28, 227, 228
- Goffman, E. 174
- goods-dominant (G-D) logic 187, 191, 193, 202, 203
- goods servitization 53–4
- GoOpti 92, 95–7, 100, 102
- Green, L. 289, 290
- Gremler, D.D. 241
- Grönroos, C. 21, 86
- Gronski, R. 303
- Gruppi di Acquisto Solidale (GAS) 306–9
- Gustav 136
- Hambrick, D. 172
- Hansen, A.V. 156
- Heffernan, W. 303
- Heinonen, K. 189
- Hendrickson, M.K. 303
- Hill, R. 77
- Hill, T.P. 23
- hill-climbing 120, 123
- Hochschild, A.R. 174
- Hracs, B.J. 141
- human resources management (HRM) 118
- human-centred system 6–7
- human-computer interaction (HCI) 239, 240, 244, 247, 248
- hybrid production systems 225
- hyper-professionalism 246, 272
- IBM 57
- ICTs *see* information and communication technologies
- idea generation 74, 255, 259, 261, 262, 277
- idea screening 259
- implementation stage 211, 213, 215, 217
- Incubation program 322
- independent service providers (ISPs) 195, 196
- industrial economy 185
- information and communication technologies (ICTs) 2
 - absent presence phenomenon 210
 - ‘big data’ 198–9
 - digital service encounters 245–7
 - endogenization 42
 - e-Residency 219, 221
 - facilities management 263–5
 - as innovation motor 9–10
 - Korea’s achievement in 320

- technological delivery system 115
- tools 255, 262, 263, 265
- information vacuum 171
- INNOCOAST project 144
- 'innovation crossroads' 12, 82, 102
- innovation iceberg 42–3
- innovation studies (IS) 39
 - challenges for 65
 - science policy 64
 - service 39–56
- innovation-decision process 210–18
- institutional regimes 184, 199–200
- institutional work theory 149, 151
- institutionalization 69, 149
- instrumental consumption 285
- integrated approach 10, 160, 166
- integration policy 49–50
- integrative surveys 48–9
- interactivity 51–2
- internal combustion engine vehicles (ICEVs) 109
- internal FM units 257–65
- International Telecommunication Union (ITU) 231
- internationalization, of Korean online game 316–17, 320–23
- Internet cafés 320, 321, 328
- interpretation
 - adaptive change 120–21
 - changes in multiple dimensions 119–20
 - service design space, exploring 118–19
- intrapreneurship 68
- intra-regional cultural transfer 317
- intuition 166
 - managing NPD and NSD 167–9
 - radical innovation capabilities 170–71
 - research gap in NPD and NSD 166–7
 - in strategic decision-making 172–6
- INVIO network 144
- Iqbal, A. 168
- Isenberg, D. 173
- Jackson, S.W. 172
- Kahneman, D. 173
- Kauffman, S. 109
- Kerikmäe, T. 220
- KIBS *see* knowledge-intensive business services
- Kittler, F. 245
- knowledge-intensive business services (KIBS) 43–5, 49, 76
- knowledge stage 211, 215–17
- Knudsen, B.T. 130, 140
- Kogut, B. 171
- Korea Creative Content Agency (KOCCA) 321, 323
- Korea Game Industry Agency (KOGIA) 321
- Korean online game wave 316–17
 - casual online games 317
 - internationalization 320–23
 - knowledge economy 318
 - Korean Wave 319–20
 - massively multiplayer online games 317
 - national economic policies 320–23
 - regulation 322–3
 - revenues 318
 - transcultural circulation 328–30
 - transnational circulation 324–8
- Korean Wave 317, 319–20, 331
- Korjus, K. 220
- Kotka, T. 220
- L'Alveare che dice Sì! 301, 307–10
- La Ruche qui dit Oui! 307, 308
- Lancasterian approach 55
- Langergaard, L.L. 156
- Laukkanen, P. 220
- Lawrence, T.B. 69
- lead-users 242, 243, 248, 324, 328
- Lee, H. 291
- Lehtonen, M. 75
- Lengel, R.H. 243
- Levitt, T. 53
- licensing process 232
- Lineage game 321, 325
- linearization 51–2
- local search 120, 123
- logical incrementalism 184, 191
- Lorentzen, A. 130
- Luhmann, N. 152
- Lundvall, B-Å. 242
- Lusch, R.F. 9, 21, 186–8

- macro-management process 168
- management
 - decision-making 170, 173
 - of innovation activities 70–72
- 'market-driven' businesses 286
- market opportunities 76, 196, 208
- marketing theory 85–6
- Martin, B. 39, 51
- Martin, P. 304
- Massiah, C. 286
- massively multiplayer online games (MMOGs) 317, 320, 321, 328
- Mattsson, J. 74
- media richness 240, 243–5
- meso-level interaction 147
- meso-macro interaction 148
- meso-macro level 147
- Meuter, M.L. 241
- micro-level interaction 147
- Ministry of Culture, Sports and Tourism (MCST) 321
- Mintzberg, H. 173
- mobile immutable narratives 139–42
- mobile technology 85, 228
- Molina, A. 242
- Morgan, F.N. 254
- multi-agent framework 3, 20, 25, 148, 151
- multidimensional design spaces 107–8
 - adaptive change 120–21
 - cases description 114
 - changes 119–20
 - exploring 118–19
 - innovation as 109–10
 - research methodology 113
 - service innovations 115–18
 - services 110–12
- Muniz, A.M. 150
- Music, Video and Game Software Act 321, 322
- Nambisan, S. 256, 257
- national economic policies 320–23
- navigation services 10, 115, 227
- NCsoft 321, 323
- Nelson, R.E. 154
- neo-industrial pattern 286
- network pattern 287
- new product development (NPD) 13, 165
 - capabilities 170
 - decision-making 172
 - intuition 174
 - research gap in 166–7
 - review 167–9
 - traditional 175
- new service development (NSD) 13, 165, 256
 - decision-making 172
 - intuition 174, 177
 - research gap in 166–7
 - review of 169
- Nicolini, D 7, 150, 151
- NK-model 108, 123
 - design space of services 110–12
 - multidimensional search 109–10
- Normann, R. 108
- NORRØN 130, 131, 136–7, 140
- NPD *see* new product development
- NSD *see* new service development
- Olympian approach 290, 291, 293, 297
- online alternative food networks 301–2
 - Cortilia 310–12
 - food economy 303–4
 - food system/crisis 302–3
 - Italy 306–7
 - L'Alveare che dice Sì! 307–10
 - re-rooting food 305
- online social networks 31
- open innovation 31, 51, 52, 242–3
- operation and maintenance (O&M) services 192, 195, 196
- organizational delivery systems 111, 118–20
- organized strategic innovation pattern 287, 298
- original equipment manufacturers (OEMs) 191–2, 194–6, 202, 203
- Oslo Manual: Guidelines for Collecting and Interpreting Innovation Data* (OECD) 46
- Ostrom, A.L. 254
- Pantzar, M. 150
- patient-centred forms 151
- Pavitt, K. 298
- PC bangs 320–21
- peer-to-peer tourism 130
- Peirce, C.S. 152

- pendulum model 136, 137
 perceived attributes 211, 212, 214–16
 perceived risk 212, 216, 219
 performance offering 183
 performance-driven orientation 185
 performance-related offering 198
 Perry, C. 256, 257
 personnel training 260, 261
 persuasion stage 211, 215, 216–17
 Pine, B.J. 2, 22, 143, 272, 284, 285
 ploughman's lunch 287
 Porac, J. 172
 Port Authority 120
 practice-based innovation 7–9, 12–13, 147, 148–51
 Prahalad, C.K. 82
 Prandelli, E. 255, 256
 pre-sales services 183
 problem-solving 119, 276
 production-related services 225
 productivist paradigm 303
 productivity issue 50–51
 product-oriented services 185
 product-service innovation process 184, 199, 204
 product-service system (PSS) 53, 165–6, 183, 187
 classifications 185, 203
 development 190
 literature 198
 main and subcategories 186
 promoting 50
 Vestas 192
 provider–customer relationship 191, 203
 PSS *see* product-service system
 public policies 49–50
- Quinn, J. 184, 191
- Rada, J. 185
 radical service innovation 83, 123, 166–7, 170–71, 174–7
 Ramaswamy, V. 82
 Realdania foundation 12, 131, 134–7, 139, 140, 143
 receiver equipment supply 233–4
 Regazzola, T. 308
 relational sub-practices 151–5
 relationality 12, 148, 151–2, 161
 relative advantage 211, 215–16, 218
 re-rooting food 305
 research and development (R&D) 66–8, 161, 183, 225, 288–9
Research Policy 46, 56
 re-socialization 304
 resource-constrained small firms 154
 resource dependence 304
 responsibility-based business model 120
 results-oriented services 185–6
 revenue model 111, 115–17, 119, 120, 124, 183, 294
 Rice, R.E. 243
 Richards, G. 129
 Rogers, E. 209, 211, 212, 219
 Romero, D. 242
 Rosenbaum, M.S. 286
 Russo, P.R. 129
- Saari E. 75
 Särav, S. 220
 satellite-enabled services 224–6
 applications 224, 227–8
 methodology 226–7
 satellite operations 230–32
 space manufacturing 228–30
 space-enabled services 233–5
 Schau, H.J. 150
 Schumpeter, J.A. 66–7
 science policy 64
 scientific journals 46–8
 SDL *see* service-dominant logic
 sea salt coffee 299
 secondness 152
 second-order observations 152
 sector-based approach 23
 self-awareness 24, 32
 sense making 70
 sentiment analysis 245
 service blueprint 247
 service concept 115–17, 289
 service co-production 21, 27, 28, 30–32
 service customization 54–5
 service design space 108, 112, 118–19, 123
 service-dominant logic (SDL) 25, 29, 45, 186–9, 191, 196, 202
 service economy 185

- service encapsulation 10, 14, 209, 225, 229
- service encounter 74
- co-creation 242–3
 - e-commerce system 244
 - on experience encounters 273
 - front-line employees 239–40
 - human–computer interface 239
 - innovation from 245–8
 - literature 241
 - media richness 243–5
 - social perspective 21–3
 - user-centred innovation 242
- Service Encounter: Managing Customer/Employee Interaction in Service Business, The* (Czepiel, Solomon and Surprenant) 241
- service exchange practices 151–3, 155
- service experiences 28–35, 224–8
- service extension 55
- service innovation 28–35, 151, 254–5
- bricolage approach in 152–5
 - business-to-business services 253–66
 - coffee shops 286–7
 - employee-driven innovation 72–5
 - facilities management service 263–4
 - general and specific literature surveys on 63
 - growing need for 75–7
 - heterogeneous 122
 - management 70–72
 - multi-agent framework for 20, 25
 - multidimensional design spaces 115–18
 - multidimensional phase 107–24
 - practice-based research 147–61
 - practice-based research on 12
 - primus motor for 9
 - radical 83, 123, 166–7, 170–71, 174–7
 - single conceptualization 122
 - social innovation vs. 26
 - stages of 259–60
 - strategic stance 68–70
 - through adaptive change 120–21
 - user-based innovation 72–5
- service innovation studies (SIS) 39–40
- 1992 edition of the Oslo Manual to 2005 edition 46, 48
 - assimilation policy to demarcation and integration policy 49–50
 - assimilation surveys to demarcative and integrative surveys 48–9
 - balancing ‘intrinsic tension’ between service extension and service regression 55
 - balancing ‘intrinsic tension’ between service standardization and service customization 54–5
 - innovation iceberg 42–3
 - innovation in services to innovation through services 44–5
 - innovation in services to service innovation (everywhere) 45
 - interactivity to linearization, and back to interactivity 51–2
 - knowledge-intensive business services 43–4
 - non-innovative services to services as simple adopters 40–41
 - publication of scientific journals 46
 - search for productivity to search for performance 50–51
 - sectoral surveys 39
 - services as simple passive adopters to services as active adopters 42
 - services industrialization to goods servitization 53–4
 - thematic surveys 39
- service logic (SL) 188–9
- service and process design 260
- service providers 42, 72, 151, 189, 234
- service regression 55
- service science 45
- service standardization 1–2, 54–5
- service testing and pilot run stage 258, 260
- services industrialization 53–4
- services professional pattern 286
- servicescape 228, 285–6, 290, 294–6, 299
- servitization 1, 166, 182–4
- complex service systems 184–92
 - findings 201–2
 - goods 53–4
 - of manufacturing firms 184
 - methodology 192–3
 - value networks 184–92
 - in wind power industry 193–200
- Sethi, R. 168

- shared economy 130
 shared understanding 73
 Shove, E. 150
 Simon, H.A. 173
 Sinkkonen, S. 220
 SIS *see* service innovation studies
 six-dimensional (6-D) model 289, 291, 294, 297
 Slater, S.F. 170
 Slovenian Tourist Board 87–8
 smart electricity grid 200
 Smith, A.K. 241
 social dimension
 of experience 25–7
 of services 23–5
 social innovation 20–21, 25, 26, 28
 social intelligence 74, 274
 Solomon, M.R. 241
 Sower (Sejalec) award 88
 space-enabled services 226–8, 232–5
 space manufacturing 228–30
 stage-gate model 167–9
 Stedet Tæller programme 131
 Strandvik, T. 189
 strategic decision-making 166, 170–77
 strategic innovation paradigm 208
 strategic planning 259, 261, 262
 strategic reflexivity 9, 11, 69, 77
 Straubhaar, J. 329
 structuration theory 70
 sub-practices of innovation 9, 150–55
 Suddaby, R. 69
 Sugar Lace 92, 94, 97, 98
 Sundbo, J. 1, 5, 6, 20, 25, 29, 30, 69, 70, 72, 74–6, 85, 208, 246, 285, 286, 291, 297
 Supervisory Control and Data Acquisition (SCADA) system 199
 supply-driven innovation 83
 Surprenant, C.F. 241
 surveys 39, 48–9, 63
 Syska, A. 135, 139
 system integrating firm 183
 system integrators 192
 system selling firm 183
 systemic approach 5–7, 148, 154, 155
 application 160
 elderly care 157–8
 organizational and 66–78
 tourism 159
 systemic innovation 4–7, 11–12, 75–7
 system-oriented approach 148, 153–5
 application 160
 elderly care 157
 tourism 158–9
 technological delivery system 115–17
 technological innovation 13–14, 40–43, 232, 289, 291
 technology–economic paradigm 208
 technonationalistic policies 329
 telecommunication satellites 227
 test marketing 258, 260
 Thai coffee houses 294–7
 Thévenot, L. 152
 thirdness 152
 third-order observations 153
 Thomas, H. 172
 Tironi, M. 140
 Tivoli Gardens, Copenhagen 271, 274–9
 top-down processes 11, 69
 top-down-initiated innovation processes 273
 top management 261
 total experiences 6, 7, 16
 tourism
 bricolage approach 158
 co-creation 84, 86
 experiences through design, innovation and touch points model 81–101
 front-line employee-based experience innovation 270–79
 innovation awards 89
 offerings 81
 peer-to-peer 130
 system-oriented approach 158–9
 systemic approach 159
 tourist experiences 85–7, 271–3
 transformation economy 130, 143
 trialability 211, 212, 216, 218–19
 trust, customer 32–3
 Tukker, A. 186
 Tuomi, I. 72
 Uber taxis 225
 UK space sector 226–7
 use-oriented services 185

- user-based innovation 72–5, 83
- user-centred innovation 240, 242, 243, 248
- user-driven innovation 31, 84, 87
- user feedback 32, 72–4, 76, 101, 198, 245, 256, 263, 292, 296
- user involvement
 - business-to-business services 253–63
 - tools for 263–4
- user-oriented knowledge 273

- value-added services 55, 185, 233–4
- value chain innovation 11, 75–6
- value co-creation 16, 82, 86, 187, 189, 242
- value formation 189, 190
- value networks 184–92
- value system 115–17, 289
- value-in-use 45, 86, 184–7, 189, 197, 203–4
- Vandermerwe, S. 185
- Vargo, S.L. 21, 186–8
- Veryzer, R.W. 170
- Vestas, wind power industry 192–3
 - ‘big data’ 198–9
 - customer relations 196–8
 - institutional regimes 199–200
 - market structure 194–6
 - offshore-based wind turbines 194
 - onshore-based wind turbines 194
 - supply chain 200
 - system availability 193–4
- onshore-based wind turbines 194
- system availability 193–4
- virtual product tests 256
- Voima, P. 86
- Von Hippel, E. 73, 242
- Voss, C.A. 89

- Wagner, J. 241
- Walker, J.L. 241
- Walmart 304
- Warde, A. 150
- web-based tools 255–6
- Weinstein, O. 45
- wind power industry (Vestas) 192–3
 - ‘big data’ 198–9
 - customer relations 196–8
 - institutional regimes 199–200
 - market structure 194–6
 - offshore-based wind turbines 194
 - onshore-based wind turbines 194
 - supply chain 200
 - system availability 193–4
- Zach, F.J. 87
- Zander, U. 171
- Zátori, A. 86
- Zeithaml, V.A. 241
- Zmud, R.W. 243
- Zomerdijk, L.G. 89