Research Article   **Open Access**

Aquarium Service Design for Innovating Customer Value Constellation-Using Grounding Theory (QSR NVIVO)

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Abstract

Aquarium business service design is an emerging field of business in India. This study aimed to explore the current practices and the customers' experience, expectation, perception and view of aquarium keeping with regards to the service design. A qualitative research approach has been selected as appropriate for this particular research area. A grounded theory approach and service design tools such as brainstorming, blueprinting has been adopted in the study.

Keywords: Aquarium business; Customer; Grounding theory

Introduction

Service industry

The service industries also known as 'tertiary sector of industry' by economists, involve the provision of services to businesses as well as final consumers. A service industry is one where no goods are produced. The subcategories of service industries are; Advertising, Child care companies, Economics of service industries, Entertainment, Financial services, Health care, Hospitality industry, Insurance, Practice of law, Marketing, Online services, Public services and Aquarium Services.

India's services sector accounts for around 60% of its gross household product (GDP). The services sector in India comprises a wide range of activities, including trading, transportation, communication, financial, real estate and business services, and community, social and personal services.

The services sector in India attracts the highest foreign domestic investment (FDI) equity inflows, accounting for about 17.96 per cent of the total equity inflows. In the period April 2000–June 2014, the services sector in India attracted FDI inflows amounting to about US$ 40,197.21 million.

Aquarium service industry

Invasive species are a growing source of environmental and economic harm worldwide. Non-indigenous organisms are transported through-out the United States via international and domestic trade at an ever-increasing rate, making the introduction of new species inevitable. The aquarium trade represents one of five major avenues for introduction of non-indigenous aquatic species and has been linked to over 150 species invading natural ecosystems around the world. The retail trade in ornamental fishes, which are the centerpiece of the rapidly growing aquarium industry and consist largely of Indo-West Pacific and South American tropical species marketed and sold in other regions of the world. The risk posed by an invasion vector has both a biological component (the ability of species to establish self-sustaining populations) and a human component (the delivery of species to the new habitat), so an assessment of invasion risk must consider both elements. Since local environmental conditions, trade practices, and consumer preferences for particular fish species are subject to regional variation, the aquarium trade-related invasion risk profile likely exhibits substantial geographic variation.

Service design

Service design is the activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between service provider and customers. The purpose of service design methodologies is to design according to the needs of customers or participants, so that the service is user-friendly, competitive and relevant to the customers. Service design may inform changes to an existing service or creation of new services.

Service design can be both tangible and intangible. It can involve artifacts and other things including communication, environment and behaviours. Several authors though, emphasize that, unlike products, which are created and "exist" before being purchased and used, service come to existence at the same moment they are being provided and used.

Consequently, service design is an activity that, among other things, suggests behavioral patterns or "scripts" to the actors interacting in the service. Understanding how these patterns interweave and support each other are important aspects of the character of design and service. Analytical tools refer to anthropology, social studies, ethnography and social construction of technology. Appropriate elaborations of those tools have been proposed with video-ethnography and different observation techniques to gather data about users' behaviour.

Customer value

Customer value takes the perspective of an organization's customers, considering what they want and believe that they get from buying and using a seller's product.

Value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given [1]. Value in business markets is the perceived worth in monetary units of the

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set of economic, technical, service and social benefits received by a customer firm in exchange for the price paid for a product, taking into consideration the available suppliers' offerings and prices [2]. Buyers' perceptions of value represent a tradeoff between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying the price [3]. Customer value is market perceived quality adjusted for the relative price of your product [4]. By customer value, we mean the *emotional bond* established between a customer and a producer after the customer has used a salient product or service produced by that supplier and found the product to provide an added value [5].

It incorporates both desired and received value and emphasizes that value stems from customers' learned perceptions, preferences, and evaluations. It also links together products with use situations and related consequences experienced by goal-oriented customers.

The customer value hierarchy suggests that customers conceive of desired value in a means-end way. Starting at the bottom of the hierarchy, customers learn to think about products as bundles of specific attributes and attribute performances. When purchasing and using a product, they form desires or preferences for certain attributes based on their ability to facilitate achieving desired consequence experiences, reflected in value in use and possession value, in the next level up in the hierarchy. Customers also learn to desire certain consequences according to their ability to help them achieve their goals and purposes i.e., the highest level. Looking down the hierarchy from the top, customers use goals and purposes to attach importance to consequences [6].

Customer value proposition

In marketing, a customer value proposition (CVP) consists of the sum total of benefits which a vendor promises a customer will receive in return for the customer's associated payment. A good customer value proposition will provide convincing reasons why a customer should buy a product, and also differentiate your product from competitors. Gaining a customer's attention and approval will help build sales faster and more profitably, as well as work to increase market share. A deep knowledge of the potential/current customer base is invaluable in coming up with a strong CVP. Firms can develop a strong CVP by identifying customer needs through market research. A product with a successful consumer value proposition is directly linked to a products actual and sustained performance versus competition. The two main attributes that allow consumers to differentiate among products are price and quality. The customer value proposition is the keystone for effective product marketing activities. It brings together customer intelligence, competitive insight, and product valuation. It delivers a concise, supportable statement of the product's value. It quantifies how that value is realized based on all of the target user's likely product experiences. The customer value proposition provides a focused approach to understanding the target user in the context of your product.

Customer value constellation

Value constellations imply rethinking value creation not from a single point of view but as the outcome of the interplay of service partners, thus, focusing on value co-creation. What value constellation and value chain structures have in common is that they are both aimed at delivering value for target beneficiaries; however, while value chain concepts posit that value is added gradually and sequentially, in value constellations conceptualizations value is reinvented by means of reconfiguring companies roles and relationships. Compared to a value chain, competitive advantage is no longer determined at the firm level, but at the constellation level.

By using a 'value creating system' perspective, the set of performed activities is responsible for the co creation of value; economic players are no longer the elementary unit of strategic analysis, but their embededdness in a specific configuration becomes pivotal.

Review of literature

Service design

Shu–Ping-Lin [7] reported that health care service has been viewed as the significant development of the health care industry, though; it was still in the initiative stage. So, the application of the demand chain perspective into the service design of health care industry facilitate the industry satisfy customer needs and improve customer acceptance willingness.

Menor and co-workers [8] stated that management of new service development has become an important competitive concern in many service industries. However, remains among the least studied and understood topics in the service management literature. As a result, the current understanding of the critical resources and activities to develop new service was in adequate given new service development importance as a service competitiveness driver. Until recently, the generally accepted principle behind new service development has been that "new service happen" rather than occurring through formal development processes.

Roberto and Gonclaves [9] stated that five prominent academics from the US, UK and Germany, had met with three consultancies from the US, UK and looked into service design practice at three companies (Egg banking, Her men Miller and Ritz Carlton). The reason for verity of practitioners, academics and companies was to allow researcher to sample the large spectrum of practices and service design.

Kimball [10] reported that the contributions to the building of knowledge about service design by studying the practices of consultant who call themselves service designer. There were three service design consultancies worked on projects with three science and technology based venture are paying attention to the service experience design of touch point; making a service tangible and visible; conceiving of a service as on arrangement of artifacts, people and practice.

Frankel [11] stated about new service development process in the hospitality sectors. It was accepted that there are significant difference between service sectors, much less have been written about difference between increase in service, with the majority studies concentrating on financial service.

Customer value constellation

Christian [12], investigated how SMEs construct new value constellations that enable value creation through services by adopting an explorative approach. The findings, based on in-depth interviews with key informants from 13 SMEs, suggested that there was no pre-defined transition process for service infusion in SMEs, which seldom have the resources to build new organizational units or create new specialties. Instead, they differentiated themselves through new value constellations within business networks. The heterogeneity of service offerings and business networks means those value constellations took many forms.

Marsha [13], suggested a new approach to service system analysis, based on model composition to design and evaluated stakeholder

relationships through what-if scenarios. It was showed how service system analysis—analyzed value constellations to found opportunities for reconfiguring roles and relationships that unlock value. This approach can be applied to a socio-cultural service system by focusing on the complex relationship among components that can influence complex questions, such as safety and quality-of-community. Modeling and simulating the value constellations of complex service systems helped us to discover which interventions and reconfigurations was effective.

Grounded theory

Jonathan [14], presented the issues encountered to date on a grounded theory study conducted in the area of computer programming education i.e., underlying issues, methodological clarity and context that are viewed as critical considerations whilst undertaking qualitative research. This study has not only discussed the extent to which they impinge on the research but also showed that they are interlinked.

A grounded theory analysis of a case study in the banking industry with a view to showing the role of "Web services" technology in information systems development practices. The case study was related to the implementation of a new software application based on Web services technology, in the Central Europe Bank (a pseudonym). This study had focused on the peculiarities of the Web services software development process. The results had confirmed that this qualitative study provided an account of the characteristics of the Web services software development process within the context of the Central Europe Bank.

Richins [16] developed a framework of innovation for large organizations operating in India to enable them understand the enablers of innovation. This study had suggested that following the framework of innovation enables them harnessing the advantages that they enjoyed being a large organization and stayed competitive in the market place. The results of this study are based on one hundred in-depth interviews of experienced executives of Indian organizations or multinational organizations operating in India. The framework includes the major inputs, intervening conditions (enabling or disabling) and the outputs generated by organizations working in India. The framework can be customized by any large organization for its own needs and they may act as a generic guideline for developing an innovation driven organization.

Slywotzky [17], although qualitative methods, grounded theory included, cannot be reduced to formulaic procedures, research tools clarify the process. This study discussed two instruments supporting grounded theory analysis and interpretation using two examples from doctoral students. The conditional relationship guide contextualized the central phenomenon and related categories link structure with process. The reflective coding matrix served as a bridge to the final phase of grounded theory analysis, selective coding and interpretation, and, ultimately, to substantive theory generation.

Corsaro [18], addresses that grounded theory has frequently been referred to, but infrequently applied in business research. It was concluded that the theory emerged from the collection and analysis of data according to the central tenets of grounded theory methodology is grounded in the broad field of business research.

Bititci et al., [19], provided an overview of qualitative research, the origin of grounded theory, its different schools and relationship with substantive theory. It had been also considered whether "grounded theory" implies theory only or includes other building blocks of science,

how grounded theory was applied in management and leadership studies abroad and in the Republic of South Africa. It was found that it was confirmed from the results that this study produced a blueprint for the application of grounded theory by local research novices wishing to explore and explain social phenomena in the qualitative tradition.

QSR NVIVO application

Anderson et al., [2] studied that qualitative data analysis was, the pursuing of the relationship between categories and themes of data seeking to increase the understanding of the phenomenon. Usually, researchers utilized colored pens to sort and then cut and categorized these data. The innovations in software technology designed for qualitative data analysis significantly reduce difficulty and make simpler the difficult task, and consequently make the process relatively manageable. Nvivo, the qualitative data analysis software developed to manage the 'coding' procedures is considered the best in this regards. This object was devoted to demonstrate the methods in which Nvivo was employed in qualitative data analysis.

Bititci et al., [19] describes that how qualitative data analyses pack up, NVivo, was used in a study of genuine and constructivist learning and teaching in the classroom. The study started with an outline of the research study in which NVivo was used to analyze the data and overviews the methodology that was adopted in this study. It, described how NVivo was used in the analysis of observational (video) data, interviews and field notes.

Margaret Walsh (2003) studied that new opportunities for teaching qualitative research methods to undergraduates using software as a tool. The author recounted her own experiences and challenges using one such program, QSR NVivo. The account included students' reflections on how technology advances the analysis process. Strengths and weaknesses of the software and presented and discussed.

Methodology

Research design

The study on aquarium business service design was attempted using qualitative research. The triangulation of study has been done at three levels viz., (i) real time observation by researcher, (ii) focused interview on customers in a real time fish show, (iii) field visit and interview of aquarists. Qualitative research aims to generate further research and theories rather than to verify the existing theory. It relies on transforming information from observations, reports and recordings into data into the written word. There are several different methods used in qualitative research such as Phenomenological research, Grounded theory, Ethnographic research, Action research, Historical research and Narrative. The researcher has selected the grounded theory research method, based on the perspective of constructing word by word or line by line analysis about aquarium service designs. The primary source of data for grounded theory research was drawn using focused interview describing a particular experience which was supported by aquarium exhibition and aquarium service design videos. The identifications of target customers and proposition of design details have been proposed to be studied using quantitative method for QSR NVIVO software.

Research problem

India has a residents estimate of above 1.22 billion (2012) and India is the second largest in the world population. Based on the population, the demand was proposed to increase, hence companies were introducing various service design for their consumers like

Banking service, Hotels service, Hospitals service etc. The ornamental fish aquarium business service was developing and very little hard work are identified in developing service mix for the aquarium business. The aquarium business service was attempted to design a prepared service design like restaurants, coffee shop, and ice cream parlor. The study was designed to enhance business growth and to fulfill the customers' expectations as services. Hence, the study was attempted to provide design up to prototyping and the experimentation of the study was directed for further study.

Research objectives

The following are the objectives proposed for the study

1. To determine the aquarium keeping *customer's experience requirements for each activities* and aquarists action.

2. To discover and map aquarium keeping *customer's needs and wants* in keeping aquarium and its accessories.

3. To determine the *influence of aquarium themes* and its attributes that enhances improvements in aquarium keeping values.

Main study

The main study has been carried out and results were shown in tabular form. The contents included in this section were attributes identified as coding tree for artifacts categories, coding tree for interface categories, coding tree for customers activities and shop keepers action categories, coding tree for customers requirements categories and coding tree for improvement categories. All the contents have been shown separately in tabular form.

The aquarium keeping customers expectations regarding the service design have been studied in this research. An advertisement has been announced at the fish - show exhibition in Chidambaram using print and multimedia tools. After collecting the details regarding the fish exhibition, Researcher and the research supervisor got a possibility to meet one of the "Saravana Fish Show" exhibition partners. Researcher explained about the plan of his research work and he got the details about the aquarium exhibition service as well as permission to collect the data regarding the research work.

The aquarium visitors of 63 were interviewed regarding the aquarium service design and the consumers who are having an aquarium in their home, and the people who are willing to keep aquarium were also interviewed using a well prepared interview schedule and the interview was video recorded.

The interview was conducted only to the users of fish show who had interest in the interview. In this interview, the information regarding the maintenance of aquarium, the expectation of the aquarium business service design has been exchanged.

Sampling

The sampling was based on purposive method, for conducting brainstorming with 100 management students, in depth interview with 63 aquarium customers and an in-depth interview with 25 aquarium experts, 5 aquarium business service related videos, 20 images and 12 aquarium Web Pages at all stages of data collection. Each interview lasted from 10 minutes to half hour in exhibition area, and video recording for interview discussion.

Limitations of the study

The focus on the study was mainly based on aquarium keeping consumers. The study has been carried out to understand the consumer expectation and service design for aquarium business service. Since, aquarium consumers and aquarium fish exhibition visitors only interviewed for the study and this was the limitation of the study. Many aquarium visitors are partially willing to give the information and limited awareness of aquarium maintaining and also service design.

Data Analysis And Interpretation

Analysis and interpretation has been done with the use of QSR NVIVO software and the objectives are verified. The aquarium business service design was developed using grounded theory research. So, every step has been taken with that aim in mind. From codes to categories, and from categories to concepts, all interactions follow an analytic purpose, in order to create higher level concepts and construct the theory. Finally, researcher has been identified aquarium customers requirements, customer support service, improvements of aquarium service design and created alternative service design for developing hypothesis of aquarium business service.

Customer value constellation in aquarium usages

The aquarium keeping value of companion (Pet) has been traced with customer values such as design, companion, aesthetic value service, up-gradation service and marine aquarium service. The designer feel and lifestyle value of aquarium users portrays the values such as recreation, relaxation, pet animals, commercial and residential. The dimensions of customer value constellation have been found as Companion, Design, Aesthetic Value Service, Up-gradation and Marine aquarium services. All the dimensions of customer value constellation are further divided into concepts which in turn are sub grouped into categories.

It has been found that companion consists of three sub groups i.e., Recreation, Relaxation and other pets. Hobby (Source Evidence of 58%), Amusing Children (Source Evidence of 36%) and Educating Museum Visitors (Source Evidence of 17%) comes under Recreation. Relaxation (Source Evidence of 12%), Reduce Stress (Source Evidence of 15%) and Habit for pet keeping (Source Evidence of 6%) comes under Relaxation. Lastly, Birds (Source Evidence of 5%), Rabbits (Source Evidence of 4%) and Dog (Source Evidence of 1%) comes under other pets (Table 1).

It has been found that Design consists of three sub groups i.e. Residential, Commercial and Outdoor. House Foot Path (Source Evidence of 48%), Dining Hall (Source Evidence of 13%), Drawing Room (Source Evidence of 11%), TV Stand (Source Evidence of 10%), Bed Room (Source Evidence of 8%) and Reading Room (Source Evidence of 8%) comes under Residential designs. Shop appearance (Source Evidence of 21%), Ornamentation (Source Evidence of 21%), Decorate (Source Evidence of 18%), Pleasing (Source Evidence of 11%), Cinema (Source Evidence of 4%), TV Serials (Source Evidence of 4%), Corporate events (Source Evidence of 4%) and Stages of Public meeting (Source Evidence of 11%) comes under the category of commercial designs. And Reception (Source Evidence of 21%), Hospital (Source Evidence of 15%), Resorts (Source Evidence of 11%), Airport (Source Evidence of 4%), Railway Station (Source Evidence of 1%), Pubs (Source Evidence of 3%) and Visitors (Source Evidence of 10%) comes under the main group of outdoor designs (Table 1).

It has been found that aquarium services are associated by aesthetic value. The aesthetic value services have been grouped into three categories as peacefulness & positive energy, preventing evil and good luck. Believing Vastu Shastra (Source Evidence of 21%), Meditating (Source Evidence of 5%), Wealth (Source Evidence of 6%), Treatment (Source Evidence of 6%), Positive Energy (Source Evidence of 5%) and Happiness (Source Evidence of 4%) comes under the category of

peacefulness and positive energy. Avoiding evil (Source Evidence of 4%) comes under evil group. Doing Karma (Source Evidence of 5%), Prosperity (Source Evidence of 5%), good luck (Source Evidence of 12%), financial benefits (Source Evidence of 3%) and Liveliness (Source Evidence of 1%) comes under the category of good luck (Table 3).

It is revealed that aquarium services need to be upgraded. Up-gradation services include tanks, fishes and design and maintenance. Breeding (Source Evidence of 12%), Marine fish (Source Evidence of 10%), Annual maintenance (Source Evidence of 7%) and new tanks (Source Evidence of 6%) comes under the category of tanks. Fresh water (Source Evidence of 4%) and different tank and fish sizes (Source Evidence of 10%) come under category of fish. Aquascaping (Source Evidence of 5%) and Large tank (Source Evidence of 11%) come under design and maintenance group (Table 4).

It has been found that marine aquarium services consist of two groups i.e., exotic collections and colour & pattern. Setting water wave (Source Evidence of 10%), Aquatic plant awareness (Source Evidence of 6%) and Miniaturizing Ocennaration (Source Evidence of 10%) comes under exotic collections. New fish and tank sizes (Source Evidence of

Companion Value	Categories	Total	
		Sources	%
Recreation	Recreation hobby	73	58
	Amusing children	45	36
	Educating museum visitors	21	17
Relaxation	Relaxation	15	12
	Reduce stress	19	15
	Habit for pet keeping	7	6
Other pets	Birds	6	5
	Rabbits	5	4
	Dog	1	1

Sources: Primary Data

Table 1: Coding Tree Format for Aquarium Value Constellation (Companion Value).

Design	Categories	Total	
		Sources	%
Residential	Moving path along foot house	60	48
	Slow eating dining hall	16	13
	Decorating drawing room	14	11
	Entertaining near TV stand	12	10
	Resting in bed room	10	8
	Displaying in reading room	10	8
Commercial	Good looking shop appearance	26	21
	Ornamentation	26	21
	Decorate	22	18
	Providing pleasing office	14	11
	Feeling in cinema	8	6
	TV serials	5	4
	Corporate event	5	4
	Stages(public meeting)	14	11
Outdoor	Warming reception	26	21
	Patients' waiting in hospital	19	15
	Lovely felling in resorts	14	11
	Passengers waiting in airport	5	4
	Engaging commanders railway station	1	1
	Enjoying party times in pubs	4	3
	Engaging visitors	13	10

Sources: Primary Data

Table 2: Coding Tree Format for Aquarium Value Constellation (Design Value).

Aesthetic value service	Categories	Total	
		Sources	%
Peacefulness & Positive energy	Believing Vastu shastra	26	21
	Meditating exercise	6	5
	Mobilizing wealth	7	6
	Treating low blood pressure	8	6
	Aggregating positive energy	6	5
	Increasing happiness	5	4
Preventing evil	Avoiding evil	5	4
Good luck	Doing good karma	1	1
	Looking for more prosperity	6	5
	Aspiring good luck	15	12
	Expecting financial benefit	4	3
	Creating liveliness	1	1

Sources: Primary Data

Table 3: Coding Tree Format for Aquarium Value Constellation (Aesthetic value service).

Up-gradation service	Categories	Total	
		Sources	%
Tank	Culturing breeding fish	15	12
	Moving to Marine fish tank	13	10
	Annual maintenance service	9	7
	Modifying new tanks	7	6
Fish	Moving to fresh water fish tank	5	4
	Collecting different size of tanks& fishes	13	10
Design & maintenance	Aquascaping designing service	6	5
	Changing large tank	14	11

Sources: Primary Data

Table 4: Coding Tree Format for Aquarium Value Constellation (Up-gradation service value).

8%), Marine Organism (Source Evidence of 9%), Hi-fi guest (Source Evidence of 7%) and pattern attraction comes under colour and pattern (Table 5).

Findings from activities based customer value constellation of aquarium business service

As a result of understanding customer requirement, the constellation of customer value constellation reflected companion (Pet) and designing (aquascaping). In addition, aesthetic aquarium service, marine aquarium service and aquarium up-gradation service was the most closely related aquarium keeping value identified with aquarium business service. We expanded this analysis links by introducing other categories into picture like artifacts and interfaces. By doing this, we developed a better understanding of the contextual surrounding related with the aquarium service usage.

Conclusion

Aquarium business service design is an emerging field of business in India. This study aimed to explore the current practices and the customers' experience, expectation, perception and view of a aquarium keeping with regards to the service design. A qualitative research approach has been selected as appropriate for this particular research area. A grounded theory approach and service design tools such as brainstorming, blueprinting has been adopted in the study.

It is inferred to note that there are five different customers values such as companion, planted design aesthetic, up-gradation, and marine aquarium have been identified in the study. The business

Marine aquarium service	Categories	Total	
		Sources	%
Exotic collections	Setting water wave	12	10
	Aquatic plants awareness	7	6
	Miniaturizing Ocennarion type aquarium	12	10
Colours & Pattern	New shape of tank& fish	10	8
	Marine organism(new fish)	11	9
	Presenting hi-fi sea feels to guest	9	7
	Marine fish pattern attraction	16	13

Table 5: Coding Tree Format for Aquarium Value Constellation (Marine aquarium service value).

linkages for aquarium business service is established from customer's action to service provider's reaction. The customer's requirement of pet keeping for positive and negative aspects have been identified in aquarium service design. The most appealing consumer segment has been characterized as male, under the age group of "below 35 years", working in private companies having less than 5 years of experience of aquarium keeping with an average income of Rs. 6 lacks per annum. The second consumer segment has been identified as female, >35 years, doing business, having experience of >5 years in aquarium keeping with income of above Rs.12 lacks per annum. The other segments like scholars for exotic marine aquarium and government employees for up-gradation and maintenance of aquarium business service. The study has unique methodology of real time observation of setting up of five different customer value based aquariums. In addition, the aquarium keeping customer requirements is majorly on the focus of improvements of service man, technician and proper setting up and maintenance for aquarium keeping service.

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