



Artigo

PRODUCT-SERVICE SYSTEM BUSINESS MODEL ARCHETYPES AND SUSTAINABILITY.

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REFERÊNCIA

Yang, M., & Evans, S. (2019). Product-service system business model archetypes and sustainability. *Journal of Cleaner Production*, 220, 1156–1166. <https://doi.org/10.1016/j.jclepro.2019.02.067>

Questão de pesquisa

- This paper investigates the questions “what is the sustainable value created in different archetypes of PSS business models”, “what are the main differences between each archetype” and “what are the main reasons for the differences”.

Escopo

- They will first review the current literature on the sustainability effects of PSS business models, and then present the findings from our empirical studies on three manufacturing firms, each of which has transformed to servitized companies and has co-existence of PSS business models archetypes. The sustainable value created in different PSS archetypes and the main reason for the differences will be discussed.

Lacuna

- The existing literature has largely discussed the sustainability potentials of product-service systems (PSS) business models, but most of them do not distinguish the sustainability of different PSS archetypes.

Objetivo

- The purpose of this paper is to understand how different archetypes of PSS business models create economic, environmental and social value.

Descrição geral

- Product service system archetypes:
 - Three archetypes (Hockerts; Weaver, 2002) and eight specific PSS subcategories under each archetype (Tukker, 2004).
- PSS business models and sustainability;
 - Sustainable potentials of PSS business models.

Descrição geral

Data collection

- Multiple-case study, qualitative
- Focus group and semi structured interviews/workshops

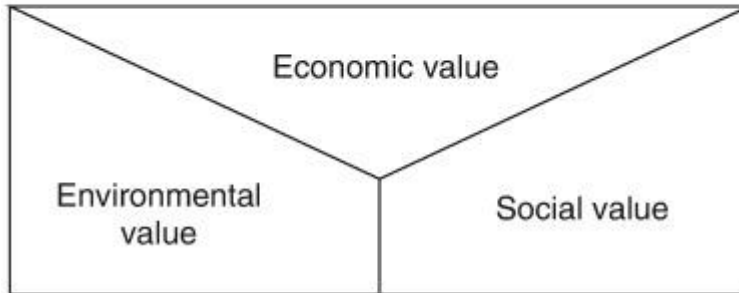
Data Analysis

- Content analysis
- Cross-case analysis
- MAXQDA software

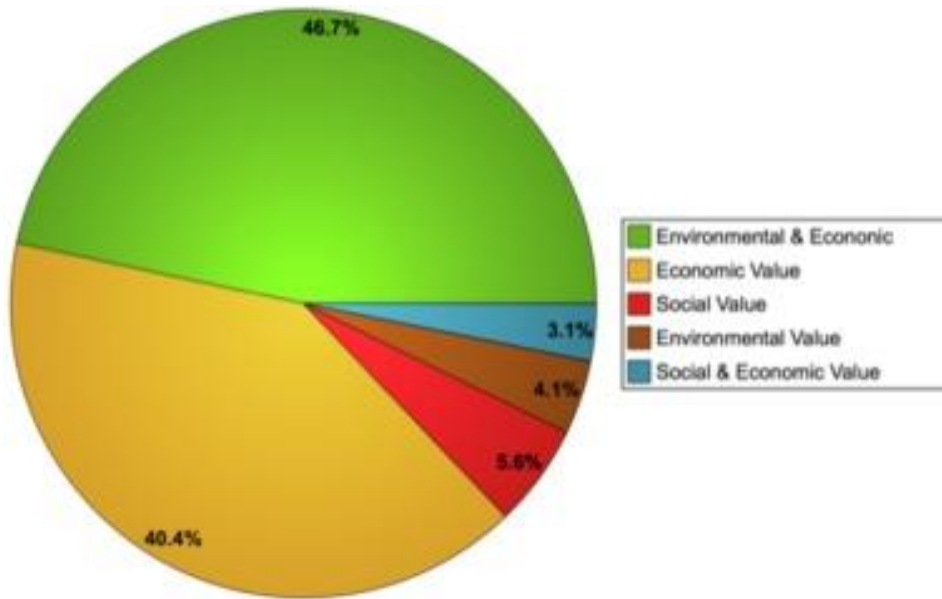
PSS business model: _____

Type of PSS: _____

What economic, social and environmental value has been created? Please provide detailed examples.

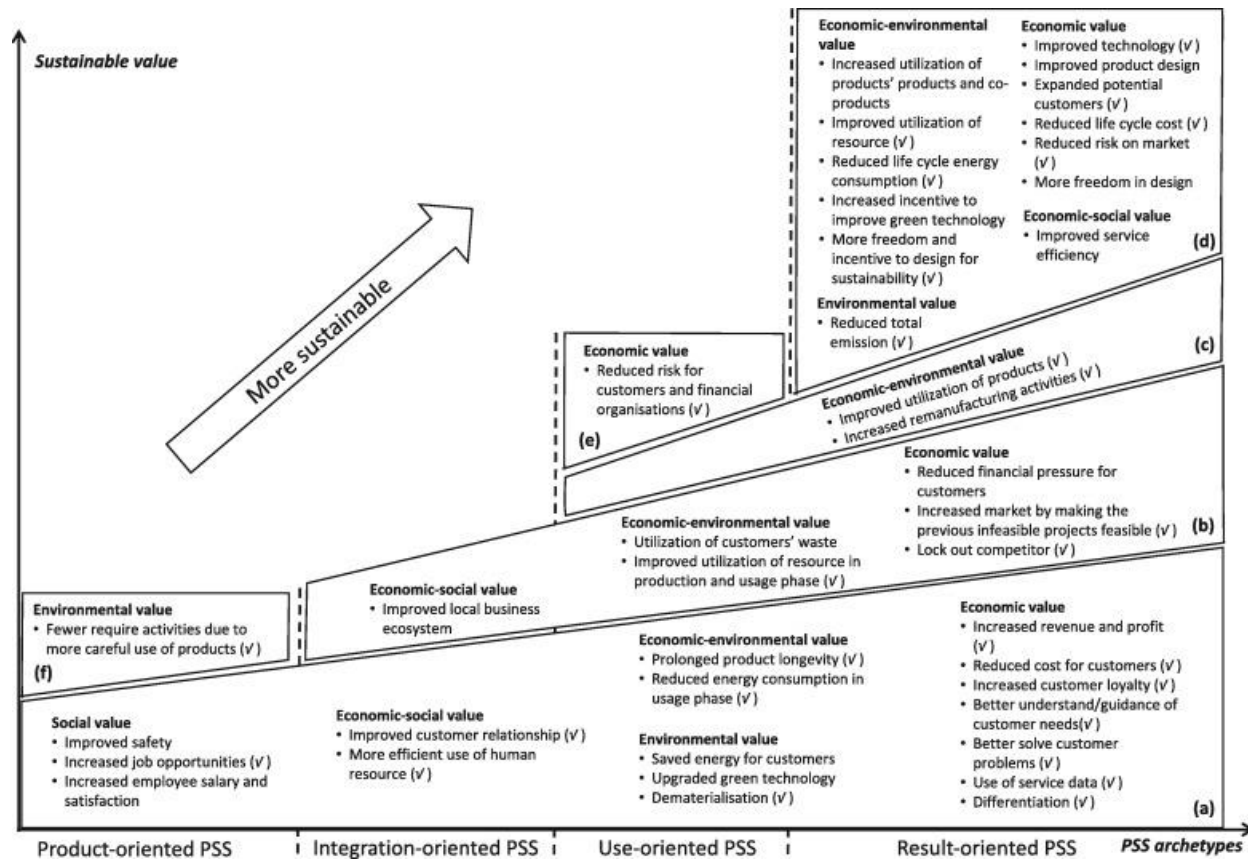


Principais achados



The data distribution of sustainable value creation in Firm A, B and C

- This study provides rich empirical data from manufacturing companies having co-existence of different archetypes of PSS business models.
- The findings show that PSS business models have positive effects on improving the environmental and economic sustainability and a minor social benefit (little evidence).



Principais achados

- The research also confirms that in theory the more a PSS is result-oriented, the higher the potential for sustainable benefits.

Principais achados

- The findings also indicate that the integration level of maker, owner and user plays a key role in affecting the sustainability of PSS. The more a PSS business model involves manufacturers owning products, the greater the potential for creating sustainable value.



The more integrated in the product maker, owner and user, the stronger the sustainable features become

- Estrutura de arquétipos de negócios PSS e sustentabilidade;
- Evidências empíricas para demonstrar os níveis de valor sustentável que são fornecidos por cada arquétipo;
- Razões para as diferenças de criação de valor sustentável.

Limitações

- One is the difficulty for other researchers to replicate this study – a common limitation for qualitative research that required highly interactive engagement between researchers and practitioners.
- Another limitation is that the research only covers three industrial sectors, and that most of the company case studies are large B2B manufacturing companies, and some departments are not included in the interviews, such as sales department. These might limit the generalization and applicability of the findings to other sectors or other types of companies.

Trabalhos futuros

- The future work includes adopting quantitative method to further investigate the relationship between PSS archetypes and sustainability in a wider range of industrial sectors and departments.

OBRIGADO
