



Innovation Research Seminar

Leona Brust, M.Sc.

Mapping the evolution of Service-Dominant Logic, stimulating its future trajectory and enhancing its network of interdisciplinary research utilizing topic modeling techniques



Summary: Established by Stephen L. Vargo and Robert F. Lusch in 2004, S-D logic is one of the most discussed theoretical lenses in marketing and service research. The focus of S-D logic lies on services as the basis of exchange. To date, S-D logic has been applied to and adapted in various subject areas. Keeping track of its evolution is a challenging task that requires the identification and revision of all relevant studies. That said, research has long sought to develop automated algorithms facilitating this task. Topic modelling, a method of algorithmic text analysis, can help to depict rugged topic landscapes such as the one of S-D logic. Applying this method, the author analyzes 1,441 research articles on S-D. She then derives a research agenda on how to foster interdisciplinary research on S-D logic.

Speaker Bio: Leona Brust is a research associate and doctoral student at the Innovation, Strategy and Organisation (ISO) Group since August 2016. She studied Business Administration with a specialization in Corporate Development and Strategy at RWTH Aachen University, ESC Rennes School of Business, and University of Melbourne. Her current research interests focus on the application of text mining techniques to automatically investigate large text collections and thereby map their topic landscapes with a focus on fostering interdisciplinary research.

Workshop Format: After presenting the study, the seminar participants are invited to contribute ideas for further development of the study in a short workshop.

When and where:

7 December 2016

2pm to 3.30 pm

TIM Social Area

Kackertstraße 7

3rd Floor



Find Leona Brust
online