

Service Ecosystem Design using Social Modeling to Incorporate Customers' Behavioral Logic

The Customer dysfunctional behaviors affect service providers' workloads. However, few studies on service ecosystem design have investigated how to prevent these behaviors. This study thus proposes a service ecosystem design tool that can analyze how dysfunctional behaviors affect other actors in the service ecosystem. To this end, customers' behavioral logic is incorporated into social modeling to analyze their dysfunctional behaviors. This study also uses goal-oriented requirement language as design and analysis tools. Then, structural equation modeling is used to analyze the effects of behavioral logics. A case study of a home delivery service demonstrates the applicability of this methodology to analyze the effects of customer behavioral logics on service ecosystem actors. The service design method developed in this study contributes to decreasing the probability of customer dysfunctional behavior, which can also reduce service providers' workload.

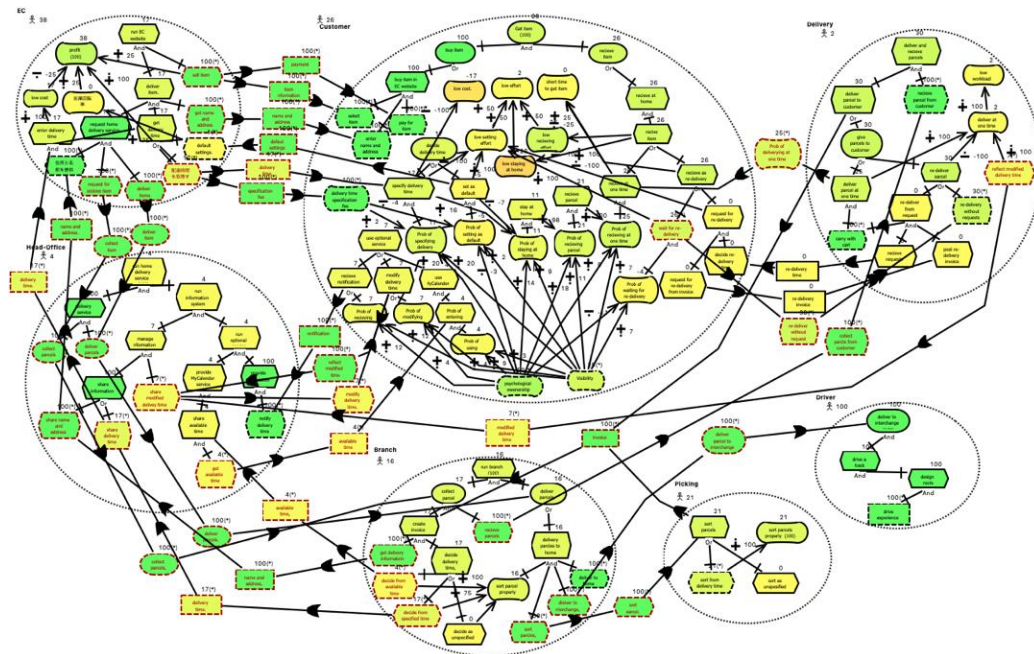


Figure 1. Analysis results about the effects of behavioral logics on each actor's goal by GRL.

Keywords: Service Design, Service Ecosystem, Behavioral Logic, Dysfunctional Customer Behavior

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