عنوان فارسی مقاله:

استفاده از طرح اولیه و محک زنی برای تعیین و تشخیص منابع بازاریابی
برای کمک به هم آفرینی ارزش مشتری

عنوان انگلیسی مقاله:

Using blueprinting and benchmarking to identify marketing resources that help co-create customer value

توجه!

این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
5. Discussion and conclusions

The resource based theory has much to offer service management, as it helps focus practitioners on key aspects of their businesses and networks, which can provide a long-term competitive advantage. The critical aspect is to find the resources and capabilities that are most important for a specific organization. This paper suggests that service blueprinting and benchmarking are key methods for the implementation of the RBT, as they respectively target both 'inside-out' (operand) and 'outside-in' (op-erant) resources and capabilities. These approaches are particularly helpful in a market with poor industry practices. Blueprinting that provides assessment of organizational inside-out capabilities, and international and national benchmarking that provides information on outside-in capabilities seem particularly useful and are recommended by this and other service management studies (Aarikka-Stenroos & Jaakkola, 2012; Randall, Gravier, & Prybutok, 2011).

(Translation: Aarikka-Stenroos & Jaakkola, 2012; Randall, Gravier, & Prybutok, 2011)