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## Conceptual approach for value driven performance in servitising companies

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**Abstract:** In light of limited consideration given to how value of servitised offerings are derived and assessed from a customer perspective (Raja et al., 2010), this paper aims to introduce a new approach for value performance in servitising organisations. The four cases investigated confirm the findings reported in the literature review and suggest that companies' targeting servitisation transformation should put into consideration providing innovative value and solutions through connecting all stakeholders in an 'innovative ecosystem' to stimulate value co-creation and achieve value -in-use outcomes realisation. Therefore in order to conceptualise value creation determinants and outcomes a comprehensive literature review on value and performance measurement concepts was conducted to lay the foundation for theorising a new perspective to measure performance from a value driven lens in servitising organisations focusing on further exploring functional outcomes through the consumption of the servitised offerings or the so called 'value-in-use', especially that many existing studies were only exploring traditional value measures embedded in the output or the so called the 'value exchange'.

**Keywords:** servitisation; service-dominant logic; value creation; performance measurement; business model; ecosystem.