

The Servitization Assimilation Paradox

Conflicting Loyalties: a Supplier's Employee Embedded in a Customer's Organization

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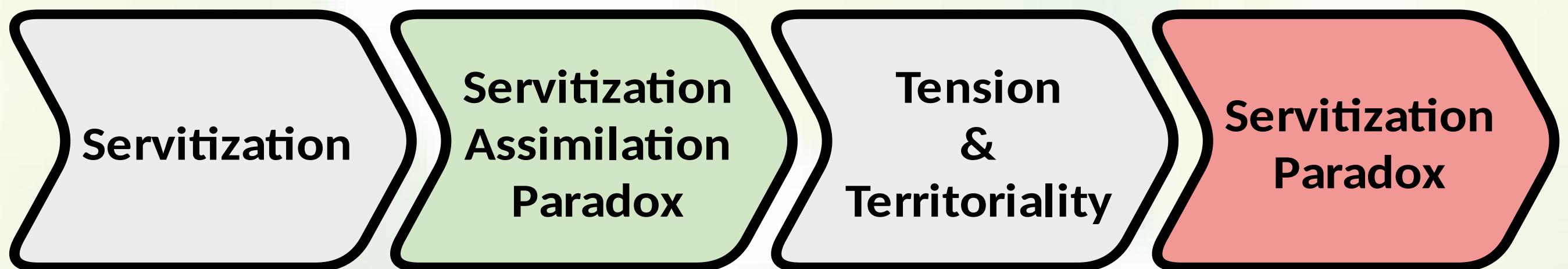


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Finding → The Servitization Assimilation Paradox

During servitization an embedded employee assimilates into the customer's environment and acts in the best interests of the customer instead of their employer.

A 'Stepping Stone' to the Servitization Paradox?



Method & Data Collection: A qualitative investigation of oil industry professionals using 25 semi-structured interviews and systematic combining (Dubois and Gadde, 2002).



"Having someone in our customers offices is a great asset, at first. Then after a while they go quiet and you realise that they've 'gone native' and aren't working for you anymore and you need to remind them who they work for."

Geo-market Manger in Middle East



An individual conforms to a new groups social influence and behaviours.

(Kleinman, 2012; Myers and DeWall 2018)



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