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SERVITIZATION OF INDUSTRIAL ENTERPRISES: LITERATURE REVIEW

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Abstract. The active development of manufacturing enterprises in modern conditions leads not only to an increase in the market competitive saturation, but also to the new business models emergence as forms of competition manifestation. So, more and more often, enterprises - the real sector of the economy subjects, offer a package of related services to consumers, in addition to the product. This phenomenon is called “servitization”. The service component emergence contributes to profit growth, increased consumer loyalty and extends the life cycle of the product offering. However, the theoretical and methodological base today lags significantly behind real practical approaches. This paper is aimed at a comprehensive analysis of existing theoretical and methodological literature, both global and Russian, in order to systematize previous knowledge and, more importantly, identify directions for further research. The author analyzed more than 500 articles in global sources and 58 in Russian journals and collections. The Google Scholar system and the Russian electronic library (eLibrary.ru) were used as an information base. As a result of the study, the contribution of leading researchers in the above-mentioned field was identified, and the citations analysis of the literature made it possible not only to identify the thematic areas of greatest interest to the authors, but also to identify the basic areas that require more in-depth study. This explains the importance of the results obtained by the author during research.

Keywords: servitization; manufacturing enterprise; service; attendance; ecosystem; bibliographic analysis; dynamic analysis; content analysis.

JEL codes: D21; L74; L85.

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