

# **SERVICE-DRIVEN SUPPLY CHAINS: A NEW PERSPECTIVE ON BUYING COMPLEX SERVICES**

*Wendy L. Tate, Ph.D., Haslam College of Business, University of Tennessee, Knoxville, TN 37996, 865-974-1648, [wendy.tate@utk.edu](mailto:wendy.tate@utk.edu)*

*Lisa M. Ellram, Ph.D., Farmer School of Business, Miami University, Oxford, OH 45056, 513-529-9918, [ellramlm@miamioh.edu](mailto:ellramlm@miamioh.edu)*

*Ulrich Schmelzle, Ph.D., School of Business and Economics, Michigan Technological University, Houghton, MI 49931, 906-487-2710, [schmelzle@mtu.edu](mailto:schmelzle@mtu.edu)*

## **ABSTRACT**

Defining and measuring value in a service-driven supply chain is complex, and little is known about the value-creation role of purchasing when buying complex services. This case study provides new insights into the customers' perspective on purchasing involvement and implications on the design and management of the supply chain.

**Keywords:** Service purchasing; Service-driven supply chain; Value creation