



**Doctoral defence, September 28, 2015**

**Title: Service Logic in Digitalized Product Platforms: A Study of Digital Service Innovation in the Vehicle Industry**

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**Abstract:**

The digitalization of products has become an important driver for service innovation in manufacturing firms. The embedding of digital technology in previously non-digital products creates digitalized product platforms that enable digital service innovation. Digital service innovation offers new business opportunities for manufacturing industries, as well as challenges established premises for value creation. While digital service innovation can be found in many manufacturing industries, this thesis studies service logic in digitalized product platforms in the vehicle industry.

This thesis presents a theoretical perspective on the role of the architecture and generativity of digitalized product platforms for the value creation of digital services. This perspective is conceptualized with underlying premises for a specific class of services, namely services in digitalized product platforms. The conceptualization informs the body of literature in digital innovation as well as research focusing on the service aspect of information systems. The aim of this thesis is to advance the understanding of digitalization and digital service innovation which can support manufacturing firms to meet the challenges in the digitalization era.