

A FRAMEWORK FOR SERVICE-DRIVEN SOCIAL COMMUNITY TOWARDS COLLECTIVE WELLBEING: EMPIRICAL EVIDENCES FROM CÔTE D'IVOIRE

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Resumo

There are doubts about the real impacts of services on people's lives, especially on individual and collective well-being. This points to Transformative Services Research, which grows and the Service Dominant Logic. In addition, few are the empirical works. It is taken in the paper service-driven social community. It is based on the FSDSC model proposed by Chou and Yuan (2015), with the aim of improving it and testing some of its main relationships. Co-creation was added to the model. A survey was conducted with members of a SERVICE social community in Côte D'ivoire. The results validate almost all the Modified Model: such community is able to lead to Self and Collective Wellbeing. The paper ends with some interesting academic, managerial and social contributions.

