Est. 1841 | YORK ST JOHN UNIVERSITY

Hattersley, David, Beresford, Paul and Coombes, Philip (2023) Parkrun and Value Co-creation: An Application of Service Dominant Logic to the Study of Parkrun as a Value Co-creation Ecosystem. In: Academy of Marketing 2023 Annual Conference and Doctoral Colloquium: From Revolution to Revolutions, 3-6 July 2023, University of Birmingham, Birmingham, UK.

Downloaded from: https://ray.yorksj.ac.uk/id/eprint/8516/

Research at York St John (RaY) is an institutional repository. It supports the principles of open access by making the research outputs of the University available in digital form. Copyright of the items stored in RaY reside with the authors and/or other copyright owners. Users may access full text items free of charge, and may download a copy for private study or non-commercial research. For further reuse terms, see licence terms governing individual outputs. Institutional Repository Policy Statement

RaY

Research at the University of York St John

For more information please contact RaY at ray@yorksj.ac.uk

Parkrun and Value Co-creation: An Application of Service Dominant Logic to the Study of Parkrun as a Value Co-creation Ecosystem

The 55th Academy of Marketing Conference, University of Birmingham, UK

David Hattersley, Sheffield Hallam University, UK
Paul Beresford, Sheffield Hallam University, UK
Philip Coombes, York St John University, UK

Abstract

In keeping with the conference theme of revolution this study focuses on what Hindley (2022) describes as a running revolution – parkrun. Since its foundation in 2004 parkrun has grown to become something of a global phenomenon. From its early days in Bushy Park, London, where a small group of friends met for an informal run, parkrun now has 1,788 parkrun and 381 Junior parkrun events taking place worldwide. parkrun is a free, weekly, timed, community event, supported by volunteers, in which everyone is welcome to walk, jog, or run a 5km course (parkrun, 2023). At the time of writing, the most recent parkrun activity involved 283,724 parkrunners and 36,312 volunteers (Line, 2023).

Another revolutionary concept that emerged in 2004 was that of Service Dominant Logic (SDL) (Vargo & Lusch, 2004) which offered a paradigmatic shift in the marketing discipline (Brodie, Löbler, & Fehrer, 2019), drawing together traditional transactional and relationship perspectives of marketing to provide a new way of looking at both the business world and our social environment and the ways in which they interact (Brodie, Saren, & Pels, 2011). Since its inception SDL has become one of the most widely cited marketing theories with approximately 30,000 views and downloads and over 6,500 citations (Marketing, 2023). The main premise of SDL is that service, rather than goods, is the main basis for exchange and in SDL this process is represented by a fairly simple narrative supported by a few key concepts and five axioms (Lusch & Vargo, 2019). Central to this narrative is the idea that all value is co-created between multiple actors and that such co-creation takes place within service ecosystems (Akaka & Chandler, 2019).

Improvements in health and wellbeing are a key benefit associated with parkrun and GPs are even encouraged to 'socially prescribe' parkrun as part of the 'parkrun Practice' initiative (Fleming, Bryce, Parsons, Wellington, & Dale, 2020). Recent studies have estimated that parkrun generates in the region of £150m in annual wellbeing impact within the UK (parkrun, 2021). Participation in parkrun provides people with a sense of achievement (Morris & Scott, 2019) and can play a significant role in identity construction (Warhurst & Black, 2022). There are a number of other studies highlighting the benefits of parkrun but none of these has considered parkrun through the lens of SDL or value co-creation.

This research will apply the narrative of SDL and examine parkrun as a service ecosystem to identify the different types of value that are co-created, not only for parkrunners but for all actors involved in the parkrun initiative, for example corporate sponsors and other institutions with links to parkrun such as the NHS. The foundation for this research is a case study currently provided to MBA students and

findings from the research will aid the development of this case study to further improve the teaching of SDL and value co-creation.

References

Akaka, M. A., & Chandler, J. D. (2019). Reframing Exchange: A Service-Ecosystems Perspective. In S. L. Vargo & R. F. Lusch (Eds.), The SAGE Handbook of Service-Dominant Logic (pp. 135-148). London: Sage.

Brodie, R. J., Löbler, H., & Fehrer, J. A. (2019). Evolution of service-dominant logic: Towards a paradigm and metatheory of the market and value cocreation? Industrial Marketing Management, 79, 3-12.

Brodie, R. J., Saren, M., & Pels, J. (2011). Theorizing About the Service Dominant Logic: The Bridging Role of Middle Range Theory. Marketing Theory, 11(1), 75-91. doi:10.1177/1470593110393714

Fleming, J., Bryce, C., Parsons, J., Wellington, C., & Dale, J. (2020). Engagement with and delivery of the 'parkrun practice initiative'in general practice: a mixed methods study. British Journal of General Practice, 70(697), e573-e580.

Hindley, D. (2022). Parkrun: An Organised Running Revolution: Taylor & Francis.

Line, E. (2023). parkrun Attendance and Milestone Stats for 28 January 2023 and 29 January 2023. Retrieved from http://www.elliottline.com/parkrun

Lusch, R. F., & Vargo, S. L. (2019). An Overview of Service-Dominant Logic. In S. L. Vargo & R. F. Lusch (Eds.), The SAGE Handbook of Service-Dominant Logic (pp. 3-21). London: Sage.

Marketing, J. o. (2023). Evolving to a New Dominant Logic for Marketing - Figures and tables. Retrieved from https://journals.sagepub.com/doi/full/10.1509/jmkg.68.1.1.24036

Morris, P., & Scott, H. (2019). Not just a run in the park: a qualitative exploration of parkrun and mental health. Advances in mental health, 17(2), 110-123.

parkrun. (2021). New study reveals parkrun delivers at least £150m in annual wellbeing impact in the UK. Retrieved from https://blog.parkrun.com/uk/2021/12/23/new-study-reveals-parkrun-delivers-at-least-150-million-in-annual-wellbeing-impact-in-the-uk/

parkrun. (2023). Welcome to Parkrun. Retrieved from https://www.parkrun.com/

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. Journal of Marketing, 68(1), 1-17.

Vargo, S. L., & Lusch, R. F. (2017). Service-dominant logic 2025. International Journal of Research in Marketing, 34, 46-67. doi:10.1016/j.ijresmar.2016.11.001

Warhurst, R., & Black, K. (2022). Lost and found: parkrun, work and identity. Qualitative Research in Sport, Exercise and Health, 14(3), 397-412.