

## **Conceptualising Transformative Transport Service Research**

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### **Background**

Transport service research has seldom being considered within the spectrum of business, marketing and management research, often this body of work has been theoretically explored within the context of transport planners and engineers, however with the impact of the pandemic on transport service quality, many transport operators struggling with their business operations, the ongoing industrial strikes with transport operators and the need for inclusive services for consumers with vulnerabilities, it is becoming imperative to recognise the huge prospects of transport service research.

Transportation is one of the big issues of the day. There are growing concerns around sustainable transportation and reducing CO2 emissions (Santos et al, 2021), the need to explore the motivating factors and consumer behaviours towards electric and autonomous cars (Junquera, Moreno & Álvarez, 2016; Thurner, Fursov & Nefedova, 2022), evaluating the prospects of equitable transport services that meets the need of vulnerable individuals (Mogaji, Bosah & Nguyen, 2022; Mogaji & Nguyen, 2021), the growing issues around service quality, services management and industrial strikes are also part of the pertinent issues in today's transportation ecosystem (Gündoğdu et al, 2021; Nguyen-Phuoc et al, 2021) and the inequalities in transport infrastructure between the global south and north, the developing countries struggling with their structural and socio-economic challenges (Giannotti et al, 2021; Mogaji et al, 2022). These issues call for a revolution within service research, providing alternative perspectives as to what is known and further advance service literature.

Aligning with the notion of 'Better Marketing for a Better World' (Chandy et al, 2021), value co-creation (Grönroos & Voima 2013; Vargo & Lusch 2016) and transformative service

research (Anderson, et al., 2013; Azzari & Baker, 2020), this paper challenge marketing practitioners to explore how ‘firms, governments, non-profits, NGOs, and other societal stakeholders can work to create win-win situations that benefit commercial as well as non-commercial stakeholders’, specifically exploring how marketing technologies and practices can be used to nudge consumers, managers, markets, communities, and societies to contribute to a better world through transformative.

## **The Content**

The paper starts with providing insight into transportation as a service, highlighting the significant contribution of the sector to economy, and recognising the challenges that the transport sector is currently facing, such as requirements to reduce CO2 emissions and shifting mobility patterns fuelled by the COVID-19 pandemic and consumers needs for more sustainable and equitable transportation. This section concludes with theoretical justification for exploring transportation within the service research domain.

This section is followed by theoretically exploring the multi stakeholder perspective in addressing issues of sustainability, responsible consumptions, and the social, environmental, and economic issues that we face in the world today, affecting consumers and businesses of all sizes and sectors. This section provides a theoretical framework that recognises the stakeholders, highlight their responsibilities in enhancing well-being through improved transport service quality, sustainable transport (protecting the environment), equitable transportation (for commuters with disabilities) and economic sustainability (recognising the economic differences and challenges for transport services management between the developed and developing countries).

The paper concludes with proposed transformative transport service research. First, focusing on sustainable transportation, exploring consumers attitude towards electric vehicles, using

sustainable transport services like public transport and active transportation. Exploring the quality and consumers' expectation of mobility as a service (MaaS) and walking as a Service (WaaS) (Lyons, 2020). Second, to explore the development of equitable transportation that gives opportunities for consumers with disabilities, building on previous works on marketplace access and equity (Leino, et al., 2021). This theoretical insight will contribute towards solving marketplace problems facing vulnerable consumers (Johns & Davey, 2021). This knowledge contributes to shaping service design and ultimately contribute to many of the Sustainable Development Goals (SDGs) (4, 8, 10, 11 and 17) which promises to ensure inclusive and equitable access, reduce inequality within and among countries and make cities and human settlements inclusive, safe resilient and sustainable (Becker & Jaakkola, 2020; Mogaji & Nguyen, 2021).

### **Contributions**

The proposed Transformative Transport Service Research (TTSR) will provide a stream of theoretical and practical insight into how TTSD is being managed. This extension aligns with other stream of works around Transformative financial service (Soetan, et al., 2021), transformative health services (Barry, 2020) and transformative gamification services (Tanouri, et al., 2022) which suggests that service should be designed to be inclusive, responsible and ensure the wellbeing of the customers (Anderson, et al., 2013). Importantly, this transformative research agenda will contribute to achieving the SDGs, especially 4, 8, 10, 11 and 17.

As this research domain is still evolving, the paper will seek to foster a discussion forum for researchers working on transportation services, consumer research and/or multi-stakeholder research projects that broadly relate to equity services for consumers, sustainable

consumption and responsibility in relation to consumption. More importantly, the paper will offer a long-term, sustainable solutions in addressing contemporary crises in today's world.

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