



## SUSTAINABLE MARKETING BASED ON SERVICE-DOMINANT LOGIC: A SYSTEMATIC LITERATURE REVIEW

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### Abstract:

This research aimed to discover how the concept of sustainable marketing from the perspective of Service-Dominant logic (SDL) and value co-creation in economic ecosystems has been developed. Concurrently, this review aimed to analyze the main premises of the SDL, as an exchange strategy based on service, value co-creation in business, and the actors of the economic ecosystem, under a sustainability approach.

To achieve these objectives, a systematic literature review was proposed following the PRISMA methodology, based on articles published between 2018 and 2022. From an initial set of 34 articles extracted from WoS and database in the analyzed period, 14 were indeed analyzed. The results reveal 4 central themes that represent the main research topics in the fields of Marketing, Tourism, Health services, Innovation in Service Ecosystems, Bottom of the Pyramid Markets, and Virtual Communities.

Key findings suggest that the following research topics appear to be under-explored. This paper provides information to academics, practitioners, policymakers, entrepreneurs, and other actors in the economic ecosystem to engage with sustainability. It may also help the latter to develop strategies to enhance value co-creation in sustainable business practices, contributing to broadening the knowledge in this field of research.

**Keywords:** Sustainable marketing, Customer value co-creation, SD-logic.

**JEL Codes:** M31, Q001, Q57

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## **MARKETING SOSTENIBLE BASADO EN LA LÓGICA DEL DOMINIO DEL SERVICIO: UNA REVISIÓN SISTEMÁTICA DE LA LITERATURA**

### **Resumen:**

Esta investigación pretendía descubrir cómo se ha desarrollado el concepto de marketing sostenible desde la perspectiva de la Lógica Dominante del Servicio (SDL) y la co-creación de valor en los ecosistemas económicos. Paralelamente, esta revisión pretendía analizar las principales premisas del SDL, como estrategia de intercambio basada en el servicio, la co-creación de valor en las empresas, y los actores del ecosistema económico, bajo un enfoque de sostenibilidad.

Para lograr estos objetivos, se planteó una revisión bibliográfica sistemática siguiendo la metodología PRISMA, basada en artículos publicados entre 2018 y 2022. De un conjunto inicial de 34 artículos extraídos de WoS y de la base de datos en el periodo analizado, se analizaron efectivamente 14. Los resultados revelan 4 temas centrales que representan los principales temas de investigación en los campos de Marketing, Turismo, Servicios de Salud, Innovación en Ecosistemas de Servicios, Mercados de la Base de la Pirámide y Comunidades Virtuales.

Las principales conclusiones sugieren que los siguientes temas de investigación parecen estar poco explorados. Este documento proporciona información a académicos, profesionales, responsables políticos, empresarios y otros actores del ecosistema económico para que se comprometan con la sostenibilidad. También puede ayudar a estos últimos a desarrollar estrategias para potenciar la cocreación de valor en las prácticas empresariales sostenibles, contribuyendo a ampliar los conocimientos en este campo de investigación.

Palabras clave: Marketing sostenible, Cocreación de valor para el cliente, Lógica del DS,

## **MARKETING SUSTENTÁVEL BASEADO NA LÓGICA DOMINANTE DE SERVIÇOS: UMA REVISÃO SISTEMÁTICA DA LITERATURA**

### **Resumo:**

Esta investigação visava descobrir como o conceito de marketing sustentável na perspectiva da lógica Service-Dominant (SDL) e da co-criação de valor nos ecossistemas económicos tem sido desenvolvido. Simultaneamente, esta revisão visou analisar as principais premissas da SDL, como uma estratégia de intercâmbio baseada no serviço, na co-criação de valor nos negócios, e nos actores do ecossistema económico, sob uma abordagem de sustentabilidade.

Para alcançar estes objectivos, foi proposta uma revisão sistemática da literatura seguindo a metodologia PRISMA, baseada em artigos publicados entre 2018 e 2022. De um conjunto inicial de 34 artigos extraídos da WoS e da base de dados no período analisado, 14 foram de facto analisados. Os resultados revelam 4 temas centrais que representam os principais tópicos de investigação nos campos do Marketing, Turismo, Serviços de Saúde, Inovação em Ecosistemas de Serviços, Fundo dos Mercados em Pirâmide, e Comunidades Virtuais.

Os principais resultados sugerem que os seguintes tópicos de investigação parecem estar subexplorados. Este documento fornece informação a académicos, profissionais, decisores políticos, empresários e outros actores do ecossistema económico para se empenharem na sustentabilidade. Pode também ajudar estes últimos a desenvolver estratégias para aumentar a co-criação de valor em práticas empresariais sustentáveis, contribuindo para alargar o conhecimento neste campo de investigação.

**Palavras-chave:** Marketing sustentável, Co-criação de valor do cliente, Lógica SD.

## **1. INTRODUCCIÓN:**

To improve social living conditions, the UN General Assembly has approved and promoted the 2030 Agenda for Sustainable Development, through 17 goals and 169 targets, focused on eradicating poverty, protecting the planet, and ensuring prosperity at three different levels: action at the global level, action at the local level and action by individuals (ECLAC, 2018). In response to this important call, the different economic sectors must join efforts to achieve sustainable development, through business actions and seek better mechanisms to direct the company's strategic path towards sustainability (Wirtenberg, et al., 2017; Curtis and Mont, 2020).

To define a company as sustainable, it must be able to generate profits for its shareholders and, at the same time, ensure the protection of the natural environment and society. However, even though sustainable development is a common goal, companies seem to continue to focus on economic growth, but not necessarily in a sustainable way. Some scholars and experts in sustainability have considered marketing as the "antithesis" of sustainability, as they consider it as a set of tools at the service of commercial interests, which has led the discipline to be strongly criticized, as it is attributed to encourage excessive and irresponsible consumption (Pogrebova, et al., 2017; Medvedeva, et al., 2021).

Nowadays, both academics and marketing experts are looking for a real direction towards sustainability, through theories and approaches such as the Service-dominant logic (SDL), value co-creation and the service ecosystem (Vargo and Luch, 2017) at the same time as the ecosystems of the economy are emerging with the circular economy and Kotler's H2h model (Kotler, et al., 2021). These emerging marketing theories and approaches seek the construction and development of sustainable relationships with the environment, (Abutaleb and El-Bassiouny, 2020; DeQuero-Navarro, et al., 2021; Shapiro, et al., 2021), the co-creation of value through the integration of environmentally

friendly technologies (Smit and Melissen, 2018; Rakic and Rakic, 2018) and the drive for responsible consumption and ethical customer-company interaction (Chamberlin and Boks, 2018; Sheth and Parvatiyar, 2021).

This research aims to seek how the concept of sustainable marketing has developed from the perspective of the SDL and the value co-creation in economic ecosystems, considering the main premises of the SDL, as an exchange strategy based on the service, the value co-creation in the company and the actors of the economic ecosystem, towards the sustainability approach. The relevance of this study is revised marketing-sustainability due to provide a deeper conceptual contribution to the field of sustainable marketing, starting with the definition of sustainable marketing, because this concept is not fully aligned with the discipline and its application is limited, as well as the conception of the value of focusing on sustainability (Peterson, 2021; Sirgy, 2021; Wooliscroft, 2021).

This research presents a Systematic Literature Review (SLR) under the PRISMA methodology of the relationship between marketing and sustainability from the implications of SDL and value co-creation. The order of this systematic review of the literature is the following, starting with the theoretical and methodological domains SDL and service ecosystems as well as value co-creation and sustainability framework, continuing with the systematic review to understand the development of sustainable marketing from the perspective of service-dominant logic, then the results of the work, to give way to the discussions and conclusions of the research.

## **2. VALUE CO-CREATION AND SUSTAINABILITY**

While value creation has been confirmed as a key research topic in the service marketing literature (Vargo and Lusch, 2017; Vargo et al., 2020), researchers claim that there is still a lack of empirical studies that examine the concept concerning sustainable practices in the marketing literature (Kemper and Ballantine, 2019;

Davies et. al. 2020). To understand sustainability value for consumers from a service marketing perspective is applied the SDL framework, which is reflected in the concept of value co-creation (VCC) (Vargo and Lusch, 2004, 2008). Sustainability is defined as the improvement and creation of the welfare of modern people and making peace without compromising the development of future generations, also is to utilize all of the natural resources from the ecosystem without degrading the essential inventories of the environment (Hsiung et al., 2021).

In the economic environment, there are different concepts of sustainability, first focusing on economic growth, eco-efficiency, and corporate sustainability, while strong sustainability recognizes the ecological limits of growth and the need for radical and fundamental change (Davies et. al. 2020). An increasing number of enterprises respond to the service-oriented and green sustainability-based consumer market today by expanding and collaborating between the upstream and downstream relations in supply chains. Therefore, enterprises must construct a healthy and sustainable dynamic value chain through value co-creation (Hsiung, et al., 2021).

Several studies have pointed out the strong relationship between sustainability, open innovation, and value co-creation (Davies et. al. 2020; Abutaleb and El-Bassiouny, 2020; DeQuero-Navarro, et al., 2021; Peterson, 2021; Sirgy, 2021; Wooliscroft, 2021). The authors state research on sustainability and sustainable development by soliciting contributions across marketing and management disciplines, as well as interdisciplinary research that includes sustainability practices. The research gap by examining how co-creation value can provide a superior sustainability value that engages and benefits both service companies and their customers.

One of the main SDL premises is value co-creation, the exchange is based on service and is produced through a dynamic process (mutual benefits jointly achieved) by

all actors and resources. The principal resources are two types; first, the operative ones that are behaviors, skills, and attitudes, on the other hand, the operant ones, on which an action is exerted to achieve the benefit like platforms, facilities or processes emphasize that value co-creation is achieved through the efficient integration of resources and actors in the global environment between organizations and customers (Vargo and Lusch 2017; Kotler et al., 2021). Though co-creation takes place with a variety of actors of the ecosystem mutually beneficial in ways of engaging the people not just as consumers but as co-creators of value – as suppliers, distributors, partners, and employees. Co-creation itself is thought to have the greatest potential for achieving deep social sustainability (Knizkov and Arlinghaus, 2019).

- Within the marketing disciplines, interest in sustainable development has increased markedly, leaving behind the ancillary marketing approach to sustainability (which focuses on the production of sustainable products), for a reforming marketing of sustainability (which extends the ancillary approach by promoting sustainable lifestyles and behavioral changes, transforming current institutions and norms and inviting critical reflection), among other themes, however, there remain gaps in the literature towards a co-created value approach within a sustainability-focused ecosystem (Kemper and Ballantine 2019). Clearly, it is necessary to study the relationship between marketing and sustainability based on the SDL approach, once the theoretical debates have been overcome, the existence of different models has been discovered, and the practical experiences in which the existence of different models has been developed, and the practical experiences in marketing and sustainability towards a co-creation of value have been found.

### 3. METHOD:

The purpose of an SLR is to provide an overview of the state of existing knowledge, specifically in this research, it seeks an insight into the development of sustainable marketing from the SDL perspective. In this study, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA, 2020 accessed on 8 June 2022) method was implemented. A systematic review consists of the compilation of a body of research according to previous inclusion criteria, with the aim of answering specific research questions. The PRISMA statement consists of a 27-item checklist and a four-phase flow chart, and the checklist includes elements that are considered essential for reporting a transparent systematic review (Page MJ, et al., 2021). The systematic review process applied in this study consisted of different phases: Phase 1: Research questions (RQ). Phase 2: Inclusion criteria and sources of information. Phase 3: Study selection process.

The research questions being addressed in the literature review are presented in Table 1 to specify the key areas reflected in the selected articles.

**Table 1.** Research questions (RQ) and initial coding criteria

Areas	Research Questions (RQ)	Initial Coding
Study characteristics	RQ.1. How are the articles distributed according to the type of journal and its Journal Impact Factor?	Number Journal Impact Factor of the journal and year of publication of the article.
	RQ.2. What is the number of publications per year?	Graphic of the number of publications per year
	RQ.3. What is the geographic distribution of the study sample?	Country where the research is conducted.

RQ.4. What research methodologies are used in the selected studies?	Theoretical studies, quantitative, qualitative, or mixed research studies.
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The Web of Science (WoS) and Scopus databases were used for the article selection. The research focuses only on peer-reviewed articles published in English with impact citation factors from 2018 to June 2022. In each of the databases, keywords are used to find articles that include in their title, abstract, or keywords the concepts “sustainable marketing” and “co-creation”. Table 2 shows the search strings used in each database, the search date, and the number of articles obtained.

For a comprehensive selection of papers process is described in Figure 1, also is used the following inclusion and exclusion criteria:

• Inclusion criteria:

- Peer-reviewed papers published from 2018 to June 2022.
- Research papers in English.
- Research papers published in journals with journal impact factor.
- Theoretical, qualitative, or quantitative papers.
- Research papers published in journals included in the Emerging Sources Citation Index.

• Exclusion criteria:

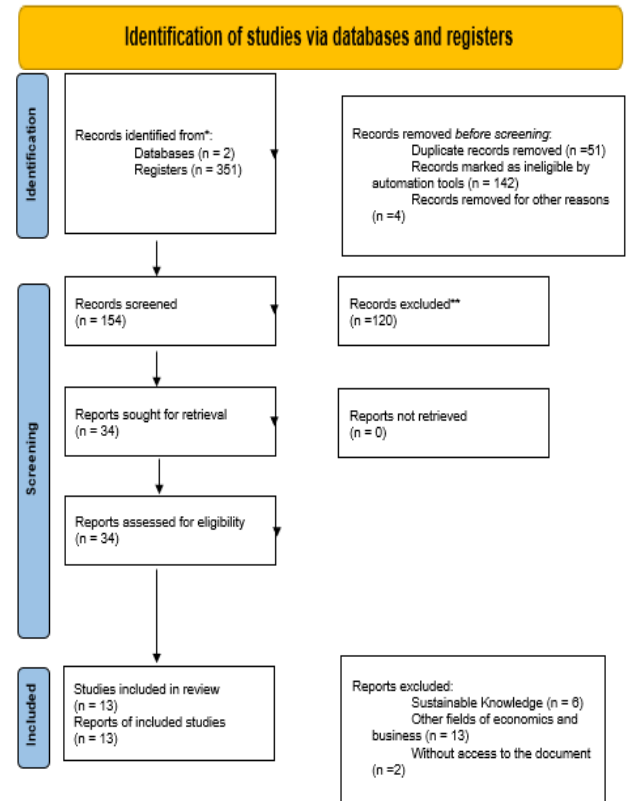
- Peer-reviewed papers published after June 2022.
- Peer-reviewed books, chapters, conference papers, or working papers.
- Research papers published in journals without WoS and SCOPUS impact factor.
- Research papers unrelated to the SLR topic:

Table 2. Search Table

Datab ase	Search String	#	Sear ch Date
Scopus	(TI= (sustainable marketing)) OR TI=(Co-creation) AND LIMIT-TO (YEAR, 2022) OR (LIMIT-TO (YEAR, 2021) OR LIMIT-TO (YEAR, 2020) OR LIMIT-TO (YEAR, 2019) OR LIMIT-TO (YEAR, 2018) OR LIMIT-TO (LANGUAGE, "English"))	156	April 21, 2022
Scopus	(TI= (sustainable marketing)) AND TI=(Co-creation) AND (RESEARCH ARTICLES) RESELIMIT-TO (YEAR, 2022) OR (LIMIT-TO (YEAR, 2021) OR LIMIT-TO (YEAR, 2020) OR LIMIT-TO (YEAR, 2019) OR LIMIT-TO (YEAR, 2018) OR LIMIT-TO (LANGUAGE, "English"))	15	April 21, 2022
WOS	(TI= (sustainable marketing)) AND TI=(Co-creation) Timeframe: 2018-2022. Index: SSCI DOCUMENT TYPE: AR. LANGUAGES: English	2	May 10, 2022
WOS	(TI=(sustainable)) AND TI=(Co-creation) Timeframe: 2018-2022. Index: SSCI DOCUMENT TYPE: AR. LANGUAGES: English	34	May 10, 2022
WOS	(ALL= (sustainable marketing)) OR ALL=(Co-creation) Timeframe: 2018-2022. DOCUMENT TYPE: AR. LANGUAGES: English	144	May 10, 2022

Study selection process. The initial search resulted in 351 articles, of which 51 were duplicates. Is analyzed the remaining 154 articles based on the title and abstract, according to the inclusion-exclusion criteria. Once we agreed on the results, 120 articles were excluded because they did not meet the inclusion criteria. Are independently analyzed the remaining 34 articles in full, which resulted in 13 articles following the second selection process (see Figure 1 and Table 3)..

Figure 1. Selection process based on PRISMA statement



\*Consider, if feasible to do so, reporting the number of records identified from each database or register searched (rather than the total number across all databases/registers).

\*\*If automation tools were used, indicate how many records were excluded by a human and how many were excluded by automation tools.

Source: Page MJ, et al. (2021).

**Table 3.** Content of the selected articles.

Authors	Paper Characteristics		Journal	Journal Impact Factor <sup>TM</sup> (2021)	Research purpose (s)	Paper type/ Method	Organization Type
	Year	Country					
Knizkov, S. and Arlinghaus, J.	2019	Germany	Sustainability	3.889	Practices of co-creation with the BOP across the SC and providing a more nuanced understanding of their subsequent outcomes.	Research paper/case studies	135 ventures operating in BOP markets
Chen Y-W	2020	Taiwan	International Journal of Environmental Research and Public Health	4.614	Investigate the relationships between diversified experiences of co-creation and the three core elements of the TPB model in the context of a virtual community.	Research paper/questionnaires	321 SURVEYED
Bordian, M., Gil-Saura, I. and Seric, M.	2022	Spain	Journal Of Services Marketing	5.246	This paper aims to explore the impact of value co-creation (VCC) on customer-based brand equity and satisfaction, the latter being considered in terms of overall and green customer satisfaction.	Research paper/questionnaires	263 hotel guests in Ukraine in 2018
Hsiung, TF, Cheng, YH and Han, ZX	2021	Taiwan	Sustainability	3.889	Analyzes the types of the dynamic brand value chain and the operational conditions that provide enterprises with the direction in searching for and establishing a sustainable partnership.	Conceptual paper	Literature review

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Sharma, P	2021	India	Benchmarking-An International Journal	7.200	Explore some consumers and firms' being better equipped for service co-creation than others, specifically during a pandemic.	Research paper/ interviews	35 supply and demand side actors
Wyllie, J., et. al.	2022	Australia	Australasian Marketing Journal	3.900	The concept of value co-creation of health and social outcomes in an eHealth digital ecosystem context that is critical in addressing sustainable development goal	Conceptual paper	Literature review
Apostolidis C., et. al.	2021	England/ Sri Lanka	Journal Of Marketing Management	4.707	How food waste mobile apps can support sustainable value co-creation at the BoP	Research paper/ interviews	semi-structured interviews in Sri Lanka
Mihailova, D., Schubert, I., Burger, P., and Fritz, M.	2022	Switzerland	Journal Of Cleaner Production	11.072	Explore sustainable value co-creation between citizens and other stakeholders in the setting of the Positive Energy District.	Conceptual paper	Literature review
Font, X., English, R., Gkritzali, A., & Tian, W.	2021	England/ Norway/ Germany	Tourism Management	12.879	Analyze the failure of sustainability communications within the online platforms used by these agents and explore why the agents factor out sustainability information during the customer sales process.	Research paper/ Case Study	Lufthansa City Center Agency Travel
Kruger, C., Caiado, RGG, Franca, S. and	2018	Brazil	Journal of cleaner production	11.072	Propose a conceptual model of co-creation for sustainability, involving techniques and methodologies aimed at stakeholder	Research paper/ mixed methods	Participants from virtual communities



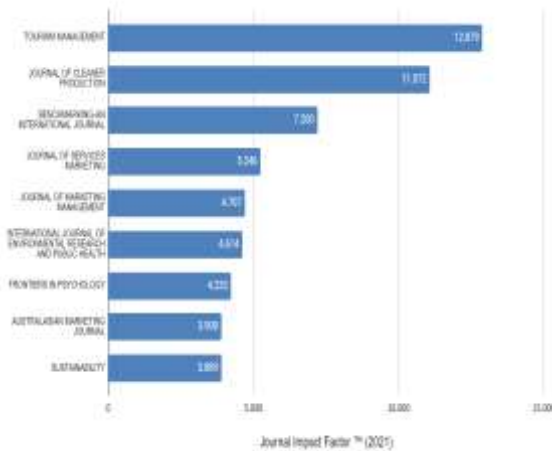
Quelhas, O.					engagement and contribution to SD		
Barile S, Grimaldi M, Loia F, Sirianni CA	2020	Italy	Sustainability	3.889	Explore how resource and knowledge integration, through technology-mediated interactions, can lead to the emergence of novelties (new products, services, processes, social, and environmental practices)	Research paper/ Case Study	Italian company of wood packaging
Diaz-Perdomo, Y., Alvarez-Gonzalez, LI. and Sanzo-Perez, MJ	2021	Spain	Frontiers in psychology	4.232	The effects of business-non-profit value co-creation on both the organizational performance of the partners, and the social results linked to the Sustainable Development Goals (SDGs).	Research paper/questionnaires	205 Spanish non-profits
Jie Liu, Wei Yang and Lei Cong	2022	China	Journal of Cleaner Production	11.072	Understand the role of value co-creation in the relationship between corporate social responsibility and green purchase behavior	Research paper/questionnaires	Online survey in China

4. RESULTS:

The results obtained from the analysis of the study are presented below, to answer each of the research questions.

**RQ.1.** How are the articles distributed according to the type of journal and its Journal Impact Factor?

**Figure 2.** Type of journal and Journal Impact Factor



Source: Elaborated based on results

The following graph (Figure 2) shows that 38.46% of the selected articles are found with the best Journal Impact Factor. It is important to note that most of the journal articles have a good number of impact factors giving an average a level of 6.4 in general. The journals with the highest number of review contributions are 3 articles in the Journal of cleaner production with 11.07 impact factor and followed by the journal Sustainability with 3 articles and a 3.88 impact factor.

**RQ.2.** What is the number of publications per year?

The studies identified in this review period, 4 (30.8%) were conducted during 2022, 5 articles (38.5%) in

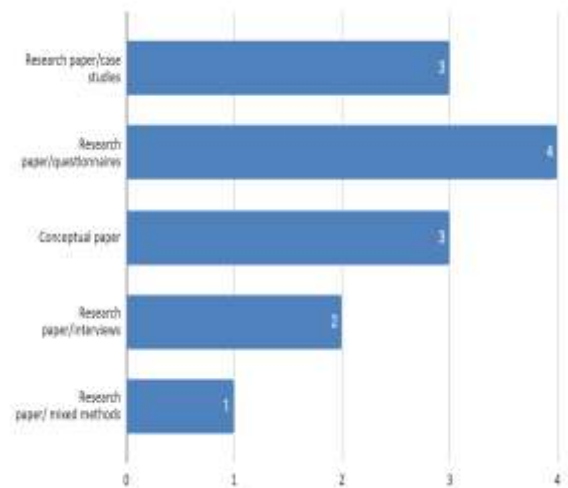
2021, 2 articles (15.4%) in 2020 and 1 article (7.7%) in 2019 and 2018, respectively.

**RQ.3.** What is the geographic distribution of the study sample?

Of the studies identified in this review period, they are research studies with samples collected in Germany (2) Spain (2) Switzerland (1) Italy (1), Taiwan (2), Australia (1), India (1) in England/Sri Lanka (1), China (1) and Latin American countries; one study was conducted in Brazil. Therefore, it can be concluded that most of the studies selected in recent years have been conducted in various countries, with Europe having the fewest studies.

**RQ.4.** What research methodologies are used in the selected studies?

**Figure 3.** Research methodologies are used in the selected studies



Source: Elaborated based on results

The studies included in the review (Figure 3) mainly used a quantitative methodology in which data collection was carried out by means of a questionnaire (30.8%). On the other hand, 5 studies used qualitative methodologies (38.5%) in semi-structured interviews (15.4%) and case studies (23.1%). While one article used a mixed methodology (7.7%) and 3 were conceptual papers (23.1%).

The results reveal 4 central themes that represent the main SDL premises, as an exchange strategy based on service, the value co-creation in business and the actors of the economic ecosystem, under a sustainability in the fields of: Marketing in brand equity and green customer satisfaction (Bordian, et al., 2022) in brand value chain (Hsiung et al., 2021), Tourism (Font, et al., 2021), Health services (Wyllie, et al., 2022), Innovation in Service Ecosystems (Barile, et al., 2021) and Social Innovation and Sustainable Development Goals (Diaz-Perdomo, et al., 2021).

In the same way Social Innovation and corporate social responsibility (Jie Liu, et al., 2022) in Bottom of the Pyramid Markets (Knizkov and Arlinghaus, 2019; Apostolidis et al., 2021) and Virtual Communities (Kruger, et al., 2018; Chen Y-W, 2020; Mihailova, et al., 2022).

## 5. DISCUSSION AND CONCLUSIONS

This paper contributes to the existing body of service literature main premises of the SDL, as an exchange strategy based on service, the value co-creation in business and the actors of the economic ecosystem, under a sustainability approach by responding to the call for research on how SDL, through value co-creation practices, can enhance sustainability value for the customer (Vargo and Lusch, 2017; Vargo et al., 2020).

Furthermore, in line with previous works on service marketing and sustainability-oriented research (Wirtenberg, et al., 2017; Curtis and Mont, 2020), it shows different economic sectors must join efforts,

focusing on achieving such sustainable development, through business actions and seeking better mechanisms to direct the company's strategic course towards sustainability. Moreover, the findings reduce the gap identified in service marketing literature that explains the principle of co-creation across their supply-chain and whether these indeed facilitate such a clear win-win scenario for both parties (Knizkov and Arlinghaus, 2019).

Therefore, service co-creation is a complex and emergent process that involves different spheres (technology, social skills, and motivation) is required to better understand what forms of value may be derived by consumers from which sustainability actions and in which contexts (Font, et al., 2021). Understand how it spreads across multiple levels (co-development and service co-evaluation) and should be continually managed and harmonized to tackle any external shocks (Sharma, 2021).

The value of sustainability and co-creation of services lies in the social, economic and experiential values thus created (Sharma, 2021) having priority in operational resources, which are understood by companies as behavioral and emotional benefits for the customer, these are manifested in the value of sustainability, benefits resulting from the quality of nature or the environment and a deeper connection to the place (store, place of origin, etc.), which make customers feel special (Font, et al., 2021). Similarly, it has been found that the experience of participation (co-production) in different tasks improved customers' attitudes, external subjective norms, and creative self-efficacy (Chen, 2020).

Some of these approaches involve considering consumers not only as a target of marketing activities, but as co-producers of services and co-creators of value (Bordian, et al., 2022). In that sense, when talking about co-creation practices in marketing, is addressed the sustainable brand partnership and activities that will intensify the main motivation of the brand value chain, people-oriented brand promotion conforms to social development and implements social

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practice in sustainable partnership as shared goals and diversification into participating brand niches (Hsiung, et al., 2021).

The results of this SLR allows to conclude that there are three possible consequences in the implementation of actions for the co-creation of sustainable value: the first being social value, which has to do with the creation of an ecological attitude and a feeling of harmony, care, pride and social inclusion in customers, therefore, marketing practices aimed at the co-creation of social value could further differentiate the roles that citizens can play compared to business models by mapping archetypes for the possible co-creation of value (Mihailova, et. al., 2022).

Secondly, the experiential value, which lies in the automation of service provision processes, information exchange, development of personalized services and co-production with the client, service quality and improvement of client commitment. Highlighting the integration of multiple actors who mutually benefit from participation to understand and create sustainable market ecosystems (Sharma, 2021; Knizkov and Arlinghaus, 2019). Similarly, resources need to be integrated and implemented for value co-creation between the brand engagement platform and the experience setting (Hsiung, et al., 2021). And finally, identify the sustainable economic value, which is the economic return for companies through the creation of a better service-market fit and the improvement of customer commitment, however, some of the identified patterns turned out to be economically necessary for companies, but insignificant from the point of view of social value, they even contribute to reinforcing existing social inequalities. That is why the scheme of economic models about sustainable value and co-creation continues to have limitations (Knizkov and Arlinghaus, 2019).

Findings gathered from the SLR reveal that studies were conducted across different geographical locations, both in a developing-economies setting and in developed institutional settings. One of the aspects we consider under-researched and put forward as one of the most fruitful lines of research is the exploration of the complementarity between sustainable business models and marketing practice to co-creation value.

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## SUSTAINABLE MARKETING BASED ON SERVICE-DOMINANT LOGIC: A SYSTEMATIC LITERATURE REVIEW.

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