Propositions belonging to the Dissertation

USER ENGAGEMENT WITH DIGITAL SERVICE INNOVATION

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1. Having a common understanding of how habitual user behaviors develop can help the actors in a service ecosystem drive user engagement with a new-to-the-market digital innovation. [Chapter 2]

2. A homogeneous behavioral engagement trajectory across users exhibited after the introduction of a sequential digital innovation can help explain subsequent user engagement. [Chapter 3]

3. How users cope with a gradual digital service innovation can have a positive influence on their engagement even if users see the innovation as a threat. [Chapter 4]

4. Just because a service provider makes efforts to introduce digital innovation with the aim of improving the user experience does not guarantee that users will ultimately engage with the innovation. [Chapters 1 – 5]

5. Digitalization is an enabler of service innovation, but to foster user engagement service providers need to understand how digital service innovation can alter the user experience in both positive, as well as negative ways. [Chapters 1 – 5]

6. While it is tempting to get entangled dancing with the devil in the details, all that dancing will be in vain if you forget the big picture.

7. Research is not about collecting and analyzing data. Research is about storytelling.

8. Your story will only become better once you truly learn to appreciate the value of scrutiny.

9. Blow away the dreams that tear you apart, blow away the dreams that break your heart. [Bruce Springsteen]

10. You mustn’t be afraid to dream a little bigger, darling. [Eames]

11. Well, it’s all a matter of perspective. [James Bond]