

User engagement with digital service innovation

Citation for published version (APA):

Ciuchita, R. P. A. (2016). *User engagement with digital service innovation*. Maastricht University.

Document status and date:

Published: 01/01/2016

Document Version:

Publisher's PDF, also known as Version of record

Please check the document version of this publication:

- A submitted manuscript is the version of the article upon submission and before peer-review. There can be important differences between the submitted version and the official published version of record. People interested in the research are advised to contact the author for the final version of the publication, or visit the DOI to the publisher's website.
- The final author version and the galley proof are versions of the publication after peer review.
- The final published version features the final layout of the paper including the volume, issue and page numbers.

[Link to publication](#)

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal.

If the publication is distributed under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license above, please follow below link for the End User Agreement:

www.umlib.nl/taverne-license

Take down policy

If you believe that this document breaches copyright please contact us at:

repository@maastrichtuniversity.nl

providing details and we will investigate your claim.

Propositions belonging to the Dissertation

USER ENGAGEMENT WITH DIGITAL SERVICE INNOVATION

by Robert Petrut Andrei Ciuchita

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]*