5 Conclusion of the Review

This review brings together scattered research on the phenomenon of combining products and services into one document. It reveals that research on joint offerings of product and services has grown considerably in the last few years. However, the research body continues to be fragmented into different streams, which has understandably hampered academic exchange between researchers to an extent. Research published in the last two to three years has rectified this problem at least to some degree, as researchers from different strands are interchanging and using more than one term in a publication. Nonetheless, *product service systems* continues to be the dominant strand of research and this term today is extensively used in engineering, operations, information systems, design and sustainability disciplines.

Given the importance and the inherent complexity of the phenomenon 'hybrid value creation', the categorization presented in this review aims to assist the audience in benefitting from a systematic overview of the numerous publications in this research area. It sums up the research done in each of these categories and guides readers to important research gaps in each of these categories. Finally, it identifies two dominant strategic directions for future research:

1. Studies on understanding what really creates value in different product-service offerings on a micro level;

2. Studies on the productivity and performance impact of hybrid value creation on a macro level.

This dissertation chooses the first strategic direction of research and focuses on understanding what really creates value in different hybrid value creation business models.

This leads to the research question "how and where is value created in the different business models of hybrid value creation", which is tackled in detail in part III of this dissertation, "*Empirical study 1: The four clusters of hybrid value creation*". In this study, four clusters of hybrid value creation are developed and the role and impact of four value creating attributes – identified from literature – for each cluster is empirically deducted.