


# Chapter 3

## Exploring Sustainable Service Marketing and Virtual Currencies: A Lexicometric Analysis

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### **ABSTRACT**

*Sustainable service marketing is the integration of economic, social, and environmental dimensions followed for value-driven responsible business practice. Decentralized technologies transform the ways traditional strategies are used in marketing into new innovative ways that emphasize sustainability. These technologies redesign, deliver, and experience services but also help catalyze systemic changes within service ecosystems. The study conducts a lexicometric analysis to discuss the literature regarding sustainable service marketing and virtual currencies. It introduces key themes such as advanced technology integration, improved transparency and accountabilities with decentralized platforms, and trend towards circular economies facilitated by digital innovations. Revealing these themes outlines how virtual currencies can be instrumental in sustaining consumer behavior through optimization of the delivery of service and environmental practices in business operations. The results provide actionable implications and avenues for further research directions.*

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## **1. INTRODUCTION**

Sustainable service marketing is a combination of the goals of economic development, environmental concerns, and welfare benefits to achieve service innovations using responsible business techniques (Fernando et al. 2019). With the growing head turns of more and more economic markets toward embracing digital transformation, virtual currencies with the technologies involved have been introduced, shifting how services get marketed, distributed, and felt. These are certainly not enriching forms of tradition; instead, they are in effect leading toward systemic changes affecting service design and delivery as well as consumption that disrupt and reinterpret well-established long-term paradigms (Golinelli et al. 2012). There's a plethora of unprecedentedly enhanced opportunities from blockchain and other decentralized systems for sustainability through openness, accountability, and consumer-level participation. More importantly, they enable businesses to establish practices of marketing that are ethical and sustainable and thus address important concerns about the environment and society. For instance, more firms now use tokens and blockchain systems as a means of rewarding responsible practices, enhancing traceability, and conserving resources.

In discussing this chapter, the paper applies lexicometric analysis in unearthing the existing trends of literature surrounding sustainable service marketing and virtual currencies. It allows for a systematic observation on the different ways in which those technologies impact upon the service marketing - from personal at consumer-level engagements all the way up to that point of much more dynamic systems. Conclusions would focus around themes relevant to old models transformations with integration into innovation technologies and towards design of novel models for interactions that are more sustainable. This chapter aims to add contribution towards an understanding of how virtual currencies may come in support of realizing sustainable service marketing, setting future avenues for elaborating on changes within this realm.

## **2. LITERATURE BACKGROUND**

Sustainable service marketing acts as a pathway to fulfil environmental and economical goals to create values that are in alignment with the sustainability principles (Peterson et al. 2021). Sustainable marketing is not only a solution for tackling environmental issues, however it also offers novel opportunities in supporting circular economy models. The literature background highlights the state of literature in sustainable service marketing and virtual currencies.

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