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integrative framework of value as value in context, created through a nexus of five contextual invariances of offering, affordance, context, agency and individual resources. The

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Notably, it highlights implicit assumptions in philosophy, chronology and consciousness of value and their potential limitations. It proposes an integrative framework that can be used for understanding the future of marketing and new business models.

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An Integrative Framework of Value

The integrative framework makes distinctions between the value beneficiary (i.e., collective and individual value perceptions), the underlying value perspective (i.e., customers' and suppliers' value perceptions), and the reference object of value (i.e., transactional value based on expectations or experiences, and value of relationships).

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Mapping value in business markets: An integrative framework

In this paper, we presented an integrated theoretical framework for encouraging pro-environmental behaviour, the IFEP, comprising a limited number of key variables (values, situational cues, and goals) as well as key processes through which effective behaviour change may take place.

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Our integrative framework provides a theoretical foundation of brand value co-creation rooted in joint agencial experiential creation, wherein individuated brand experiences are emergent from, and embodied in, environments of interactions afforded by platforms of brand engagements.

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The American Marketing Association has also made value (creation and delivery) the central concept in its last two definitions of marketing, replacing the "product" as the object of exchange¹.

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