The Build Experience: Creating a connection between the built environment and the service experience

Inbreng door: Timothy Broesamle, docentonderzoeker

In this presentation I will provide insight into current literature and theory on the service experience and the built environment. I will propose a possible theoretical model of the “built experience” for understanding the link and as a way for discussion into a new arena of service management research. What is needed is a theoretical structure that provides a foundation for empirical research that takes a holism approach to understanding the effects of the built environment on the realization of the service experience.