	SERVITIZATION LITERATURE - KEY THEMES (Based on 58 papers reviewed in detail)	Number of Papers Covering the Theme	% of Total Papers
1	General concept and definition	**8**	14%
2	Evolution of the service orientation in manufacturing	**7**	12%
3	Classification of services	**32**	55%
4	Classification of corporate approaches to sevitization	**7**	12%
5	Drivers of servitization	**35**	60%
6	Factors that undermine the adoption of serrvice strategies and methods for go/no-go decisions	**16**	28%
7	Challenges in moving into services	**21**	36%
8	Guidelines and methods for successful implementation of service strategies	**39**	67%
9	Case studies (a.deductive, b.inductive)		
	(a) Deductive	**27**	47%
	(b) Inductive	**23**	40%
10	Customer value	**18**	31%
11	Service marketing	**14**	24%
12	Service design	**13**	22%
13	Organisational structure	**27**	47%
14	Human factors	**11**	19%
15	Technology support	**12**	21%

Figure (2)