

Balanced Centricity: deinstitutionalizing the arts sector.

The case of Patreon open platform.

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ABSTRACT

Purpose – Balanced centricity (BC) is an institutional logic that removes the customer from the central position in a network, thereby allowing other actors to engage in it more fully. This process, when systemized can be considered an institutional work (Larence and Suddaby, 2006) as it allows for identifying the processes and practices through which institutions are altered and eroded to the extent that they could be deinstitutionalized (Greenwood et al, 2017).

Findings – The present paper aims to investigate how open business models like Patreon are a good practice example to test the institutional change that breaks with the traditional customer centricity institution to put in its place the network of actors that integrate the ecosystem. This change is identified at every level of the ecosystem. The empirical evidence of this process is found on Patreon where the process by which actor's accumulated and networked actions become a practice that makes the service ecosystem evolve and modify has been analyzed (Tronvoll, 2017; Chandler et al, 2018).

Research limitations/implications (if applicable) – Certain limitations to the study arise from the research context (the crowd-funding arts sector). The crowd-funding phenomenon is just one formula which, with the context offered nowadays by new technologies and the Internet, has found a suitable environment for certain projects. However, the evolution of the world of technology and the growing interrelation between actors will continue to facilitate the evolution of the models, shaping markets with an increasing role of all the actors in the network, moving towards what Gummesson (2008c) calls the many to many marketing.

Practical implications (if applicable) – The empirical approach of the paper is framed on crowdfunding, that is a fast-growing collaborative open network that, in success contexts like our case study (Patreon) meets the conditions of being an ecosystem where BC strategies can be strategically planned.

Key words (max 5): Service-dominant Logic (SDL), balanced centricity (BC), institutions, crowd-funding, Patreon.

Paper type –Research paper