



Mayukh Mukhopadhyay <reviseandresubmit.tms@gmail.com>

Service-Domiant Logic Video

3 messages

Vargo, Stephen L. <sv@ou.edu>

Fri, Oct 9, 2026 at 8:31 AM

To: "reviseandresubmit.tms@gmail.com" <reviseandresubmit.tms@gmail.com>

I just ran across your S-D logic YouTube video. Very well done!

There have been three major updates since the 2004 article—the latest this year. I would be happy to send them if interested.

Either way, I am quite impressed by your work.

Steve

Stephen L. Vargo, Ph.D.

Professor of Market Systems | Siegfried Centennial Chair
Division of Marketing and Supply Chain Management
Price College of Business
University of Oklahoma
307 W. Brooks
Adams Hall, Rm 1
Norman, OK 73019

Mayukh Mukhopadhyay <reviseandresubmit.tms@gmail.com>

Fri, Oct 9, 2026 at
12:34 PM

To: "Vargo, Stephen L." <sv@ou.edu>

Dear Professor Vargo,

Thank you so much for your wishes.

Feel free to share the relevant papers with me that incorporates the recent updates on your S-D logic, so I can incorporate them in future episodes.

Best Regards

Mayukh Mukhopadhyay

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Vargo, Stephen L. <sv@ou.edu>

Fri, Oct 9, 2026 at 10:02 PM

To: Mayukh Mukhopadhyay <reviseandresubmit.tms@gmail.com>

Hi, Mayukh

Here are the three major updates to S-D logic since 2004. There have been many more articles, but these capture the evolution.

Steve

Stephen L. Vargo, Ph.D.

Professor of Market Systems | Siegfried Centennial Chair

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307 W. Brooks

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Norman, OK 73019

From: Mayukh Mukhopadhyay <reviseandresubmit.tms@gmail.com>

Date: Friday, October 9, 2026 at 2:05 AM

To: Vargo, Stephen L. <sv@ou.edu>

Subject: Re: Service-Domiant Logic Video

External Email

[Quoted text hidden]

3 attachments



Vargo Lusch 2008 JAMS Continuing.pdf

192K



Vargo Lusch 2016 JAMS.pdf

642K



Vargo Wieland 2026 JAMS.pdf

1311K