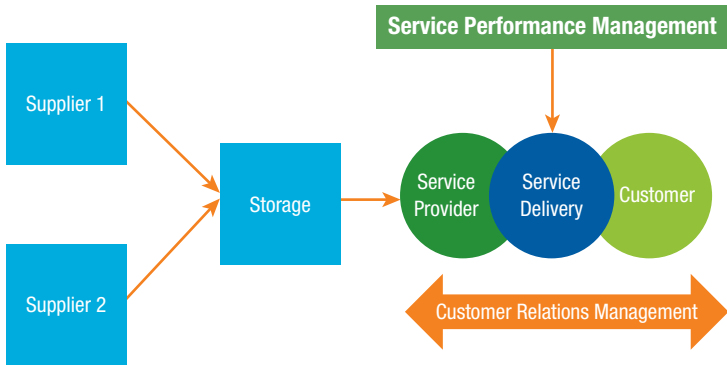


FIGURE 1.9: Standard Service Supply Chain Model



SOURCE: Baltacioglu, T., Ada, E., Kaplan, M., Yurt, O., & Kaplan C. (2007). A new framework for service supply chains. *Services Industry Journal*, 27.