A FRAMEWORK FOR SERVICE-DRIVEN SOCIAL COMMUNITY TOWARDS COLLECTIVE WELLBEING: EMPIRICAL EVIDENCES FROM CÔTE D'IVOIRE

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Introdução
Doubts arise about the impact of services on people lives, especially on individual and collective well-being and the quality of life of consumers (Bitner & Brown, 2008), which is a priority for Transformative Service Research (TSR) (TansaKul et al., 2018). Transforming societies and communities through services in complex contexts is a fertile field for scientific research. In many countries, consumers are organizing themselves as service-driven social communities to co-create value and to improve their wellbeing. A Framework for Service Driven-driven Social Community (FSDSC) was proposed by

Problema de Pesquisa e Objetivo
A Framework for Service Driven-driven Social Community (FSDSC) was proposed by Chou & Yuan (2015) and preliminary tested through a Taiwanese case study. The FSDSC posits that the motivation to join and perform in a such community derives from social motives as well as personal motives. However, FSDSC misses empirical support. .Test the main relationships of Framework for Service-Driven Social Community and its relation to well-being in a particular African context

Fundamentação Teórica
The first section addresses Well-being. Afterwards, Value Co-creation, and the conceptual FSDSC. The section culminates with the propped hypothesis. Well-being is, according to Ryan and Deci (2001), a complex construct that is related to optimal experience and functioning, is subjective happiness and the experience of pleasure versus displeasure widely interpreted to include all judgments about the good/bad factors of life. From the Service-Dominant Logic, the service, rather than the products, should be the fundamental unit of exchange because services and products only represent the means to

Metodologia
In this section the empirical method and procedures are presented to test the hypothesis. We centered on a service social community, Lobi Sans Frontiére (LSF), in Abidjan, Côte D'ivoire, and sampled its members. The members, ranging from 18 to 60 years old, interact with their communities' service suppliers to improve services and, consequently, their collective wellbeing. The questionnaire was designed on Survey Monkey platform in French. It was made available on Lobi Sans Frontière's social networks (Facebook, WhatsApp) and website, as well as sent by email to its members. The data collect

Análise dos Resultados
This section is devoted to the empirical results, comprising the general profile of the sample and the SEM. The initial sample size, of LSF members, had 422 elements. 14 of them were excluded because of missing responses, remaining 408 elements. The SEM analysis followed the steps recommended by Hair et al. (2016). The first one involved the Student's t-Test. We performed the bootstrapping technique on the Smart PLS software, that estimates the path for each sub-sample or resampling.

Conclusão
The paper conceived a Modified FSDSC (including Value Co-creation on it) and tested its mains relationships on an African service social community (LSF). This achievement added a quite different empirical support to the FSDSC (Chou & Yuan, 2015), compared to the original and purely qualitative case study on a Taiwanese community. We emphasize that TSR and FSDSC seems to help enhancing people's Wellbeing individually and collectively and that management guided by this goal is feasible, benefiting members, organizations and systems (Ostrom et al., 2015).

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