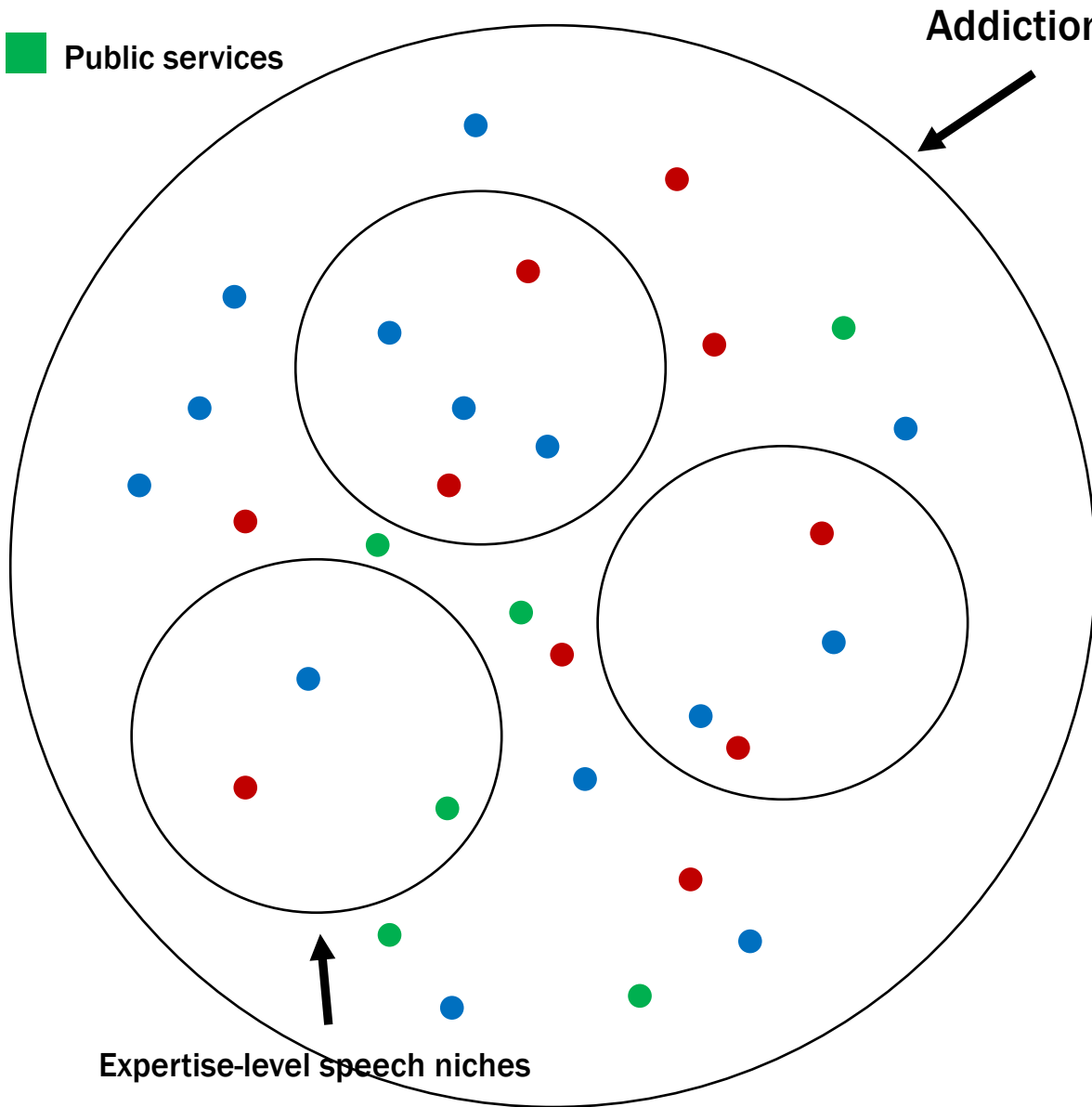


- For-profit services
- Non-profit services
- Public services

## Scenario A: Expectation from Isomorphism



## Scenario B: Expectation from moral markets

