



PRO-VE 2022

23rd IFIP/SOCOLNET Working Conference on Virtual Enterprises
Collaborative Networks in Digitalization and Society 5.0

Special Session on Value co-creation in ecosystems

Scope

Value co-creation within ecosystems is a complex process to understand even if some academics provide a proposal of framework to help describe the process within ecosystems. Yet within many ecosystems, value co-creation remains poorly understood on the meso mezzo and micro levels. We continually move between poorly defined terms of customer, supplier, project, and the like to help us describe the value co-creation process. Furthermore, traditional contracts consider the two parties (i.e., supplier and customer), reinforcing the conventional supply chain approach to value construction. Within an environment, such as a system-of-system, or product-service system, where digital is a system integrator connecting people, processes, and things, value co-creation may occur on many levels and at many different instances. The traditional descriptors of supplier, customer, user, and end-user now lose their meaning and often merge and become blurred. With an additional overlay of the lifecycle and circularity, we move to create more significant complexities as actors' responsibilities and motivations change depending on their position: designers design; manufacturers manufacture; installers install, and operators operate.

Service science, particularly Service-Dominant logic provides a useful set of axioms and foundational premises that can help support our value co-creation within digitally enabled ecosystems, particularly when digital can be used to orchestrate or enable value co-creation through new institutional arrangements. It is nevertheless not the only way to understand value and value co-creation in today's emerging digitally enabled ecosystems and others from other disciplines from engineering and social science provide approaches that allow us to explore and measure value co-creation.

We want to explore methodologies, managerial frameworks, approaches, case studies, and results from value creation efforts when moving towards digitally connected ecosystems. A mix of theoretical studies and applied cases would allow us to move forward in establishing research based best practices for value co-creation. In particular we are looking for papers that considers value co-creation:

- methods, managerial frameworks, indicator systems, industrial case studies, best practices.

Session Organizers

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Topics/ Keywords

How can we boost value co-creation in digitally-enabled ecosystems, in particular concerning:

- Methods and frameworks to allow us to better understand and of the process of digitally enabled value co-creation
- Methods and frameworks to help us boost value co-creation in digitally enabled ecosystems.
- Metrics for measuring and quantify value co-creation/destruction
- Metrics or measure for assessing risk transfer, value opportunities.
- Methods to identify the actors (including the beneficiaries) within environments with many actors and many interactions.

Submission procedure

Special sessions are included in the main Conference and follow the same reviewing process.

Short abstracts submission (100-150 words): Mar, 19th, 2022

Full papers submission: April, 16th, 2022

Acceptance Notice: May, 28th, 2022

Final version Submission: Jun 11th, 2022

Acceptance of papers is based on the **full paper** (up to 8 pages). Each paper will be evaluated by three members of the International Program Committee.

When submitting on the web site, you have to indicate the name of the special session.

Submission procedure via EasyChair available on: <http://www.pro-ve.org>, with copy by email to the chairs of the special session.

Special Session Sponsored by

IFIP 5.7 SIG on Service Systems Design, Engineering and Management