CINet CONFERENCE 2020

**PRACTICING CONTINOUS INNOVATION IN DIGITAL ECOSYSTEMS**

SPECIAL TRACK

**“VALUE CO-CREATION IN DIGITAL ECOSYSTEMS:**

**NEW INNOVATION PATHS”**

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Despite the early studies on value co-creation were focused on dyadic and direct firm/customer relationship (Vargo & Lusch, 2004), nowadays contributions agree on a more holistic concept of co-creation (Vargo & Lusch, 2008; Saarijärvi and Kuusela, 2013; Kazadi et al., 2016; Pera et al., 2014) , as a system, where different actors involved – suppliers, employees, and society in general – play an active role co-producing value.

The shift from a “consumer-based” to a “stakeholder-based” perspective in value co-creation studies is consistent with the concept of business ecosystem, where economic outcomes and business relationships between actors are highlighted (Moore, 2006), in spite of a focus on the self-standing firm. Moreover, the convergence between value co-creation and ecosystem perspective is supported by some of the Service Dominant Logic contributions (Vargo & Lusch, 2008; Gummesson, 2008; Mele & Polese, 2011).

However, the potential of ecosystems in terms of value co-creation in innovation processes, is more evident moving from the “business ecosystem” to the “digital ecosystem” concept, where actors increase the opportunities of successfully managing innovation processes, above all, thanks to information and technology. Specifically, service innovation provides new opportunities to advance societal change for the well-being of individuals and society collectively (Ostrom et al., 2015). This change is enacted by the better use of technology, as it can boost value co-creation and then social innovation (Russo Spena et al., 2018).

Indeed, the internet and mobile technologies also widely affect every aspect of people’s daily lives and provide them with new opportunities that did not exist in the past; for example, smart service systems based on technological advancements and networked connections between people, processes, data and materials are said to realize greater value for society and the economy (Maglio and Spohrer, 2013). The new conceptualization of services, the transformative power of technologies in triggering systematic and sustainable service have posed new questions in the recent economics and services debate (Carlborg et al., 2014). In digital ecosystems multiple actors can benefit from value co-creation, and value co-creation involve manifold dimensions (economic, social and cultural) (Ben Letaifa, 2014), and this creates the premises for new innovation paths.

Basing on the lack of contributions on value co-creation in digital ecosystems, papers combining these two concepts are welcome in this track. Papers could adopt either theoretical and conceptual or empirical analysis (qualitative or quantitative methods) using the most suited methodology.