



# Exploring the Antecedents of Value Co-Creation through a Systematic Review: Proposed Framework and Future Research Directions

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## Abstract

This paper responds to the recent call by authors to explore the pre-requisites/antecedents of value co-creation and to explore value in social and cultural context at multiple levels of service ecosystem. So, first of all, it organizes the antecedents obtained through a systematic review as psychological, social & cultural (based on an integrative framework developed by authors), then it positions them at an individual, dyadic and macro-social level (using Desjeux's, 1996 framework). This generates a framework (3x3 matrix: made up of 3 types of antecedents at 3 different levels) which represents the key finding of our review work. The review is based on 65 articles (reduced from 1100) published in Management and Social Science journals from 2000 to 2019. The study provides the holistic view of value in context, the interrelationship among antecedents at multiple levels and the important pre-conditions of VCC. Ultimately, based on extant review synthesis, the study suggests the future directions that integrate a sociological viewpoint to the VCC research.

**Keywords:** Value co-creation, Antecedents, Systematic Review, Psycho-social- Cultural, Service Ecosystem

## 1. Introduction:

Idea of 'Value co-creation' (VCC) has received immense attention in the last one decade. C. K. Prahalad, Venkat Ramaswamy, S.L. Vargo & R.F. Lush are the pioneers introducing the idea of VCC. It could be understood as the joint creation of value by the company and the customer. To be more clear, McColl-Kennedy, Vargo, Dagger, Sweeney, & Kasteren (2012) discusses 23 types of VCC definitions and provide a comprehensive explanation of VCC as "benefit realized from integration of resources through activities and interactions with collaborators in the customer's service network". Since then, VCC has emerged rapidly in service literature. Within this growing environment of VCC, authors are in hurry to take VCC to the next level by exploring new dimensions and consequences/additional outcomes of VCC (For details refer: Saxena, & Amritesh, 2019). Above argument is even reflected in the recent criticism of value co-creation by Wang, Wong, Teo, & Yuen (2019) in which VCC is criticized for being overly optimistic. Overall, this can be considered as a signal for researchers to wait and explore VCC in detail.

Along the parallel line, few researchers call for exploring the pre-requisites of value co-creation and explore its antecedents in detail (Neghina, Caniels, Bloemer, & Van Birgelen, 2015; Sarmah, & Rahman, 2018; Sweeney, Danaher, & McColl-Kennedy, 2015). Additionally, there is a recent call for research on 'value in social and cultural context' (Kleinaltenkamp, & Dekanozishvili, 2018; Chandler & Vargo, 2011 & Löbler, & Hahn, 2013) and magnifying every level of service ecosystem (Meynhardt, Chandler, & Strathoff, 2016).

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Drawing motivation from above arguments, this study explored the existing VCC antecedents through a systematic review, classify them into psycho, social & cultural perspective (based on integrative framework developed by author) and then position them at three different levels of service ecosystem (i.e. individual, dyadic & macro social) using Desjeux's (1996) framework (Wang et. al., 2019).

Finally, 3x3 matrix (three types of antecedents at three levels as discussed above) is created which represent the conceptual framework proposed in this study. Ultimately, based on extant review synthesis, study set the agenda for future research.

## 2. Review Methodology:

Study starts with a broader set of 1100 articles (obtained by using prefix 'co crea, co-crea, cocrea' within Scopus from 2000-2019) which is reduced to 65 articles (based on several exclusion & inclusion criteria's) covering all the required stages of systematic review (Tranfield, Denyer, & Smart, 2003).

Further, it follows a lens-directed approach of review (Järvinen, 2008; Webster, & Watson, 2002) in the sense that it assigns the antecedent conceptualized in article (from final set of articles) based on integrative framework developed by authors (See Fig 1).

## Organizing Framework:

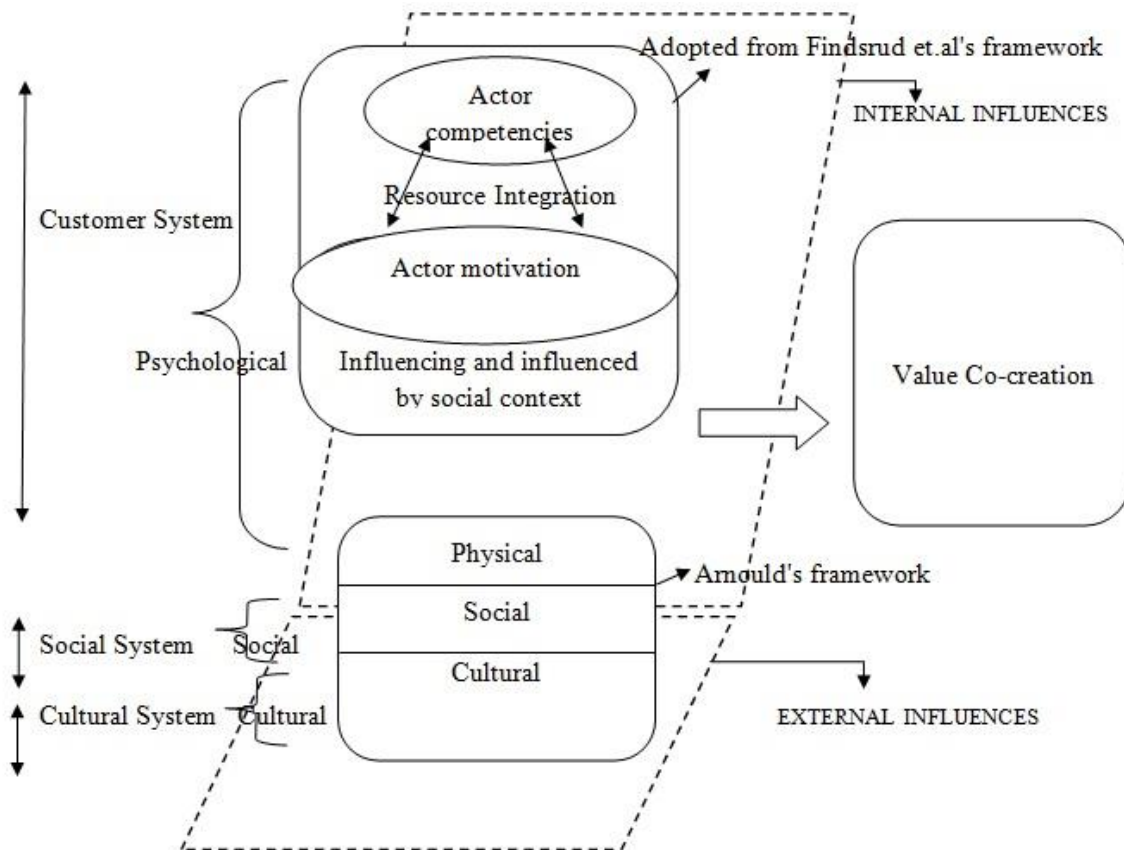


Fig 1: Integrative framework (adopted from Arnould's, 2006; Findsrud et.al, 2018 and Babin & Harris, 2009; for brief explanation refer to literature cited)

### 3. Review Discussion:

Key findings of this review work can be understood through framework depicted in Fig 2 below:

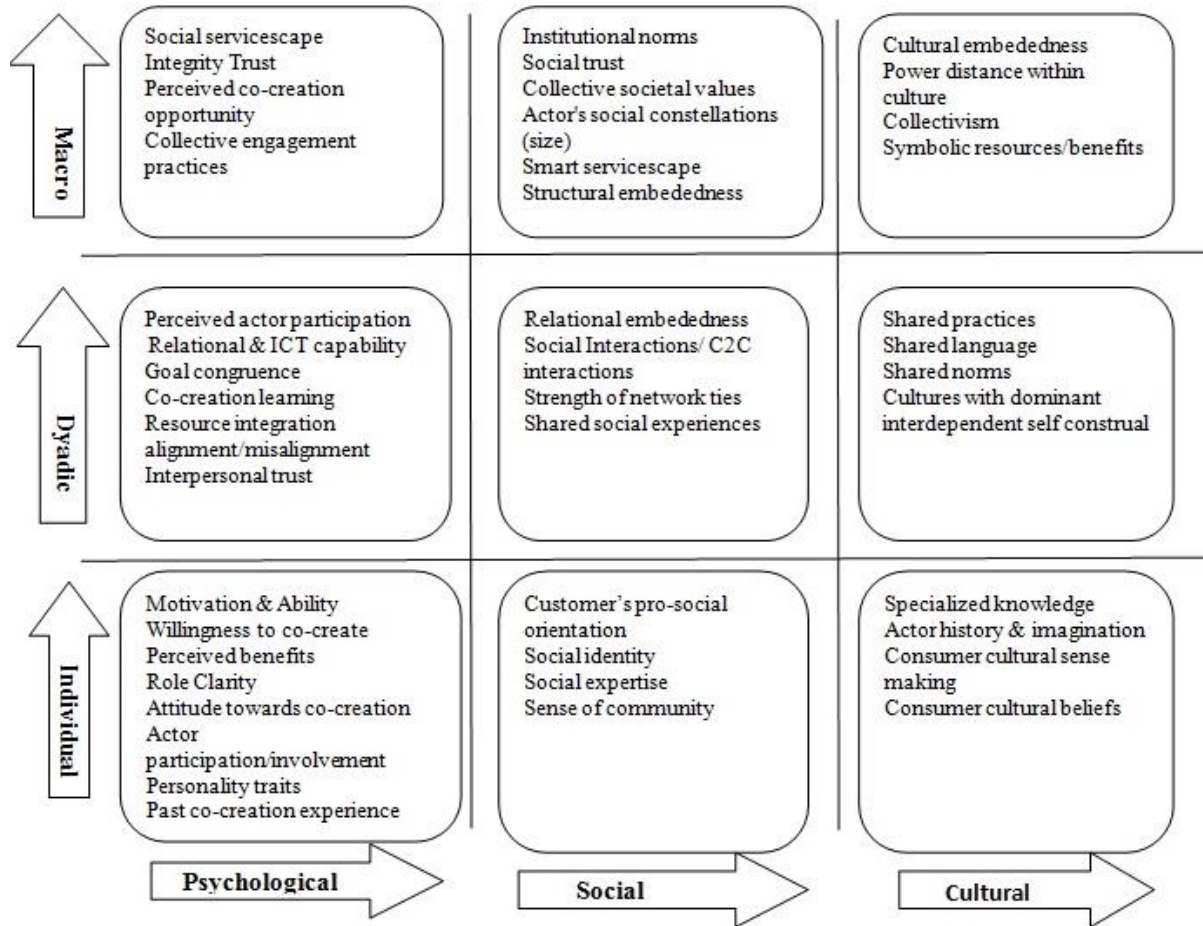


Fig 2: Proposed framework (Author's own) representing psychological, social & cultural antecedents at three different levels of service ecosystem

### 4. Directions for Future Research & Implications:

Study set the agenda for future research and suggests the directions that integrate sociological viewpoint to the VCC research. It will guide the managers planning effective value co-creation strategy for their organization. It would also act as a guiding tool for scholars interested in exploring situational or contextual antecedents in detail and developing new VCC frameworks.

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