



PRO-VE 2021

Smart and Sustainable Collaborative Networks 4.0

22nd IFIP Working Conference on Virtual Enterprises

2021, 22 -24th November

www.pro-ve.org



PRO-VE 2021 Special Session Submission

Enabling value co-creation in digitally enabled ecosystems

Scope

Any business begins with value creation as it is the purpose of an organisation. If the delivery of value via tangibles and intangibles is efficient enough it will generate profit after cost. Too often in business, we consider the value in its monetary form, this is a reductive approach and misses the complexities, ambiguities and paradoxes associated with value co-creation and value co-delivery in our interconnected worlds. Lean thinking brings with it the concept of waste (i.e. reducing cost). This is the negative form of value. Lean also allows us to consider performance management, allowing us to use proxies for value creation in the form of metrics (both KPIs and APIs). With management metrics, we often focus on the value for “us” rather than considering the value for the “system”. In firms we also talk of “risk transfer” as a way to create value by transferring risk (again an intangible aspect of value) to other actors who are better able to manage the risk, this is in effect the use of real option contracts or call contracts (e.g., insurance).

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 value co-creation
- Metrics or measure for assessing risk transfer, value opportunities.

Submission procedure

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

Short abstracts submission (100-150 words): March, 15th, 2021

Full papers submission: April, 16th, 2021

Acceptance Notice: May, 31st, 2021

Camera Ready Submission: June, 20st, 2021

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 available on: www.pro-ve.org, with copy by email to the chairs of the special session.