Co-creation of value in the knowledge and know-how transfer systems in car service business

Focus of the study

This study focuses on the roles of the car repair workshop and spare-parts wholesale level in value co-creation and knowledge input. The purpose of this study is to explore and describe the mechanisms and models of value co-creation and experiential knowledge input from a network view. Implicitly, the study explores the interdependencies and interconnectedness of the value co-creation partners.

Car service business

The car service business and its value creation is very information technology-dependent. IT-systems provide the transferable knowledge system for diagnostics and parts identification, which are both central elements of the service process. Car repair takes place on the dealership level, but also in the independent aftermarket (IAA). The question is: whose input, whose value creation? How a workshop can compete and provide value for its customer while it generates the best value in its parts ordering process for itself?

Theory


Research design

Car service business, Europe, Spring 2011
Exploratory multiple case study
Participant researcher
Analysis of managerial/expert interviews, company data and other secondary material
Data triangulation

Empirical study

The case companies consists of: manufacturing company of car spare parts, an international trade organization for spare parts, a business solution company, a database company, a wholesale company and a repair workshop

Research findings

The analysis presents a drastic development of spare part data systems, which are created by industrial collaboration serving both wholesale and workshop level (IAA). The strategic role of the data input and the inherent bias that may dilute the value are of great theoretical and managerial interest. The input of experiential knowledge from the workshop level has a rather indirect, advisory role.