

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

The theory is based on service logic and industrial network approach (cf. Ahen & Zettinig 2011). Identification of the problem and the possibilities and good value service are key expectations in car repair business (cf. Zeitham & Bitner 1996, Meffert & Brun 2005, Haller 2005) but the episodes differ (Prahalad & Ramaswamy 2004). The decision making and ordering process of parts and the value properties have limitations (Schmidt et al. 2006) that are also linked to the strategic organizational environment and roles (cf. Håkansson & Johanson 1992, Gemünder & Ritter 1997, Möller & Svahn 2003, Forsström 2005). Co-creation and generation of value and the benefits of it may be unequally

distributed (Gulati 1998, van Raiij & Poiesz 2003).

Research design

Car service business, Europe, Spring 2011

Exploratory multiple case study

Participant researcher

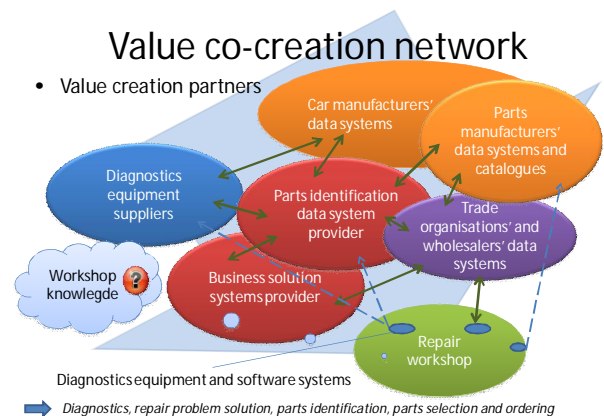
Analysis of managerial/expert interviews, company data and other secondary material

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.

