

Towards an Intra-Ecosystem perspective for Value Co-creation: How Resources are Integrated within and across Ecosystems?"

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Background – Resource integration is shaped by a diversity of collaborating actors, with access to different resources in service ecosystems. Asymmetry rather than symmetry is the reason why actors join forces to form sets of resources, needed for innovative, creative resources integration. This is done in the context of institutional arrangements, providing the rules of the game at the micro, meso and macro level of an ecosystem. However, actors and resources can also be included or integrated from other ecosystems. This intra-ecosystem interaction and resource integration has not been theorized on and needs further theoretical development and can benefit from e.g. include theory on boundary objects and boundary spanning.

Purpose – This paper explores how value co-creation are driven by multiple actors, engaged in resource integration within but also between service ecosystems.

Design/Methodology/approach – A qualitative ecosystemic approach allows to grasp the interactions between ecosystems. Interviews with actors at different layers provide extensive narratives on “resourceness” and how potential value is leveraged into captured value. A case study on Tourism, social economy, handicraft and airline transport ecosystems allow to grasp how these four ecosystems integrate their resources in order to shape a comprehensive value proposition.

Findings – The liquefaction of resources within an ecosystem can be leveraged by opening up to other ecosystems actors and resources. Indeed, value creation process is fulfilled once the customer experience is not limited by the boundaries of a specific ecosystem.

Practical implications (if applicable) – A broader ecosystemic approach is required for service dominant logic. An inter-ecosystemic perspective in marketing and management grasps the reality of value creation and reveals how customer experience transcends traditional service conceptualizations.

Originality/value – This paper innovates by exploring new level of analysis (resources integration within four distinctive, yet connected ecosystems). It highlights the need for more macro level analysis to understand how value is created and captured for end-users.

Key words (max 5) ecosystem, resource, integration, collaboration

Paper type – Research paper