

Value Co-Creation on Assistant Platforms

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Purpose – Assistant platforms are becoming a key element for the business model of many companies (Schmidt *et al.*, 2021) (Alt and Reinhold, 2020) and are promising to further proliferate artificial intelligence technologies (Russell and Norvig, 2016) in everyday life. However, creating a platform is a high-risk endeavor: a large percentage of platforms fails because they do not attract enough users (Yoffie *et al.*, 2019). Furthermore, the establishment of a platform is a time critical endeavor (Parker *et al.*, 2016). It is therefore necessary to better understand the value creation of assistant platform-oriented business models in order to appropriately allocate resources during platform ramp-up.

Design/Methodology/approach - A first approach was to investigate network effects (Parker and Van Alstyne, 2005). Based on the SDLogic (Vargo and Lusch, 2016) Lusch and Nambisan (Lusch and Nambisan, 2015) developed a new approach and identified resource liquefaction and resource density as important factors for value co-creation on platforms. Resource liquefaction is the increase in the transferability of resources by replacing information from its physical representation (Normann, 2001). Resource density designates the easy access to appropriate resource bundles. We investigate the value co-creation on assistant platforms using the approach suggested by (Lusch and Nambisan, 2015) and evaluate the results using a cross-case evaluation.

Findings - The value-co-creation logic of SDL is applicable to assistant platforms. Assistant platforms support resource liquefaction by providing means for describing services (Hein *et al.*, 2019). Assistant platforms also increase resource density by accelerating the matching between the actors (Lusch *et al.*, 2010) and the increase in accessibility and availability of resources through the effective and efficient use of information. Using a four layer architecture of assistant platforms, we are able to conceptualize the value co-creation on assistant platforms. Four phases of value co-creation exchange of value proposition, filtering, and service exchange can be associated with four architectural layers of assistant platforms: cognition, capability, integration and coordination. Furthermore, we describe the ecosystem of assistant platforms. Assistant platforms enable service co-creation between several actor groups.

Research implications - Assistant platforms are ecosystems in themselves with their own dynamics. In addition to the well-known network effects, several different value co-creation mechanisms and their interplay need to be further investigated on assistant platforms pointing to another field for future research.

Originality/value – Our research findings demonstrate the importance of SDL for researchers and practitioners in connection with assistant platforms.

Key words – assistant platform, artificial intelligence, value co-creation

Paper type – Research paper