Co-creation/Co-destruction practices: markets and organisations

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Project outline
The service-dominant logic (Vargo & Lusch 2004; 2008) establishes the scope of co-creation as an approach in which customers, suppliers, and other stakeholders combine and integrate resources in order to attain value. Value may be considered as “an improvement in system well-being” (Vargo et al., 2008, p.149), “always determined by the customer” (Vargo & Lusch, 2006, p.44). The process for value creation occurs when “the firm and the customer act together in a merged, coordinated, dialogical, and interactive process that creates value for the customer, and for the firm as well” (Grönroos 2012: 1523). Yet sometimes such process may result in value co-destruction deriving from a misapplication of customer resources by organisations (Smith 2013).

This research project aims to explore the scope and forms of co-creation (e.g., branding - da Silveira 2013) or co-destruction (Smith 2013) practices from multiple perspectives (e.g., organisation, customer). In particular, the topic aims to expand the understanding of the nature of co-creation/co-destruction and how organisations and customers engage in co-creation/co-destruction processes. Applications may entail broad or focused perspectives of co-creation/co-destruction practices (e.g., focus on certain co-creation activities/processes). It may also apply to different types of organisations and contexts (e.g., public sector, specific industries). Depending on the research problem, proposals may involve qualitative, quantitative or mixed methods approaches.

References


