Co-creation value: From time to time

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Abstract

This literature review uses a systematic review approach and bibliographic analysis. The data source is google scholar, and the search for article data uses PoP by using the terms: "co-creation", "co-create", "value-in-use" and service-dominant logic. The articles sampled are articles of the Q1 / Q2 category based on the Scimagojr. Books, book sections, conferences, Indonesian and foreign languages (except English) were not included as sample articles. The sample of articles is limited to the period 2014 – 2019. This literature review uses software assistance: Excel, PoP, Mendeley and VOS viewer. Co-creation or the perspective of service-dominant logic has received great attention by researchers and has been studied in a wide variety of research fields. The systematic review that was carried out resulted in several theories that were often used, namely, social exchange theory, social role theory, planned behavior theory, self-identity theory and self-determination theory. Co-creation as a study is implemented in various research contexts, such as: tourism, hospitality and so on. The authors with the most cited articles are: Lusch & Nambisan (2015), with a total of 950 citations. Researchers who produced the most articles in the period 2014 - 2019 are Edvardsson, Bo (12 documents); Brodie, Roderick J. (7 documents). Co-creation variables are generally used as independent and dependent variables, but some researchers have used them as mediating and moderating variables. During the period the samples were taken, qualitative research dominated over empirical test research. The journal with the most prolific publication of articles is the Journal of Business Research. The most prolific publisher is Emeraldinsight.com. China is the country that most often research on co-creation. Co-creation research with a focus on dyadic relationships is still very limited.

Keywords: Co-creation; systematic review; bibliographic analysis; service dominant logic

INTRODUCTION

Co-creation has become a term that is used widely to describe a shift in thinking from an organization as a determinant of value towards a community participatory process, where the organization and society collectively produce and develop value (Ind & Coates, 2013). Consumers today are more active, connected, and informed (Agrawal & Rahman, 2017) and the phenomenon of active customers co-creating with companies is increasing rapidly (Prahalad & Ramaswamy, 2004a). This phenomenon is the impact of the rapid development of information and technology. Prahalad and Rawasmawy emphasized that the interaction between customers and companies is at the core of value creation and extraction. Vargo and Lusch in their important work have classified the marketing paradigm into two, namely; a goods-dominant logic - business organization as a determinant of values and a service-dominant logic - consumers as a determinant of value in the end - accompanied by premises that underlie the proposed paradigm (Vargo & Lusch). , 2004a; 2004b). Service is defined as the application of knowledge and skills to benefit the parties involved (Vargo & Lusch, 2004a; 2004b). Service is the fundamental basis of exchange between parties (Vargo & Lusch, 2004a; 2004b; 2008). The exchange of knowledge and other resources transferred through interactions between actors has positioned companies and customers as co-creators of value (Galvagno & Dalli, 2014; Gummesson & Mele, 2010). Knowledge is a fundamental source for gaining competitive advantage (Vargo & Lusch, 2008a). Knowledge that comes from many parties involved in the interaction by integrating the knowledge they have leads to new resources that benefit the parties involved (Frow et al., 2016; Grönroos & Helle, 2010; Gummesson & Mele, 2010; Prahalad & Ramaswamy, 2004a). Value in the perspective of service-dominant logic, is no longer dominated by the company, but value is ultimately determined by the customer (Vargo & Lusch, 2008b) in other words, the value perceived by the customer basically comes from the integration of resources between the interacting parties. (Grönroos, 2012). Thus, value is not created by the company but the company is only limited to making value offers to customers (Vargo & Lusch, 2008b) and the value itself is ultimately determined by the customer when consuming goods or services (Kohler et al., 2011; Payne et al. , 2008). The S-DL perspective pays particular attention to collaboration between customers and companies that has the potential to generate benefits for each party (Frow et al., 2016; Vargo & Lusch, 2010). Companies that build collaboration with customers are interpreted as companies whose operations are customer-oriented and build relationships (Vargo & Lusch, 2008b). In a broader context, the service-dominant logic perspective suggests an organization with its existence to integrate and transform specific micro competencies into complex services needed in the market (Vargo & Lusch, 2008b, 2010). Thus, the S-DL perspective is also oriented towards the system, not only the relationship between the company and the customer but a more complex relationship with the stakeholders involved in it. The value is always unique and felt by the beneficiaries (Vargo & Lusch, 2008b). The uniqueness of this value is in line with the diversity of resources that each actor has in a relationship.

METHOD

In management research, the literature review process is a tool, used to manage diversity of knowledge for specific academic investigations. The purpose of conducting literature studies is generally to enable researchers to map and assess the existence of intellectual areas, and to specify research questions in the context of developing the body of scientific knowledge (Tranfield et al., 2003). Furthermore, it is described as a tool for identifying, evaluating and summarizing findings from all individual studies, so that decision-makers have access to available evidence (Center for Reviews and Dissemination, 2009).

The methodology used in this literature review adopts the method of Tranfield et al. (2003) and using two tools, namely using systematic studies and bibliometric analysis in managing data to produce the final result. The literature review in this paper uses several software to make it easier to analyze the sample articles specified. Researchers use the help of excel, publish or perish, Mendeley, and VOS viewer software.

Analysis and Results

The author conducts a systematic review of the sample articles using the excel program. The results of this systematic study produce a summary of the research context, the theories used in assessing co-creation behavior, the location of research countries, research methods, the role of the concept of co-

creation in research models in scientific journals, and future research agendas. In parallel, the authors conducted a bibliometric analysis of sample articles using the VOS viewer program. The VOS viewer program extracts data from titles, keywords and abstractions. Network mapping base based on co-authorship, keyword co-occurrence and text data mapping.

Systematic Studies

The author managed to collect 678 articles, consisting of 448 articles using qualitative research methods and 230 articles using quantitative research methods. The author focuses on studying empirical test articles. This is in line with the objectives of this study, namely the focus on studying theories explaining the behavior of co-creation, research methods, the role of co-creation in research models, and the future research agenda.

Based on the results of a systematic study, the authors summarize that co-creation studies are dominated by the use of social theories. The theories most frequently used concerning co-creation are: social exchange theory, social identity theory, social role theory, planned behavior theory, theory of reasoned-action, social capital theory, self-determination theory and service-dominant logic perspective. The rest are various theories used concerning co-creation studies such as expectancy-value theory, Pygmalion effect theory, the conservation of resources theory, the means-end-chain theory, folk-conceptual theory, expectancy theory, satisfaction theory, Upper-echelon theory, learning theory, activity theory, signaling theory, task-technology fit (TTF), diffusion of innovation theory, information-processing theory and so on.

Popular Theory

Based on the frequency of using theories in co-creation studies, there are five theories that are most often used, namely: social exchange theory highlights, individual perceptions of an interaction affect future attitudes and behavior of individuals; social identity theory explains how an individual will behave and behave according to the social identity in which the individual is located; social role theory, explains how an individual behaves in line with the attributes inherent in the individual, norms, expectations, rights, duties and obligations that the individual must face and carry out in society; Planned behavior theory states that attitudes, subject norms, and perceived behavioral control together shape individual behavioral intentions and behaviors; self-determination theory which describes the motivational factors that influence an individual to do or get something.

The following is the composition of the theory used in reviewing the concept of co-creation based on literature review, graph 2, below.
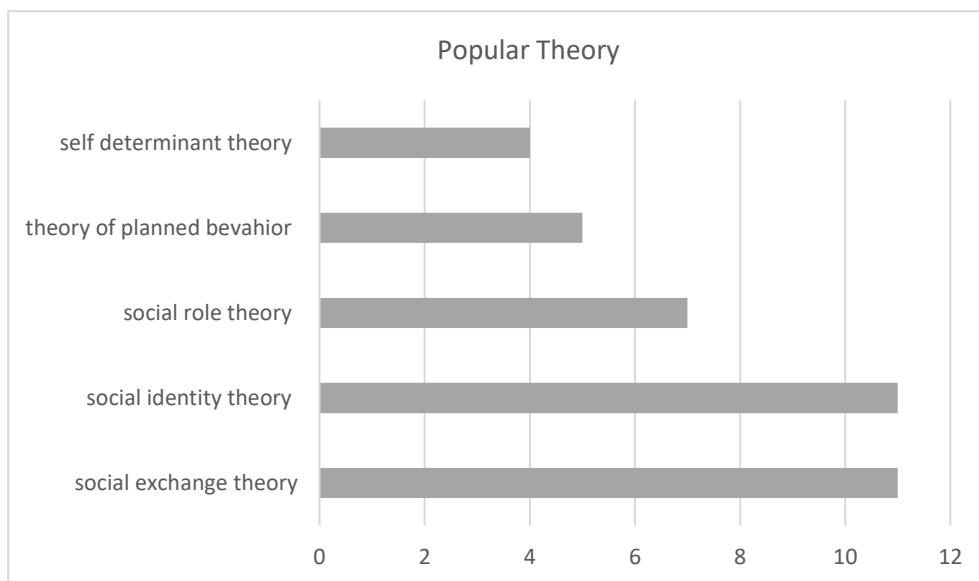

Figure 1.
Graph Popular theory

Position of Co-creation in Research Models

The authors identify that the concept of co-creation does not only act as an independent and dependent variable but also as a mediating and moderating variable in the research model, see Figure 3.
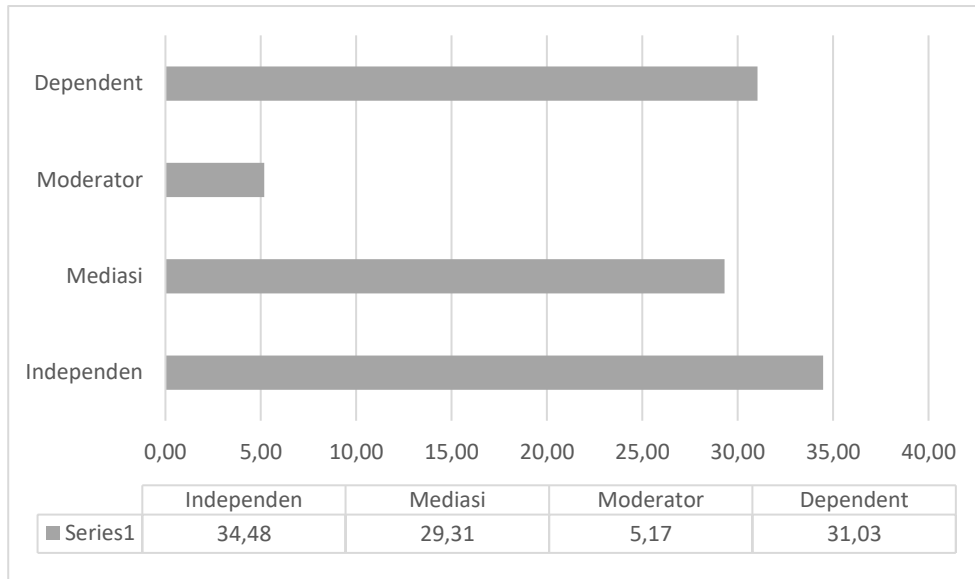
Figure 2.
Graph The role of co-creation in the research model

The graph above indicates that the concept of co-creation is generally positioned as independent and dependent in a research model. The role as dependent describes the factors that influence the formation of co-creation (Hu et al., 2019; Lee & Kim, 2019; Luu, 2017; Opata et al., 2019; Shen et al., 2018; Trong. et al., 2019). Co-creation acts as an independent variable (Chen et al., 2017; López et al., 2017; Nguyen Hau & Thuy, 2016; Oyner & Korelina, 2016; Prebensen & Xie, 2017). In addition, co-creation has also shifted towards and acts as a mediation (Akman et al., 2019; Balaji & Roy, 2017; Chih et al., 2019; Dennis et al., 2017; Roncha & Radclyffe-Thomas, 2016), which illustrates the co-cretion plays a role in mediating the construct relationship between the independent variable and the dependent variable. Co-creation as a moderating variable (Hawkins et al., 2015; Jeon et al., 2016; Kohtamäki & Partanen, 2016; Ruiz-alba et al., 2019; Song et al., 2016) when the awareness and intensity of co-creation can also affect the strength and direction of the relationship between the independent variable and the dependent variable.

Co-creation as a concept that was born in the field of marketing, has spread and been widely adopted in various organizational contexts.

Table 1.
Context of Research Studies

Context	Specific context	Percentage
Health care	health club, health care self-service, mental health service, online health communities, hospitals, public health care, individual's cancer-related service, etc.	9.32
Tourism	Museum, tourism innovation processes, cultural event, tourists farming, Adventure tourism, hospitality and tourism, festivals, a marine life and water theme park, online travel communities, luxury cruise industry, etc.	6.14
Hotel	hotel setting, hotels industry, Airbnb, hotel service, luxury hotels, luxury accommodation, etc	5.45
Higher education	education services, Education-universities, student nationality/ cultural background, etc.	2.73
Campuran	Taiwan's bicycle industry context, automotive custmers context, NGO consortium context, project context, SMEs context, service innovation care groups context, milineal context, banking industry, etc.	87.05

Based on the literature review conducted, most co-creation studies were carried out in the context of health care (9.32 percent), then followed by tourism (6.14 percent), hospitality sector (5.45 percent) and higher education (2.73 percent). While the remaining 87.05 percent, consisting of very diverse research contexts, are as follows: Taiwan's bicycle industry context, automotive customers context, NGO consortium context, project context, SMEs context, service innovation care groups context,

banking industry, facility context, arts entrepreneurship context, craft-beer consumption context, project networks context, service recovery context, chemical industry context, competitiveness firm context and so on.

The diversity of this research area illustrates the concept of co-creation even though it originally came from the marketing literature, it has been adopted in various research areas, both profit and non-profit orientation, online and offline platforms, as well as small to large size companies. This suggests that co-creation or the perspective of service-dominant logic has had a positive impact on the performance of various research areas. Co-creation is a metaphor from the perspective of service dominant logic, not just a key concept in the field of marketing and business management (Saarijärvi et al., 2013), but also a term that generally describes a shift from organization as a determinant of values towards a process of participation between organizations and society together produce and develop meaning (Ind & Coates, 2013).

Approach in Research

Based on the results of a systematic study, the author tabulates the research methods used in assessing co-creation. In this tabulation, the authors classify two major classifications of research methods, namely the quantitative and qualitative approaches.

Table 2.
Comparison of Approaches in Research

Approach	Total	Percentage	Dyadic	Non-dyadic
Kuantitative	202	29,8	√	√
Kualitative	448	66,1		
Mix-Method	28	4,1		
Total	678	100		

Based on the identification of 678 sample articles, the authors concluded that qualitative research methods were the most widely used methods, totaling 448 articles. The dominance of qualitative research methods over quantitative, because co-creation as a concept or paradigm, is still a new study, since it was first popularized (Vargo & Lusch, 2004c; Prahalad & Ramaswamy, 2004b). The remaining 230 articles were articles with quantitative research methods. Until now, the concept of co-creation is still being explored by many researchers from various aspects, starting from the dimensions of co-creation, the definition of co-creation, the role of research models and testing in various contexts. Thus, co-creation studies are still developing. The quantitative research method consisted of 202 articles, and the mixed methods research consisted of 28 articles. The authors identified that among the articles on empirical testing, we did not find any type of research with a focus on the dyad relationship that illustrates the perception of the relationship between two individuals that affects each other's performance.

Research Location

Based on the results of a systematic study, here are the countries that conducted the most co-creation studies.

Table 5.
Research Locations by Country

Location	total	Percentage
China	64	18.08
USA	59	16.67
Australia	35	9.89
United Kingdom	32	9.04
Italy	26	7.34
Spain	18	5.08
Swedish	16	4.52
German	14	3.95
New Zealand	10	2.82
France	7	1.98

Location	total	Percentage
Vietnam	12	3.39
Other countries	61	17.23

The author concludes, China (Hong Kong, Taiwan) is the most productive country (64) in conducting research concerning co-creation studies or the service-dominant logic paradigm, followed by the United States (59), Australia (35) in the position third, Britain (32), and the fifth is Italy (26). Other countries followed: Spain, Sweden, Germany, New Zealand, France, Vietnam, Norway, Malaysia, Canada, Iran, Switzerland, Mexico, Venezuela, Tunisia, Belgium, Philippines, Thailand, Poland, Switzerland, Greece, Portugal, Netherlands, Scotland, Turkey, Korea, Mozambique, Austria, Brazil, Jamaica, Egypt, Pakistan, Bangladesh, Ecuador, Chile, Albania, Japan, Denmark, Poland, Ireland, and Indonesia.

The author concludes that co-creation studies have great appeal to researchers from various countries, and based on this systematic review, the Chinese state dominates research using the perspective of service-dominant logic (co-creation) with various research contexts.

Journal and Publisher

The authors tabulated some of the most productive journals published on co-creation studies. The following is a tabulation of the most productive journals.

Table 6.
The most productive journals of co-creation review publications

number of articles	Journal	Publishers
37	Journal of Business Research	Elsevier
33	Journal of Service Theory and Practice	emeraldinsight.com
30	Journal of Services Marketing	emeraldinsight.com
29	Industrial Marketing Management	Elsevier
23	Journal of Service Management	emeraldinsight.com

The top five most productive journals in publishing research on co-creation are as follows: Journal of Business Research with 37 articles in the period 2014 - 2019. The average number of articles published is 6 articles per year. The second position is the Journal of Service Theory and Practice with 33 articles, an average of 5 per year. The third position is the Journal of Services Marketing, 30 articles, an average of 5 articles per year. The fourth position is Industrial Marketing Management, 29 articles, an average of 4 articles per year. The fifth position is the Journal of Service Management, 23 articles, an average of 3 per year. Journals with published articles under 20 are not shown.

Most Productive Publisher

Based on the most productive publishers in publishing co-creation review articles, they are as follows:

Table 7.
The Most Productive Publisher

Penerbit	Persentase
Emeraldinsight.com	42.71
Elsevier	25.23
Taylor & Francis	18.09
Springer	3.951
Lain-lainnya	13.98

The publishers who are most productive in publishing articles related to the theme of co-creation are as follows, Elsevier, Taylor & Francis, Springer. While the rest (13.98 percent), published by publishers as follows: journals.sagepub.com, JSTOR, alexandria.unisg.ch, Wiley Online Library, mdpi.com, jthmnet.com, frontiersin.org, timreview.ca, plaza.sdlogic. net, biomedcentral.com, ERIC. Almost all of the publishers above are publishers that are already popular among researchers in various fields around the world.

Mapping Based on Bibliographic Data

The bibliometric network visualization produced by VOS viewer uses a distance-based approach (Eck & Waltman, 2014). The network consists of nodes (items or nodes) and edges (links or edges).

Items or nodes (nodes) in the form of publications, researchers or terms. Links are connections or relationships between items. The link has power, which indicates the number of cited references that two publications have (in the case of a bibliographic coupling link), the number of publications the researcher has co-authored (in the case of a co-authorhip link), or the number of publications where two terms appear together (in the case of shared links) (Eck & Waltman, 2014).

Based on the analysis of the titles and abstracts of the selected articles, a subject that has a high level of appearance in the study is visualized. The intensity of the appearance of the subject is indicated by the size of the ball and the closeness between one subject and another is indicated by the distance between the subjects in the study.

Mapping - Keyword (label) occurrence

VOS viewer can display maps in a number of different ways, referring to the table view, density view, cluster density view and scatter view (Eck & Waltman, 2010). In this study, a map with network labels visualization and density visualization is displayed. Bibliometric networks based on the occurrence of keywords are increasingly being studied. Keywords can be extracted from the author's keywords (Eck & Waltman, 2014). The bibliographic network map is displayed in the form of a lable view, Figure 2.
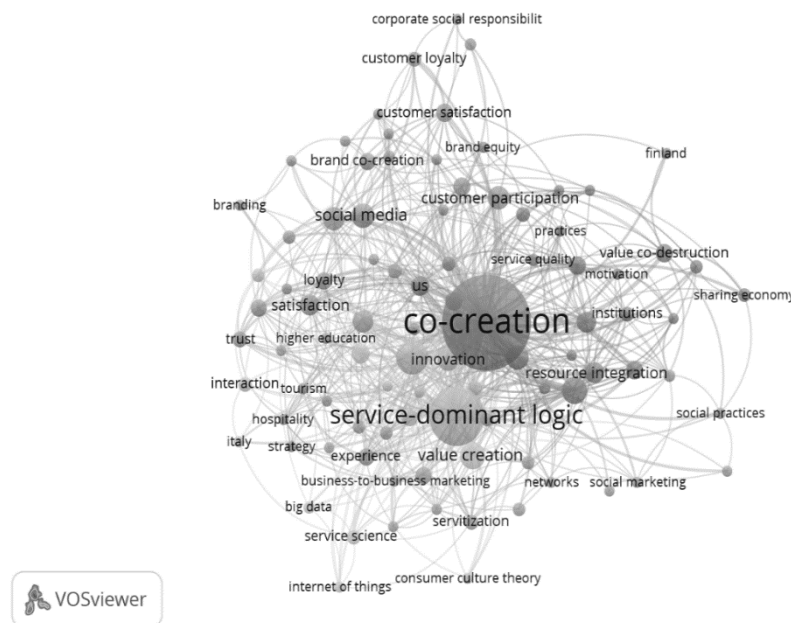

Figure 2.
Map of network visualization

The keywords with the highest appearances are the focus of research and the interests of researchers and scientists in the field of co-creation are displayed in the form of network visualization. Co-creation (372), and service-dominant (254) logic are keywords / items that have the highest occurrence rate and highest total strength compared to the occurrence of other keywords. The high level of occurrence of an item indicates that researchers give priority to the study of the item, because it is likely that the item is of interest and has great benefits to the academic community and practitioners (Eck & Waltman, 2010, 2014; Martın-Pena et al., 2017). Meanwhile, the relationship between keywords or items illustrates that the two items are present together in the author's keywords. Meanwhile, the distance between keywords illustrates the closeness of the two keywords present together in the article (Martın-Pena et al., 2017). Items close to each other illustrate that the two items have high affinity or a strong relationship (the two keywords are often used together in research, for example in Figure 2.: co-creation with service-dominant logic) and items that have a distance from other items , indicating that the two items have a weak relationship (for example: co-creation and trust, brand, word-of-mouth, sharing economy, customer loyalty, sharing networks, corporate social responsibility) in research (Eck & Waltman, 2010; van Eck & Waltman, 2014). The low relationship between co-creation and customer social responsibility means that the two keywords have the opportunity to be explored in the future. The

appearance of keywords on the map follows the default from VOS viewer, which is at least 3 times appearances, keywords with appearances below 3 times are not displayed by VOS viewer.

Mapping - Keyword Occurrence (density view)

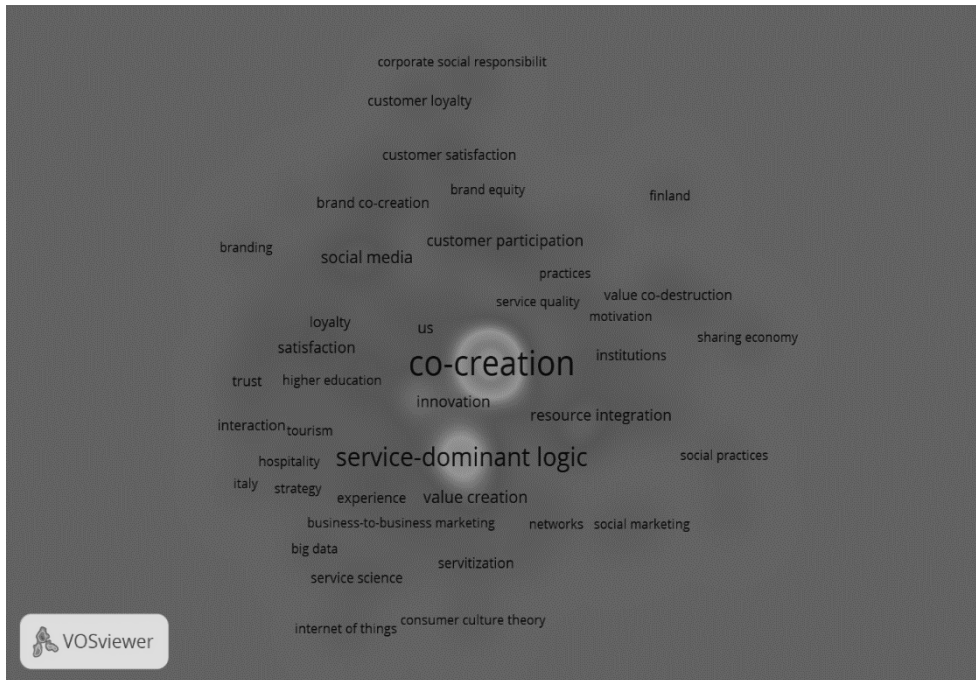Bibliographic network map is displayed in the form of density view.

Figure 3.
Density visualization map

The density display is useful for describing in general the map structure and directing researchers to find areas of interest for researchers to be studied further (Eck & Waltman, 2010). The map in Figure 3, shows keywords such as co-creation, service-dominant logic in the yellow area which is interpreted as the keyword with the highest occurrence compared to other keywords. This means that researchers have a great interest in the concept of co-creation both conceptually and empirically. Meanwhile, the keywords that are in the green and blue areas are interpreted as these keywords have the potential to be further explored in relation to the concept of co-creation. Keywords that have the potential to be studied in relation to co-creation, for example, are trust, social networks, higher education, well-being, sharing economy, stakeholders, word-of-mouth, tourism experience, corporate social responsibility. The appearance of keywords on the map follows the default from VOS viewer, which is at least 3 times appearances, keywords with appearances below 3 times are not displayed by VOS viewer.

Mapping - Co-authorship

Bibliometric networks based on co-authorship describe the network of relationships between authors based on the number of publications written together (Eck & Waltman, 2014). The bibliographic network is presented in the form of a label view.
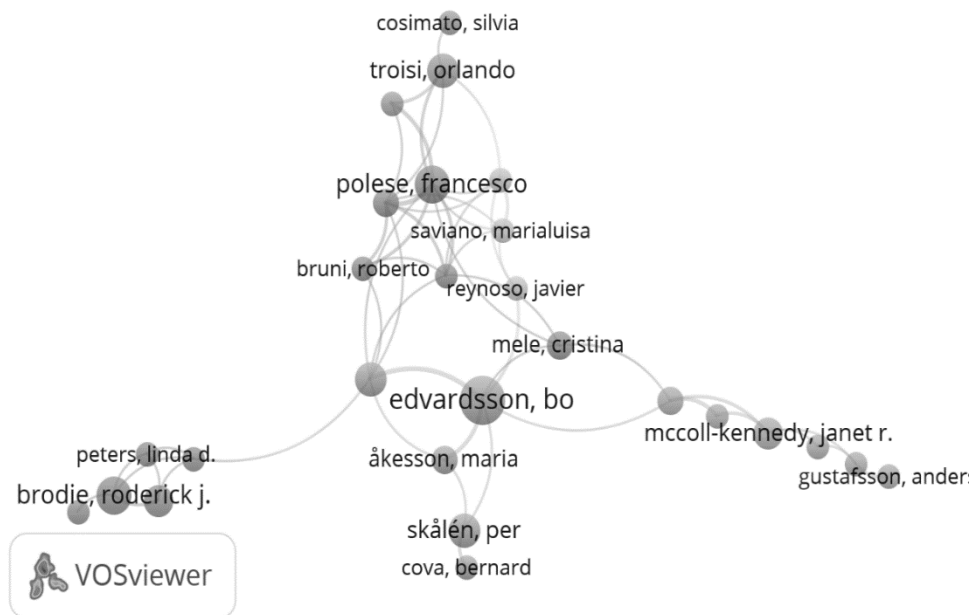
Figure 4.
Map of the co-authorship network

Based on the mapping of researchers, the researchers who produced the most articles in the period 2014 to 2019 were Edvardsson, Bo (12 documents); Brodie, Roderick J. (7 documents); McColl-Kennedy (5 documents); Polese, Francesco (7 documents); Troisi, Orlando (6 documents); Tronvoll, Bard (6 documents) and Breidbach, Christoph F. (5 documents). The bigger the circle illustrates the greater the number of research publications on the study (Zhang et al., 2019). The closeness between researchers indicated that the two researchers tended to cite the same publications (Edvardsson, Akesson, Skalen, Cova). Vice versa, researchers, such as: Brodie, Peters do not cite the same publications as McColl-Kennedy, Gustafsson, this is shown by the distance between researchers (Eck & Waltman, 2014).

Limitations

The sample of articles taken is relatively short, namely, the period 2014 - 2019, and the database source is only Google Scholar. By using keywords: "co-creation", "co-create", "service-dominant logic", and "value-in-use", filtering all articles from various journals across research fields, from economics, communications, services general, management, marketing, transportation and so on. The wide coverage of the source of the article causes the co-creation study to be less in depth, meaning that the data obtained comes from many points of view in accordance with the diversity of research contexts. In the future, it is advisable to narrow down the source of the article database, for example, specifically for marketing journals, and widen the period of the article review.

Summary of future research agenda based on literature review

Based on the literature review conducted, we provide a summary of some of the major points of the future research agenda. First, almost every study emphasizes the replication of the research model in order to get generalizations. Second, the need to study the results of a research model with a variety of research methodologies, generally conducting survey methods. Third, increase the diversity of variables in the model, so that the research results are more accurate. Fourth, the need for collaborative research between countries, multi-culture. Fifth, it is necessary to study research themes from various theories or perspectives to improve research results. Sixth, studies of dyad are still rare in management research. Seventh, based on bibliographic analysis, researchers have the opportunity to study co-creation with trust, social networks, higher education, well-being, sharing economy, stakeholders, word-of-mouth, tourism experience, corporate social responsibility.

CONCLUSION

Co-creation studies in various literatures are dominated by the use of social, motivation, management and communication theories. The theories most often used in co-creation studies are: social exchange theory, social identity theory, social role theory, planned behavior theory, and self-determination theory. The concept of co-creation is generally positioned as an independent and dependent variable in a research model, some researchers have used it as a mediating and moderating variable. Qualitative research methods dominate the research methods used in the articles, as many as 448 articles and the rest using quantitative research methods totaling 230 articles. Based on the literature review, it indicates that the researchers have a great opportunity to study the theme of co-creation from various relevant theories. Two countries that dominate the co-creation study are the People's Republic of China with 46 studies (18%), followed by the United States with 59 studies (16.7%). The dominance of these two countries in co-creation studies indicates the importance of the service-dominant logic perspective as a perspective in building the performance of companies and the economy of a nation.

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