

Serving contexts in a value creating ecosystem

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Purpose This paper proposes an ontological network to enable firms to serve consumer contexts i.e., achieving value-in-use and consumer values in consumers' consumption contexts through the provision of offerings.

Design/methodology/approach We propose an ontological network to map the links between actors, activity and resources in consumers' local value creating ecosystem. This network can reveal (1) activities and interactions (2) resource integration, configuration and transformation and (3) actors competences and capabilities in conducting the practice. In this network, nodes represent resources and edges represent relations between these resources. Two sets of parameters need to be considered: the network configuration (the nodes) - strength, relational, structural configuration of the network that describes the architecture of a network; and the transaction configuration (the edges). The resource integrators (actors) will be clusters that provide their unique sets of resource configuration. We argue that interaction and transaction among actors in the network can be more visible with the aid of technologies such as Internet-of-Things and its related (data contextualisation) services such as Sensing as a Service.

Findings The ontological network enables the firm, together with its partners, to provide the contextualised value propositions for consumers to serve their context. This can be achieved through (1) modularising local consumption practices to design modularised offerings and affordances (2) designing smart offerings to enable the (re)-distribution of capabilities and recombination of the resources among actors in the system (3) modularisation of supply chain for the offerings in contexts to increase the density for resources among actors to coordinate their activity, resource, accessibility, and availability for the achievement of the contextualised value co-creation.

Originality: This paper proposes an ontological network to enable the firms to develop and deliver the contextualised value proposition for serving consumer contexts. Consequently, businesses can further serve consumers' use context and be informed for new business models in the digital economy. This understanding will inform the development and release of a new 'platform architecture' for value co-creation ecosystem, which will provide a proof of concept that firms can use to create and capture new value from consumers through the formulation of new offerings.