



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference

Bringing Research Together

25-27 August 2021

Örebro University School of Business, Sweden

Call for Papers

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26th biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

Track 2.4 – Co-Creation in Service Innovations

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Description:

Public services and public-private (hybrid) services are facing demand of rapid changes all over the Europe. Nordic countries are one step ahead in the process of co-creation of service innovations. Service co-creation is complex phenomenon and therefore it deserves to be studied in interdisciplinary academic coalitions. There are social-historical-economic aspects influencing the co-creation of services in different ecosystems. There are also opportunities to utilize crowd thinking, crowd intelligence and special interest groups in social media for example in the service co-creation in contemporary era of digitalization.

Co-creative (or collaborative) innovation refers to an open innovation process whereby professionals from different organisations, as well as politicians, citizens, private companies and NGOs, are integrated into the innovation process, increasing the quality and quantity of services through the wide variety of participants' innovation assets (Sørensen & Torfing 2011). In the realisation of co-creative innovation processes, these assets should be harnessed throughout the different phases in the innovation process (Agger & Sørensen 2018, 58). As the idea goes, collaboration should affect the whole innovation process, from enabling the integration of ideas to proper solutions and the selection of the most promising solutions to the building and testing of prototypes. Likewise, collaboration strengthens the assessment and sharing of risks and benefits as well as commitment to the implementation of new solutions; it also helps mobilise resources and diffuse innovation (Hartley et al. 2013, Torfing 2019).

Co-creation assumes an interactive and dynamic relationship where value is created at the nexus of interaction. Co-creation has been justified on several grounds, of which the most alluring is perhaps that a) co-creation conceives service users as active partners rather than passive service users and b) co-

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creation promotes collaborative relationships between service providers and users. Co-creative innovation is a complex process. Briefly, complexity in co-creation derives from two interlinked sources: a) the process itself is complex due to the interdependence of a variety of stakeholders and b) stakeholders have different and contradictory expectations and demands for co-creation. This complexity implies that co-creation of innovations should not be addressed from the goods-dominant logic which stresses that value is created (manufactured) by an organisation and delivered to the users. Instead, we apply a service-dominant logic view of service innovation which highlights that value is fundamentally derived and determined (co-created) in use in a particular context (Osborne 2018).

Other themes of interest include, for instance, service Innovations, service co-creation in the public sector, co-creation in public-private (hybrid) services, and crowd intelligence in public service co-creation.

Keywords: Co-creation, service, innovations, public service, private service, hybrid service

References:

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Author guidelines:

Go to www.oru.se/NFF2021 for more information about how to submit a paper. The deadline for abstract submission is 30 January 2021. Full paper due: 21 June 2021.

We very much look forward to welcoming you in Örebro!

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