

Value Co-creation and Co-destruction in the Service-Dominant Logic: A Bibliometric Perspective

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Nota de esclarecimento:

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Objetivo do estudo

Levantamos a seguinte questão: como se destrói valor nos processos de Transformação Digital e como as organizações lidam com isso?

Relevância/originalidade

A cocriação de valor (VCC) é um conceito no coração da Lógica Dominante de Serviço (SDL). Os pesquisadores afirmam que, assim como o valor é criado, a mesma lógica pode ser usada para explicar a co-destruição de valor (VCD).

Metodologia/abordagem

Realizamos uma pesquisa bibliométrica que inclui 957 artigos envolvendo VCC, VCD e SDL.

Principais resultados

Encontramos evidências da necessidade de atualização das premissas do SDL.

Contribuições teóricas/metodológicas

Identificamos também tópicos de tendência envolvendo Transformação Digital e VCD, artigos que propõem novas abordagens e várias sugestões para pesquisas futuras.

Contribuições sociais/para a gestão

A transformação digital requer atenção e planejamento, nossos achados podem ajudar os gestores a refletir sobre os riscos e cuidados.

Palavras-chave: Cocriação de Valor, Codestruição de Valor, Lógica Dominante de Serviço, Bibliometria, Transformação Digital

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Study purpose

We raise the following question: how value is destructed in Digital Transformation processes and how organizations deal with it To help future researchers in the search for answers to this question, we conducted bibliometric research that includes 957 articles involving VCC,

Relevance / originality

Value co-creation (VCC) is a concept at the heart of the Service-Dominant Logic (SDL). Researchers claim that just as value is created, the same logic can be used to explain value co-destruction (VCD)

Methodology / approach

We conducted bibliometric research that includes 957 articles involving VCC, VCD and SDL.

Main results

We found evidence of the need to update the premises of the SDL

Theoretical / methodological contributions

We also identified trend topics involving Digital Transformation and VCD, articles that propose new approaches and several suggestions for future research

Social / management contributions

Digital transformation requires attention and planning, our findings can help managers to reflect on risks and care.

Keywords: Value Co-creation, Value Co-destruction, Service-Dominant Logic, Bibliometrics, Digital Transformation

1. Introduction

Digital Transformation is a trend that, despite generating opportunities, also forces public and private companies to adapt themselves to the changes imposed by the diffusion of emerging technologies. Its challenges affect individuals, organizations, ecosystems, and society. The ability to understand, conduct and predict such changes is important to guide the processes of planning, implementing and evaluating business decisions (Omar et al., 2017). Digital Transformation is an interdisciplinary topic, therefore, it has a broad definition according to the study context. Verhoef et al. (2021) construct a review of the literature in different areas and defined Digital Transformation as the process of using digital technology to facilitate change, create value, restructure businesses to gain competitive advantage, create new business opportunities, create new businesses models, interconnect products and link production systems to global networks. Dąbrowska et al. (2022) complement the concept as the replacement of non-digital processes with digital processes, through the adoption of technologies.

Organizations create value through their operations, services, products and business models that meet the desires of their customers (Bowman & Ambrosini, 2000). However, Vargo and Lusch (2004) proposes the use of the term value co-creation (VCC), justifying that value is built by the customer, in the use of the service. VCC is defined as the process in which consumers team up with service providers or other consumers to generate user-perceived benefits in the consumption process. That is, it assumes that value creation takes place through the service in use (Contoh et al., 2010).

Many studies on VCC are supported by the theoretical lens of the Service-Dominant Logic (SDL), which is defined from the dynamics of value co-creation through the integration of resources in a specific context, and not embedded by the company in the production process or in the execution of the service (Vargo & Lusch, 2004, 2008). Plé and Cáceres (2010) criticized marketing's failure to understand the processes related to value creation more broadly (Vargo & Lusch, 2008) and how its potential results can also be negative (Woodruff & Flint, 2006). Value co-destruction (VCD) is conceptualized as the decrease in value that occurs when the customer uses the product, and also when value is realized collaboratively during the interaction between customer and seller (Echeverri & Skålén, 2011). Starting from the premise that interactions can result in value co-creation, they considered it logical for the existence of value co-destruction (VCD) through the same interaction processes and the misuse of services by customers (Plé, 2016; Plé & Cáceres, 2010).

The technology has helped companies to create value, since it allows them to expand the services capillarity and personalization, and branding capacity. For example, the use of artificial intelligence and machine learning can generate economies of scale, improve process efficiency and enhance business penetration, but such technologies can also destroy business value, and sometimes with serious and irreversible consequences (Hsu, Nguyen e Huang, 2021; Kamalpour *et al.*, 2021; Luyen, Shabbir e Dean, 2022; Malar, Arvidsson e Holmstrom, 2019; Minina, Masè and Smith, 2022; Moghadamzadeh *et al.*, 2020). Organizations have the task of balancing the potential and limitations of technologies in order to generate adequate value propositions, which becomes a critical aspect for any business model (Molling e Klein, 2022). Echeverri and Skålén (2021) recognizes that interactive value formation does not just occur during dyadic interactions between customers and suppliers, as many VCD studies informed. Therefore, VCD and VCC can be performed through the interactions between several types of

actors.

Studies about VCD usually explain it by associating it with the concept of VCC disseminated through the SDL theory (Chen & Lin, 2018; Hsu et al., 2021; Kamalpour et al., 2021; Luyen et al., 2022; Sønderskov & Rønning, 2021; Van Riel et al., 2019). The relationship between VCC or VCD and SDL have been investigated several sectors, such as: online community (Kamalpour et al., 2021), social network services (Kwon & Namkung, 2022), technology-based self-services (Luyen et al., 2022), online banking service (Malar et al., 2019), online dating (Minina et al., 2022), social media platforms (Moghadamzadeh et al., 2020; Trittin-Ulbrich et al., 2021), event apps (Neuhofer et al., 2021), smart mobility (Pulkkinen et al., 2019), platform business (Wu & Tsai, 2022), and digital platforms (Klein et al., 2020).

However, as far as we know, there are no models of frameworks that allow us to understand how VCD is generated in Digital Transformation Processes. Considering that the pressure for competitiveness has led companies to focus on VCC, especially using technologies linked to self-service, we argue that we also need to evaluate and understand the potential risk of VCD associated with such strategies (Malar et al., 2019). Such perspective deserves further investigation. Therefore, we propose the following research question: *how value is destructed in Digital Transformation processes and how organizations deal with it?* Previous research identified the need to further investigate possible effects of VCD in Digital Transformation processes in the SDL perspective (Farquhar & Robson, 2017; Hiler et al., 2018; Hsieh & Chen, 2017; Hsu et al., 2021; Plé et al., 2010; Schulz et al., 2021). However, considering that this topic is still emergent, this article attempts to start answering the research question by looking at the current literature. We will do it by developing an overview of the themes of VCC, VCD and SDL through a bibliometric study (Aria & Cuccurullo, 2017) that is part of a research-in-progress.

2. Method

Bibliometrics helps to understand the advances that science is making, as well as allowing the identification of trends based on keywords, amount of production and authors' specialization, through a set of analysis - see Table 1.

Technique	Unit of analysis	Analysis
Bibliographic Coupling	<ul style="list-style-type: none"> • Author • Document • Journal 	<ul style="list-style-type: none"> • Common references in authors' works • Common references in documents • Common references in journals' works
Co-citation	<ul style="list-style-type: none"> • Author • Reference • Journal 	<ul style="list-style-type: none"> • Co-cited authors • Co-cited documents • Co-cited journals
Co-author	<ul style="list-style-type: none"> • Author • Country from affiliation • Institution from affiliation 	<ul style="list-style-type: none"> • Co-occurrence of authors in the author's list • Co-occurrence of countries in the address list • Co-occurrence of institutions in the address list
Co-word	<ul style="list-style-type: none"> • Keyword, or term extracted from title, abstract or document's body 	<ul style="list-style-type: none"> • Co-occurrence of terms in a document

Table 1: Bibliometric techniques frequently used
(adapted from Aria et al., 2020, p.3)

The co-citation analysis allows us to go through the path that the authors followed for

the evolution of the theme (Braum & Nassif, 2018). The identification of researchers and their respective productions aims to select the main experts in the field, as well as a mapping research collaborations, whether by cluster of countries or universities, which can help us to seek for international partnerships according to the density of research in a given field (Ajiferuke et al., 1988). The comparison between databases, and journals can help us to identify research streams more assertively (Bar-Ilan, Levene e Lin, 2007; Borokhovich, Lee e Simkins, 2011). Citation data help us to identify the impact that certain studies have had on academia (Bar-Ilan et al., 2007). Finally, the analysis of co-words in a longitudinal perspective allows us to identify the changes that the field of study may have undergone (Coulter, 1998) and what evolution the field has shown (Aria et al., 2020). A workflow for the task of scientific mapping was described by Börner et al. (2003) and can be complemented by the five steps proposed by Zupic and Čater (2015): 1) study design; 2) data collection; 3) data analysis; 4) data visualization; and 5) interpretation.

2.1 Data collection

The research work began with the reading of the main texts related to the research topic that helped us to understand the terms used in the field, and to obtain the keywords that guided the search for articles - see Table 2.

Main keyword	Reference
Co-creation	(Echeverri & Skålén, 2011; Malar et al., 2019; Pee & Kankanhalli, 2009; Plé & Cáceres, 2010; Wataya & Shaw, 2019)
Co-destruction	(Echeverri & Skålén, 2011; Hsieh & Chen, 2017; Malar et al., 2019; Plé & Cáceres, 2010; Van Riel et al., 2019)
Interactive value	(Echeverri & Skålén, 2011; Luyen et al., 2022; Makkonen & Olkkonen, 2017)
Service-Dominant Logic	(Chen & Lin, 2018; Echeverri & Skålén, 2011; Plé & Cáceres, 2010; Van Riel et al., 2019; Vargo & Lusch, 2017)
Digital transformation	(Carlos, 2020; Malar et al., 2019; Mizintseva & Gerbina, 2018; Moghadamzadeh et al., 2020; Pathak et al., 2020)
Value destruction	Mahajan, 2019; Malar et al., 2019) (Bruce et al., 2019; Hogg et al., 2021; Leite et al., 2022; Mahajan, 2019; Malar et al., 2019; Plé & Cáceres, 2010; Vafeas et al., 2016; Van Riel et al., 2019)

Table 2: Main keyword selection

In addition to the keywords mentioned, some filters were applied: 1) date range: none; and 2) language: English. After some tests on journal indexers, the search string chosen was:

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((Co-creation OR Cocreation OR "Value Construction") AND ("Interactive value*" OR "Service-Dominant Logic")) OR ((Codestruction OR Co-destruction OR "Value Destruction") AND ("Interactive value*" OR "Service-Dominant Logic"))
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The term "digital transformation" was not used because it drastically reduced the number of articles, and the aim was to obtain as much material as possible for mapping the field of study. The string was introduced in Web of Science (WOS) and Scopus (SCO). The search resulted in 787 references in SCO and 957 in WOS. Considering that the overlapping of articles present in both databases was 55,40% and that the analysis tool does not allow the simultaneous use of the two databases due to differences in formats, we chose to use the WOS database, because it contains most of the articles.

2.2 Data analysis

The software for used analysis was Bibliometrics available in the R environment. There are other packages in the official repository (CRAN, The Comprehensive R Archive Network, <https://cran.r-project.org/>) that support functions related to bibliometrix. However, considering that none of the other packages addresses all the processes necessary for the purpose of this study, Bibliometrics was chosen. The bibliometrix R package (<http://www.bibliometrix.org>) provides a complete set of tools for quantitative research in bibliometrics and scientometrics. It is programmed in R language. Considering the recognized role of the R language in providing substantial and effective statistical algorithms, it was preferred.

3. Results

To collect the articles published VCD, VCC and SDL, we did not select a range of date, because the themes explored are relativity recent. We queried the WOS indexing on June 7th, 2022, via Clarivate Analytics. Table 3 shows that the theme is recent, given that, despite not imposing a temporal limitation on the search, the time range described in "timespan" was relatively short (2008-2022). However, the number of sources, documents and authors involved, leads to considering how emergent the discussion is. All analyzes refer to the same article base, thus explained in subtitle 2.1 Data collection.

Description	Results	Description	Results
MAIN INFORMATION ABOUT DATA		DOCUMENT CONTENTS	
Timespan	2008:2022	Author's Keywords (DE)	2517
Sources (Journals, Books, etc)	358	AUTHORS	
Documents	957	Authors	1984
Average years from publication	4.54	Author Appearances	2672
DOCUMENT TYPES		AUTHORS COLLABORATION	
article	743	Authors per Document	2.07
other	214	Co-Authors per Documents	2.79

Table 3: *Overview about the references collection*

Another point worth mentioning is the trend towards collaboration in the fields of studies. The average number of co-authors per document is 2.79 (=Author Appearances/Documents) which is higher on average than authors per document (=Authors/Documents) which is at 2.07. In Figure 1, we can observe the increase academic production since 2008, some milestones in the evolution of the theme is marked.

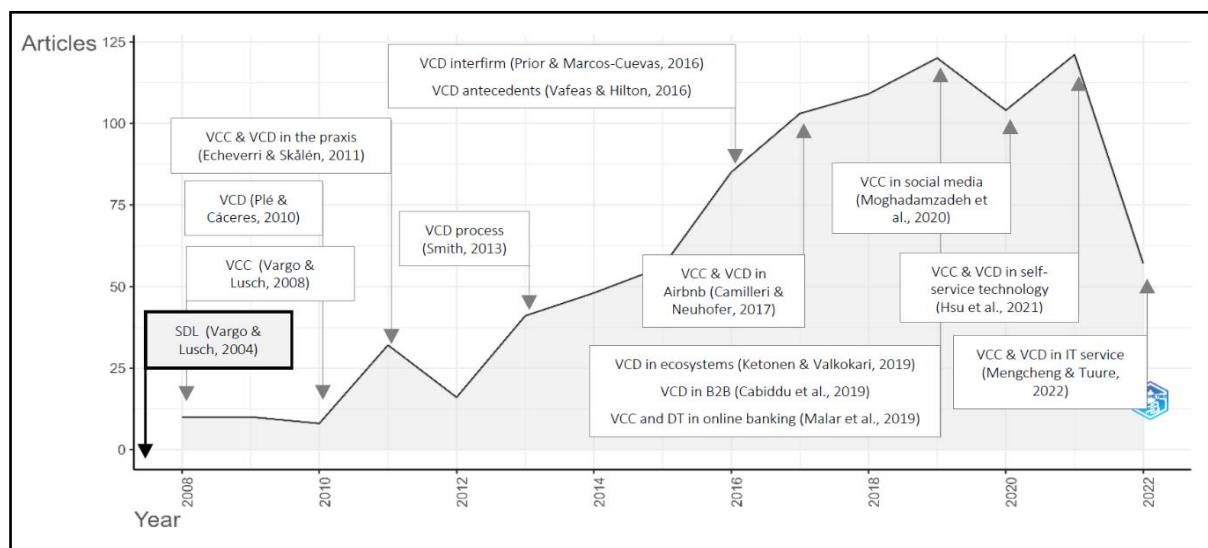


Figure 1: Annual scientific production

The evolution of production in the researched theme was followed by important advances, as highlighted in Figure 1. Until 2010 the main elements of the theme, that is, VCC, VCD and SDL were postulated. Between 2011 and 2016, theoretical support mechanisms were developed, such as the VCD process, VCD relationship between companies and VCD background. From 2015 contexts related to IT and digital transformation motivated empirical works.

3.1 Authors and countries

The bibliometric perspective on individual intellectual production gains more relevance when related to the centrality of themes in some countries. This is because there is a common effort in the academic setting that tends towards internationalization. Figure 2 demonstrates the experience of the main authors over the last few years, their productive capacity, and the impact of their works. Seminal authors still support most publications, the positive side is that SDL and VCD seem structured, however, there is still an effort to structure the VCD, as well as its application in a greater number of research. On the other side, it raises questions about the support of such perspectives in the scenario of digital transformation that is increasingly focused on digital products, services and business models (Hsu et al., 2021; Neuhofer et al., 2021; Sebastian et al., 2017; van Klyton et al., 2022).

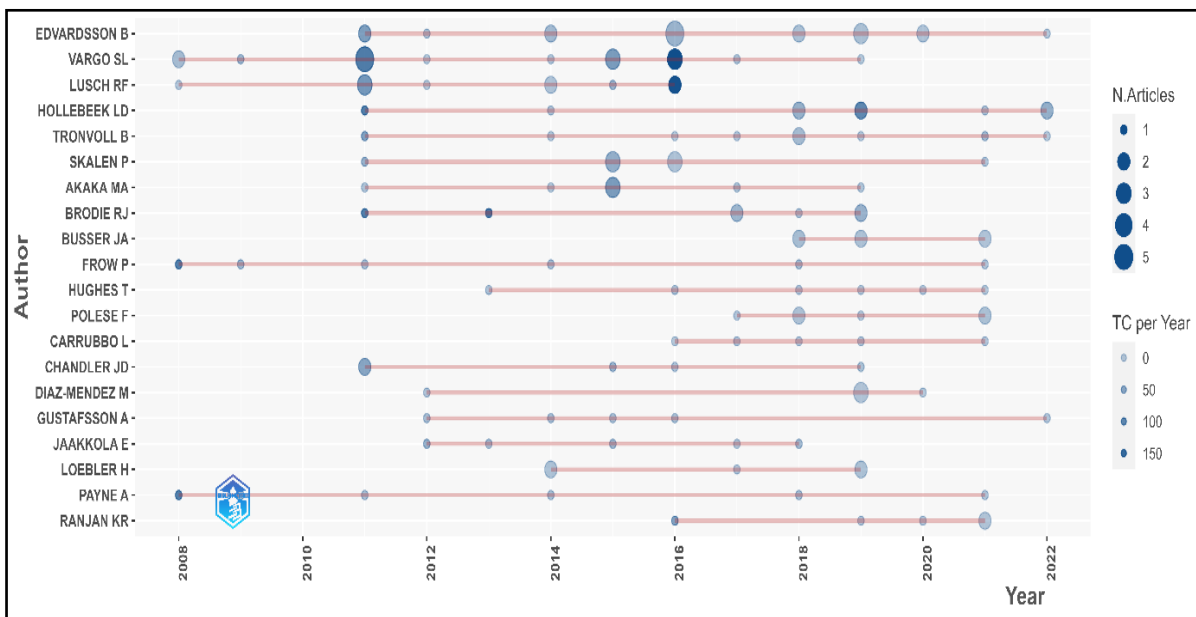


Figure 2: Authors' production over time
(Note: TC is total citation)

In some countries, as shown in Figure 3, the movement of collaboration is also considerable, which indicates the global concern with the theme that involves SDL, VCC and VCD (Gandara, 2018; Wimmer & Scherer, 2017).

The most productive countries in works on the researched theme are United Kingdom (77), USA (75), China (52), Australia (51) and Italy (46). It is possible to perceive that even with some global centrality, collaboration leads to certain universities to gain prominence in the production of articles. Among the most productive universities in articles is: Karlstad Univ – Sweden (66), Univ Hawaii Manoa - United States (37), Univ Salerno – Italy (34), Hanken Sch Econ – Finland (27) and Univ Auckland – New Zealand (25).

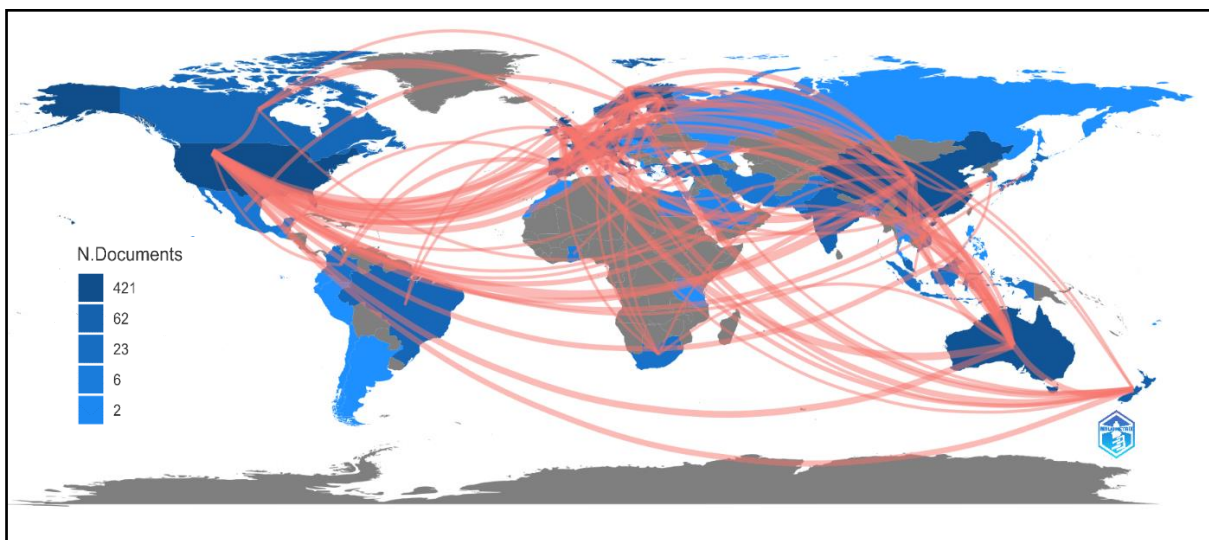


Figure 3: Country scientific production and collaboration

3.2 Articles and keywords

The article is the major observation unit. Great articles bring together author's experience, theme's relevance, set of keywords, top universities, and countries. Thus, knowing the best placed items in the field of research is the first task for those who want to delve deeper (Vinet & Zhedanov, 2011).

Paper (author/journal)	DOI	Total Citations	TC per Year
Payne Af, 2008, J Acad Mark Sci	10.1007/s11747-007-0070-0	1.732	115,47
Brodie Rj, 2011, J Serv Res	10.1177/1094670511411703	1.398	116,50
Brodie Rj, 2013, J Bus Res	10.1016/j.jbusres.2011.07.029	1.286	128,60
Vargo Sl, 2016, J Acad Mark Sci	10.1007/s11747-015-0456-3	1.228	175,43
Edvardsson B, 2011, J Acad Mark Sci	10.1007/s11747-010-0200-y	736	61,33
Vargo Sl, 2011, Ind Mark Manage	10.1016/j.indmarman.2010.06.026	734	61,17
Gronroos C, 2011, Mark Theory	10.1177/1470593111408177	714	59,50
Maglio Pp, 2008, J Acad Mark Sci	10.1007/s11747-007-0058-9	612	40,80
Yi Y, 2013, J Bus Res	10.1016/j.jbusres.2012.02.026	597	59,70
Chandler Jd, 2011, Mark Theory	10.1177/1470593110393713	541	45,08
Echeverri P, 2011, Mark Theory	10.1177/1470593111408181	434	36,17

Table 4: *Most relevant papers per citation*

In the eleven articles with the highest impact presented in Table 4, the topics discussed are: co-creation of value (Edvardsson et al., 2011; Payne et al., 2008; Yi & Gong, 2013), customer engagement (Brodie et al., 2011, 2013), critiques and adjustments to SDL (Grönroos, 2011; Maglio & Spohrer, 2008; Vargo & Lusch, 2016), value in context (Chandler & Vargo, 2011), and co-destruction (Echeverri & Skålén, 2011) – noticing that it is, so far, the less cited paper in this dataset.

The VCC theme has a strong presence among the most cited articles and the VCD, ecosystem and customer engagement themes are beginning to gain space, but still little cited. This perception is confirmed in Figure 4, which measures the degree of search for themes through the keyword plus. The presence of VCD, customer engagement and ecosystem in the last period of trend topics, after VCC, social media and SDL, confirms that the discussion in the field is emerging with greater force, but it still loses space for VCC and SDL.

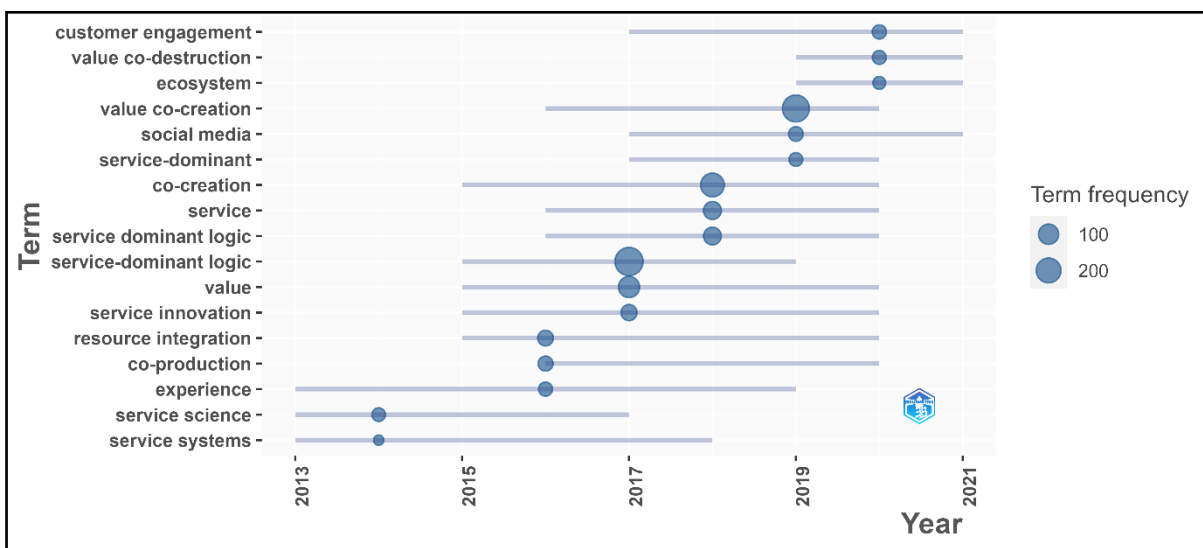


Figure 4: Trend topics in keyword plus

4. Final Remarks

The mapping of the topic through bibliometric analysis associated with the reading of the 11 more cited articles on the subject, confirmed the need for in-depth studies involving the relationships between the SDL and the concepts of VCD, and Digital Transformation, which can produce new insights. The following is a brief list of the main proposals for future research: 1) identification of antecedents associated with VDD in Digital Transformation (Verhoef et al., 2021); 2) a literature review to investigate the current theoretical field support for Digital Transformation demands and other antecedents related to digital services (Calhau Codá & Silva Farias, 2021); 3) identification of practical lessons learned in the banking context, which already experiences Digital Transformation, seeking to list and compare variables and antecedents (De Borba & Chaves, 2021; Malar et al., 2019; Plé & Cáceres, 2010); 4) more robust investigations on VCC and VCD in the B2B context (Echeverri & Skålén, 2011); and 5) longitudinal survey to assess VCD constancy over time.

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