Towards a new logic of value co-creation in the digital age: Doing more and agreeing less

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Purpose - Technology has greatly accelerated socio-economic processes (Arthur 2011, 2017; Harari 2014). As a result of Artificial Intelligence (AI) advances, we are witnessing a change in perspective in value co-creation logics. Technologies are more appropriate for some tasks, and perhaps less for tasks that require aligning people and organizations to co-create value. For the first type of task (performance) the question is can businesses provide customers "performance, scalability, and availability" (Thompson 2019). For the second type of task (consensus), the question is what can businesses provide customers (or governments provide citizens, or family leaders provide their families)? Regarding reaching agreement on the value to be co-created – consensus on desired changes in the world – how can groups of people at multiple scales get better faster?

Methodology – According to an integrated framework based on Viable Systems Approach (VSA) & Service Science (SS) new rules should be discovered that improve service systems architectures and allow local optimizations to lead to global optimizations more often (Spohrer et al, 2012). However, additional study and an integrative methodology is required to better comprehend how and why technological growth justifies the social shift from value collinearity to value co-creation processes (Barile, 2009; Barile et al, 2018; Golinelli 2010; Spohrer and Maglio, 2008; Spohrer et al., 2017).

Findings – Increasing technological capabilities may be making reaching consensus more and more difficult, even while it is becoming technologically easier and easier to realize any one of many different outcomes. This is a paradox of increasing levels of technology-mediated value co-creation in business and society – we can do more, but agree less on what needs to be done.

Practical implications – In the digital age, the search for a new logic of value co-creation means transforming the traditional concepts of resources/workers to include both biological and digital forms. This implies focusing on not just smarter service systems, but wiser service systems (increase worker quality-of-life over multiple generations of workers). Wiser service systems will depend on AI applied for IA (Intelligence Augmentation) to reach both smarter and wiser consensus on value co-creation goals. Therefore, it is relevant that a human component (problem solver and/or decision maker) should be able to ensure sustainable decisions for a common welfare (Nonaka, 2011).

Originality – The paper highlights the awareness in the service science, viable systems, and service-dominant logic communities to focus on understanding and extending value co-creation logics from a systems perspective, integrating resources/workers across human cultures, academic disciplines, and industrial systems.

Key words: Value creation, Wise System, Artificial Intelligence, Artificial Augmentation, Digital Thinkers.

Paper type – Conceptual paper

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