

Analyzing Social Platforms in Value Co-creation Exchange

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The service system is a central object in service science research and has been put forward as the most fundamental abstraction of service science. A differentiating aspect of service systems is value cocreation in which two or more entities interact to create value together. Successful value cocreating exchange requires innovative uses of technology to support relationship building, group interactions, knowledge sharing, and knowledge creation across organizational and geographic boundaries. There is growing interest in social media and social networking techniques (i.e., social features or social platforms) to support work activities. Social features include: personal profiles; articulated networks; communities or groups; user-generated content; and, comments on existing content. In this paper, we position past work on enterprise social media in the context of service science and discuss how enterprise social media can be used in value cocreation exchange in service ecosystems. We consider four case studies of enterprise social platforms and discuss the case studies in the context of a service ecosystem value cocreation framework and how social platforms might help in increasing accessibility, adaptability, and integrability.

Keywords: service science, social platforms, value co-creation, service interactions

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