

**Understanding the Value Phenomenon:
Presenting a typology of value creation practices- through a Illustrative Case – A Subjective
Personal Introspection (SPI) - autoethnographic Personal Flight Journey from the Prishtina
to Naples-2017**

Sahiti Driton, Paton Robbie, Veloutsou Cleopatra

Purpose - This article central aim is to advance, extend and deepen understanding of the value creation and evaluation, thus of Value Phenomenon (VP) as initiated in SDL of marketing discussion. In so doing, this study brings conceptually (MacInnis, 2011) forward new theoretical concepts that enable to achieve the aim, such as taxonomy and typology by supporting them with illustrative case.

Design/Methodology/approach - Through the use of literature review as data, the different types of value creation are acknowledged such as: value -in-exchange; value -in-use; value-in-experience, value-in-social practice, value-in-social context, value-in-social ecosystem, etc.

Thus, resulting into two dimensional (individual and societal) Taxonomy, that clarifies the relationship among the identified Value Creation Types (VCT). This Taxonomy advances further the understanding of VP.

Next, I address the rationale for choosing the Extend Case Method (ECM) (Burawoy, 1991) as a research methodology and autobiographic -subjective personal introspection (SPI) (Holbrook, 2005, 2006) as a method that offers possibility to achieve the main aim namely advancing the understanding of VP, thus the S (D) L of Marketing. This is done by involving taxonomy, meta (interpretative) and macro (social construction) theories in addition with the data from the personal flight journey (PFJ) in my last Naples (Forum) 2017 journey.

Findings - The PFJ is firstly used as an explorative case study and in concert with middle and macro theories the novel (matrix type -four dimensional) Typology of VCP has emerged. Additionally the PFJ case is used as Illustrative Case study (Sigellkoff, 2007) for demonstrating the use of the Typology of VCP. Photographs from the two main scenes; airport and airplane are presented as archival artefacts, where the value creation practices are happening, thus also identified and described through the use of the dimensions and realms that characterize typology. So the further understanding of value creation will be achieved and ultimately S (D) L of Marketing will be extended. On top of that, this exploration will enable a methodological advancement of ECM by involving the Typology of VCP as a form of data analyses framework during SPI.

Research limitations/implications - The paper uses Inductive, Analogical and Abductive reasoning to come to the findings and it is advised to empirically (deductively) test Taxonomy and Typology in other contextual situation.

Originality/value and Practical implications - Through the use of the Integrative theories, unique Taxonomy of VCT and the novel Typology of the VCP the understanding the multiple nature of VP in micro, meso and macro context is achieved that subsequently extends the S(D)L as middle range theory and ultimately new possibilities for innovating value in the real world is offered.

Keywords: value phenomenon, value creation practice , ECM, SPI, typology, auto-ethnography.

Paper type – Conceptual paper with supporting Illustrative Case