Understanding the Multiplicity of Value Creation: A Typology of Value Creation Practices

- **Purpose**
  
  This paper presents a Typology of Value Creation Practices (ToVCP), built upon a multiple faceted view of value and associated debates relating to value (co)creation initiated by Service (Dominant) Logic.

  ToVCP enables both academics and practitioners to identify where, how and by whom value is created through the lens of Value in Context - of Experiential USE; of Experience USE; of Social Practice; of Service (eco) Systems and of Exchange. In so doing it not only summarizes the ongoing debate, it also provides a greater degree of clarity and aids understanding.

- **Design/methodology/approach**
  
  By identifying, categorising and comparing extant literature relating to value creation, through multiple lenses and across disciplines, the paper explores conceptually similarities and discrepancies of VCP. First use in full

  Further, motivated by the Social Theories, Phenomenology, Philosophy, and Cognitive Sciences, the paper explores value from as a Social and Cognitive Interaction between Actors, Resources and Social Structures which create fundamental conceptual constructs, namely, Experiences and Social Practices, from which value itself emerges. This in turn is followed by an ethnographically structured industry case study that continues the exploration from a more practical perspective investigating value creating practices.

  The preliminary case results, built upon Burawoy’s (1991) extended case method, are used to extend, refine, and synthesize the value creation as identified in the literature. The paper concludes by proposing a new Typology of Value Creation Practices, that offers an inclusive terminology for describing how, where and by whom value is (co)created.

- **Findings**
  
  It is possible to construct a multidimensional Typology, built upon interconnecting layers of actors, resource, interactions and social structure that, through conceptual constructs such as social practices and experiences, identifies where, how and by whom value is (co)created.

- **Research limitations/implications**
  
  A broad case study, with use of extensive Ethnographic Approach, is used in Telco Industry. Although a research was done in multiple levels and with divers actors, who participate in the the overall value creating practices of Internet Usage, there are still more empirical research needed with different epistemological approach, fields and in particular different contexts, to further advance the understanding of the Value Creation Practices.
• **Practical implications**

ToVCP has been developed to extend Marketing Theories about Value Creation and to assist practitioners and potentially policy makers to evaluate and approach value co-creation and ultimately innovation through a better understanding of the Value Phenomenon in general and in particular.

• **Originality/value**

The paper introduces a radically novel and analytical Typology of Value Creation Practices. In so doing it endeavours to reconcile divergent views, approaches and paradigms to produce a more coherent academically and practical understanding of a complex, dynamic and contested field of study.