

The Impact of the Technology-Enabled Value Co-Creation Process on Innovativeness in Business Networks

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Abstract

This study aims to develop a theoretical framework that captures actors' networking capability to engage in the value co-creation process enabled by a digital engagement platform aimed at enhancing innovativeness in the business network context. The results show that networking capability significantly affects the value co-creation process. This, in turn, has significant effects on innovativeness. Our findings suggest that in order to achieve the desired outcomes of technology-enabled value co-creation, practitioners need to be aware of the necessity for developing networking capability to manage the relationship portfolio amongst multiple actors, resulting in a successful value co-creation process and enhancement of innovativeness. The study provides valuable insight for practitioners and scholars on the growing importance of technology-enabled value co-creation in business networks for enhancing innovativeness through motivating collaborative interactions and resource integration.

Keywords: *value co-creation; innovativeness; business networks*

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