

Towards an integrated model of an ecosystem value proposition based on selling solutions in the post-COVID-19 digital economy

Anton Georgievsky

National Research University Higher School of Economics

Cite as:

Georgievsky Anton (2021), Towards an integrated model of an ecosystem value proposition based on selling solutions in the post-COVID-19 digital economy. *Proceedings of the European Marketing Academy*, 50th, (104580)

Paper from the EMAC Regional 2021 Conference, Warsaw, September 22-24, 2021



Towards an integrated model of an ecosystem value proposition based on selling solutions in the post-COVID-19 digital economy

Abstract

The paper aims to propose a model of an ecosystem value proposition based on selling solutions using the components of the value proposition and the strategies for its formation in the post-COVID-19 digital economy. The study proposes a model combining four groups of the value proposition components, three types of ecosystem design, and three strategies for creating the ecosystem value proposition. The ecosystem value proposition requires a strategy based on the customer problem and the components from all the proposed groups. The findings will help create ecosystem value propositions to satisfy customers, increase profits, and achieve competitive advantage.

Keywords: *ecosystem value proposition; solution; digitalization*