

DART Framework Application for Value Co-creation in Sharing Platforms that Operate in Lithuania

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Abstract

Value co-creation is considered key to competitiveness, innovation, and relationship development between a company and a customer. Currently, sharing platforms face the challenges of customer engagement in sharing itself and long-term relationships. Thus, this study aims to explore the peculiarities of the DART framework application for value co-creation in sharing platforms that operate in Lithuania. Case study analysis was applied for the empirical study. Its results indicate that the dialogue dimension unfolds through interaction; the access develops through information and tools; the risk-benefit reveals the disadvantages of sources and possible risks of using the sharing platform; the transparency exposes through transparency about the user reliability. The study results contribute to value co-creation scientific literature, bringing valuable insights for sharing platforms' improvement to co-create value.

Keywords: *Value co-creation, Sharing platform, DART framework*