

Dynamics of Value Proposition Change

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Cite as:

Piepponen Amanda (2024), Dynamics of Value Proposition Change. *Proceedings of the European Marketing Academy*, (122657)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



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Abstract

Digital transformation disrupts organizations' operations across all industrial sectors and firms must reconcile their value propositions with the subsequent impacts. While existing research has examined the developments in value propositions elicited by digitalization, a more dynamic understanding of the value proposition development is needed. This single case study examines the dynamics of value proposition change in a news media company through 27 interviews. The preliminary findings identified four main phases that constitute the value proposition change, the organizational activities involved, and the interrelations between the activities and the changes in the value proposition. This study contributes to contemporary media management and value proposition research by providing a more nuanced understanding of the value proposition change, and as a result, the strategic renewal in media.

Subject Areas: *Marketing Strategy; New Product Development and Launch*