
Editorial

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Traditionally, value creation has been understood from the firm-centric perspective. Now value is increasingly created in a collaborative network where various stakeholders can share their knowledge. This network-centric perspective is called value co-creation. The *International Journal of Services Sciences (IJSSCI)* special issue on value co-creation in the networking era presents a collection of work on value co-creation. An overview of the main contributions presented in this special issue is discussed below.

The paper by Jang and Grandzol propose a theoretical framework of value co-creation for the two types of innovation: planting innovation and harvesting innovation. While planting focuses on technological innovation leading to breakthrough profits in the long run, harvesting pursues innovative products that can be more immediately commercialised. Using the framework, the authors show how firms use different practices of value co-creation across these two types of innovation.

Valjakka and Valkokari interview 11 companies to explain how the resources (physical, human and financial) of the manufacturing company and the service providers are integrated to the networked value-creation process.

Schuurman et al. conduct an exploratory multiple case study analysis of user co-creation in living labs, an innovation approach relying on intensive user involvement through co-creation. They examine user innovation regarding user characteristics in three concrete living lab projects and evaluate whether user characteristics have an impact on the outcomes and the user contribution.

Brook focuses on the issue of value co-creation with stakeholders in the context of investment in innovation within multinationals. Using a case study approach, the author analyses stakeholder's relationships with commercially oriented corporate R&D organisations and their value perceptions with respect to the corporate innovation strategy for value co-creation.

Lim et al. perform a multivariate analysis of variance (MANOVA) to investigate the relationship between shared goals among organisations under co-creation partnerships and the competitive advantage of the organisations.

Park et al. investigate whether customer-to-customer (C2C) interaction online co-creates customers' extrinsic values where extrinsic values are defined as perceived service excellence, economic benefit, and convenience.

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