



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Co creation for Innovation

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The creation of value is the core purpose and central process of economic exchange.



G-D (Goods-Dominant) Logic

- Value- in-exchange meaning of Value.
- In G-D logic, value is created (manufactured) by the firm and distributed in the market, usually through exchange of goods and money.
- The roles of “producers” and “consumers” are distinct, and value creation is often thought of as a series of activities performed by the firm.



- According to G-D logic, the firm's production process creates value for customers through the manufacturing and delivery of a product.



S-D (Service-Dominant) Logic

- Value-in-use meaning of value
- In S-D logic, the roles of producers and consumers are not distinct, meaning that value is always co-created, jointly and reciprocally, in interactions among providers and beneficiaries through the integration of resources and application of competences.



- When customers and manufacturers co-create value: manufacturers applying their knowledge and skills in the production and branding of the good, and customers applying their knowledge and skills in the use of it in the context of their own lives.

- Value is co-created by a reciprocal and mutually beneficial relationship.



What is Co creation ?

- Co-creation is building value based on experiences through engagement platforms that expand ecosystems.
- Harnessing the creativity of customers and employees is the heart of co-creation.



People want to be engaged in meaningful,
creative, and transformative ways.



Thank You

