Title	BtoB IT
Author(s)	,
Citation	
Issue Date	2019-09
Type	Thesis or Dissertation
Text version	ETD
URL	http://hdl.handle.net/10119/16183
Rights	
Description	Supervisor: , ,

Value Co-creation Process with Customers based on Knowledge Whitespace Model Concept for IT Products Business.

Kazuhiro Oshio

School of Knowledge Science

Japan Advanced Institute of Science and Technology

Abstract

This paper is a research on value co-creation with customers in the development of services and products in the manufacturing industry. Servitization of manufacturing industry has become important problem. In particular, the IT / Electronics products sector is not competitive because it is difficult to differentiate products in terms of product performance due to the rapid progress of commoditization. Therefore, in this research, targeting Japanese manufacturing companies whose main products are IT / electronic equipment, in the process of service and product development in manufacturing, specific value creation of value between manufacturing companies and customer companies Aim to clarify various methods. In this paper, we propose a knowledge whitespace model concept as a value co-creation framework with customers based on Service Dominant Logic in the manufacturing industry. Separate the functions of the target service / product into two hierarchies, the application layer and the platform layer, and remove the functions other than the most important function. Therefore, this model intentionally creates knowledge whitespace and promotes value co-creation with customer. We analyzed concrete examples of development of multiple services and products and examined the effectiveness of the model focusing on relationships, information exchanged, co-created value. Further the practical implication in this paper is to use the Knowledge whitespace model to direct the developer's point of view to the customer's problem, and to encourage the remarks of the client company. As a result, both the provider company and the client company have actively participated in the development of services and products, and value co-creation has been realized. Furthermore, by using the Knowledge whitespace model, it is possible to contribute to the profit in the actual business.