The Past and Future of Co-Creation: An Abstract

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Abstract This research critically examines the current understanding of co-creation in light of its preceding and associated concepts. Tracing co-creation back to its origins and precursors within and beyond the marketing literature helps position co-creation and capture its complexity and potential. Drawing on this review and stakeholder theory, the paper develops propositions that expand co-creation beyond its current scope. These propositions offer (1) an extended definition of co-creation including all stakeholders, (2) a broadened understanding of value directly and indirectly co-created by stakeholders, and (3) a triadic framework in which the company, contractual stakeholders, and community stakeholders co-create value in an overarching social system. The paper concludes with implications and directions for further research.

References Available Upon Request

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