

## Management Research Seminar

“Escaping or engaging in co-creation: impact of operational flexibility”

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**Monday, June 11th, 2018 – 14:00 – 15:30**

### Abstract:

Co-creation, the involvement of a customer in a firm's new product design, is gaining importance, and is often depicted as a win-win - creating value for both the customer and firm. However, practice shows that, under certain conditions, a firm or customer might want to ‘escape’ co-creation. In our paper, we develop an analytical model to study the optimal level of co-creation and (operational) flexibility to maximize joint profit, and we identify the boundary conditions where co-creation stops being mutually profitable. Furthermore, we study how the product development cost and co-creation gains should optimally be shared between the customer and firm. We discuss our model's insights on the basis of 8 business examples.

- **Lille: Room E220, 7 rue Solférino**
- **Paris: Visio Room P304, Promenade building**

