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## Special issue:

### Value Co-creation Strategy in the Social Commerce Era

#### Guest Editor

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Co-creation is the process of involving different stakeholders in creating value for firms and markets. Co-creation is the process of engaging consumers or firms in value creation that creates a new marketing strategy for firms, shifting from the traditional strategy of value creation for customers to a new strategy of value creation with customers. In the marketing literature, discussion has focused on value co-creation strategy is supporting firms for innovation and branding, for example. However, less is understood about how social media and the new stream in e-commerce; social commerce/sharing commerce is supporting firms to co-create value with customers. Therefore, to have a better understanding of the impact of social commerce on value co-creation with customers, this special issue has been developed to gather the latest research on this stream. Here are the brief discussion about the papers on this special issue.

The first paper entitled “customer-customer value co-creation in social media: conceptualization and antecedents” by Arash H. Zadeha, Mohammadali Zolfaghariana and Charles F. Hofacker. This paper research on conceptualizes customer–customer value co-creation (CCVCC) and its dimensions (participation behavior and citizenship behavior) within the social media context, and employs the theory of planned behavior (TPB), past behavior, and the modifying role of tie

strength to investigate the antecedents of CCVCC intention. Based on a quantitative research they surveyed 328 social media users. The finding of this research is that the components of the TPB, including attitude, subjective norm, and perceived behavioral control, along with past CCVCC behavior, comprise key predictors of CCVCC intention. However, they argue the influence of these antecedents is stronger in networks of strong ties relative to those of weak ties. Attitude emerged as the key mediator of the effect of past CCVCC behavior on CCVCC intention.

The second paper entitled “Antecedents of value co-creation activities for online fashion brands” by Lauren Thomas, Simon Brooks and Cathy McGouran argue research is growing in terms of both co-creation, and social commerce, but little is known about what kind of activities take place on social commerce platforms, or their antecedents, including within the online fashion industry. They perform a qualitative content analysis from focus group research reveals a range of activities requiring varying levels of emotional and informational commitment. In this research, fashion involvement and willingness to participate are identified as antecedents to online co-creation behaviour with the UK’s fashion retailers and their other consumers. Another contribution of this research is made with the hypothesis of a direct causal link between fashion involvement and willingness to participate, moderated by social desirability, the first time that these concepts have been linked in the literature.

Our third paper is a systematic review on social commerce by Leila Esmacili and Alireza Hashemi Golpayegani. In this paper, they systematically review studies in social commerce to have a better understanding of social commerce. They perform two stage processes and identify 81 studies in stage 1 and 55 studies in stage 2 that related to social commerce based on the research protocol. The results reveal that academic research in the area of social commerce has started since 2007. Studies are in different themes, but most of them are related to customer behaviour, social commerce website design, and social commerce adoption. This study shows that social commerce

is promising research area; it specifies the direction for future research by identifying research gaps based on the results of the systematic review and investigating the studies related to the main topics in recent four years.

The fourth paper is entitled “social commerce Open Innovation in health care management: an exploration from a novel technology transfer approach” by Gareth Huw Davies , Sian Roderick and Louisa Huxtable-Thomas. This paper presents an Open Innovation approach, AgorIP, for commercialisation of opportunities within Health & Social Care and Life Sciences, piloted in south-west Wales. This paper examines the relevant policy context and emerging portfolio of innovations within AgorIP to explore emergence of social commerce innovation in Health care management. Findings reflect the above dynamics and constraints, with innovations showing segmentation across geographic, demographic and disease-sufferer groups. The authors therefore offer the AgorIP initiative as an interesting space to observe the potential for Open Innovation of social commerce within the health sector.

Finally, the last paper entitled “ Women-entrepreneurship, religiosity, and value-co-creation with ethnic consumers: revisiting the paradox” by Ayantunji Gbadamosi. This paper is interpretive in nature and based on 11 in-depth interviews and 1 focus group discussion data collected from women that are members of Pentecostal faith-based organisations in London. While the paper shows many interconnected challenges faced in black African women entrepreneurship, it also pinpoints the principal role of spirituality in fostering value co-creation between these women, their customers and their religious establishments. The research shows a rebuttal of the paradox of religion and entrepreneurship, specifically in women entrepreneurship. Apart from its theoretical implication of updating the literature on the discourse around entrepreneurship marketing, religiosity and ethnic minority businesses; its managerial implications revolve around exploring sociocultural groups to foster women entrepreneurship and economic growth.

I believe this special issue has great contribution to this research stream by gathering five papers to discuss the theoretical and practical sides of value co-creation in social commerce and sharing commerce era.