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CUSTOMIZING EGOVERNMENT SUPPORT SERVICES: A VALUE CO- CREATION PERSPECTIVE

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Background and Introduction

Small Business

- **In Australia:**
 - The majority of Australian businesses (3.2 million or 99%) are small businesses,
 - Contributing \$380 billion to the economy,
- **It is important that small businesses are supported to encourage sustainability and growth.**
- **Previous research demonstrates the positive impact of public sector support services on small business;**

E-government support services

- This importance of small business support is recognized by governments around the world, who offer different types of support services, such as Business Link in the UK and various government portals in Australia
- However there are barriers to small businesses realising the full value from these services

Barriers to Using support services

- Relevance of support material identified in extant literature.
- A reason put forth has been that this is due to “information overload” where businesses have access to too much information, thus causing difficulty finding the desired information.

Customization

- To combat the perceived lack of relevance of support material, my research suggests the application of customization of information provision to small businesses.
- Customizing content provided to the users increases the likelihood of a small business finding the right material for them quicker and easier, therefore increasing perceived relevance.

**Literature used to
support this research**

Customisation

- Extant research highlights the need for customising small business support however, it has not examined in depth.
- As a result there is a lack of empirical evidence for the link between customisation of support material and beneficial outcomes.

Value co-creation and resource integration

Value co-creation is “the process by which actors (firms and customers) integrate their resources to generate value” (Paredes, Barrutia et al. 2014)

Resource integration is a key part of value co-creation.

This holds that an individual has their own unique resources that they bring when engaging with a service offering. They then integrate these with those offerings and through this create value.

Value co-creation behavior

- Value co-creation behavior can be defined as customers' participation in the value co-creation process, and as consisting of two higher order dimensions, participation behavior and citizenship behavior .
 - Value co-creation behaviour is the “concrete representation of resource integration that assists in building knowledge about specific behaviors that customers engage in for co-creation of value” .
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Value co-creation behavior

There are four key elements to customer participation behaviour:

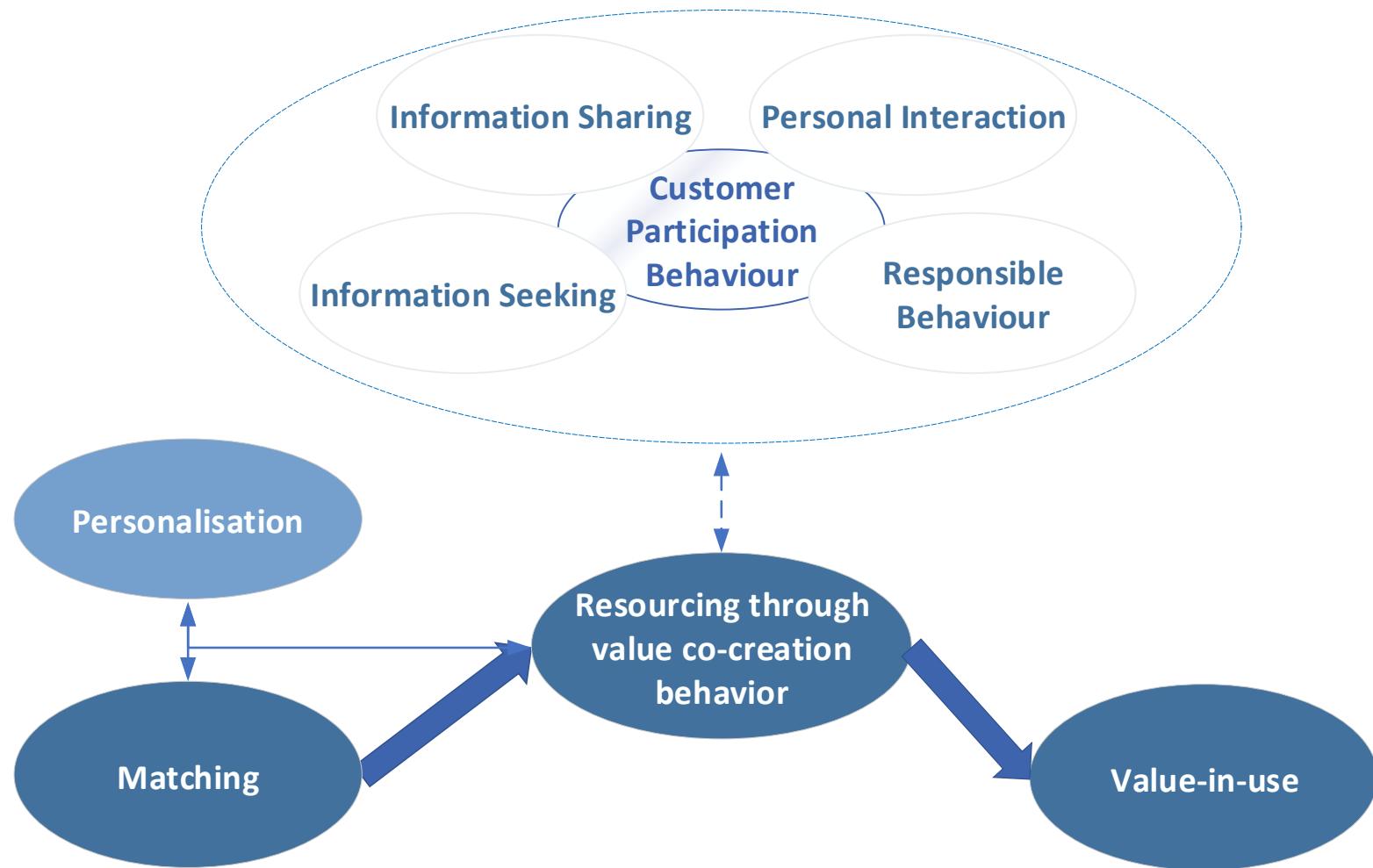
1. Information seeking - the effort to obtain or improve resources.
 2. Information sharing - Where the user shares information with the offering organisation
 3. Responsible behaviour - Occurs when consumers recognise that they have responsibilities in the service exchange process and is exhibited where they are cooperative, observe rules, polices and directions
 4. Personal interaction - the relationship between the customer and service provider (Yi & Gong, 2013).
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Resource Integration Framework

- This research utilises the framework proposed by A. Caridà, B. Edvardsson, and M. Colurcio (2019)
- 3 phases:
 1. Matching – Where an actor matching their resources and what they require with that of the offering organization
 2. Resourcing - Focuses specifically on the integration of resources process. This phase importantly includes the removal of the barriers to resource integration
 3. Value - The assessment of value by the actor themselves forms the main component of the third and final phase

Proposed Framework

Proposed Framework



Proposed Framework

- This proposed framework conceptualizes the role of customization for value co-creation.
- In brief, the user brings their existing resources, along with an understanding of the resources they require, to the offering system or organization.
- The customized offering of the organization then allows the user to utilize their value co-creation behaviors (information seeking, sharing and responsible behavior) to match the resources of they require and have to that being offered, utilize this resource (resourcing), perform a value assessment and thereby derive value from the service and use this to achieve their initial goals (value-in-use).
- This may then lead to greater satisfaction with the offering organization and other consequences.

Future research

Future research

- Future research will further develop the conceptual foundations and framework started in this paper
- Will be explored in future papers with empirical research, focused on small businesses

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