



Finnish Institute of Occupational Health



TAMPEREEN YLIOPISTO



HELSINGIN YLIOPISTO



Tekes



Join us for a webinar on

Value Co-Creation in the Digital Era

Thursday August 24, 2017 | 12:00 PM – 03:00 PM



The webinar is organized in collaboration with **eArvonluonti**, **DEEVA**, **KUMOUS**, and **SWiPE** projects.

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Webinar is **free of charge**, but registration is mandatory.



Register for the event by August 18, 2017

In this webinar, researchers and practitioners explore the premises and promises of value co-creation, with a specific focus on **value creation processes, platforms and service innovations in the digital era**.

The webinar will touch upon following themes

- How is digitalization transforming business environment?
- How can digitalization enhance value (co-)creation?
- Why should businesses engage their customers to develop new products and services?
- What is the *value* of value co-creation?
- What are the limits of co-creation?
Is co-creation the key for all kinds of challenges?

The topics will be approached both from **conceptual and practical level** by esteemed international scholars, researchers and experts from Finnish industries. The keynote speakers include

Professor Kyoichi Jim Kijima,
Tokyo Institute of Technology

Adjunct Professor Marja Toivonen-Noro,
University of Helsinki

We look forward to connecting with you in August!



Value Co-Creation in the Digital Era

Thursday August 24, 2017

12:00 PM – 03:00 PM

PROGRAM

12.00 – 12.30

Connection check

12.30-12.40

Opening Words; content, aim & practical issues

Jan- Erik Johanson

12:40 – 13.30

Value Orchestration Platform and Its Ecosystem

Kyoichi Jim Kijima, Professor Emeritus, Tokyo Institute of Technology, Designated Professor, Daito Bunka University

Q&A session

13.30 – 13.50

Reflections from Research to Practice

Network Value Creation in Transforming Business Domains

Jan Segerstam, Development Director, Empower IM Oy

Exploring Social Media as a Resource for Value Cocreation. Company and Research Perspectives.

Mervi Huhtelin, Senior Specialist (Concept Development), University Properties of Finland Ltd &

Sanna Ketonen-Oksi, Postdoctoral Researcher, Tampere University of Technology

14.00 – 14.40

Value Co-Creation in Service Innovation

Marja Toivonen-Noro, Adjunct Professor at University of Helsinki and Aalto University

Q&A session

14.40 – 14.50

Reflections from research to practice

Highlights of Human-Centered Co-Evaluation Method

Eveliina Saari, Senior Researcher, Finnish Institute of Occupational Health

14.50 – 15.00

Closing words

Jan- Erik Johanson