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PARTE I: INFORMACIÓN GENERAL DEL PROYECTO

Título del proyecto	Marketing and consumer resources for value co-creation processes	
Investigador principal	Nombre completo y apellidos	Mario Rolando Paredes Escobar
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	Unidad académica a la que pertenece	Escuela de Administración
Descriptor / palabras claves	Consumer resources, value co-creation, service-dominant logic, service logic, consumer research	
Corto resumen del proyecto (máximo 300 palabras)	Recientes paradigmas de marketing, como la Lógica Dominante del Servicio, la Lógica y la Ciencia del Servicio, proponen que la creación de valor ha cambiado, dando un rol predominante a la participación del consumidor en los procesos de co-creación de valor. Apoyándose en estos paradigmas, este proyecto aborda la pregunta de investigación: ¿De qué forma influyen los recursos de los consumidores, los procesos de co-creación de valor en contextos digitales y <i>offline</i>? El objetivo general es contribuir a la literatura del marketing, a través del desarrollo de modelos que puedan ser probados empíricamente para demostrar las influencias que los recursos del consumidor (e.j., conocimientos, habilidades, comportamientos, etc.) en los procesos de co-creación de valor en distintos contextos. Para el efecto, se consideran prioritariamente dos: el ámbito digital, para profundizar en el conocimiento de los recursos que motivan a los consumidores a involucrarse en comportamientos digitales; y, en el ámbito de cuidado ambiental, a través de la investigación de recursos que motiven el comportamiento ambiental de los consumidores. El proyecto se enmarca en la línea de investigación de Marketing de la Escuela de Administración de la Universidad del Rosario.	
Duración del proyecto (en meses)	24	
Fecha esperada de inicio	01-05-2020	
Fecha esperada de finalización	01-05-2022	
Costo general del proyecto		
Costo a financiar por este fondo		
Valor de Contrapartida		
N°. Comité investigación:	Fecha:	

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PARTE II: CONTENIDO DE LA PROPUESTA DE INVESTIGACIÓN

1. Planteamiento del problema y objeto de estudio

Since the introduction of the concept of value constellations (Norman and Ramirez, 1993) to describe the collaborative nature of value creation, researchers have acknowledged that the value-creation process has changed. In 2004, the seminal work of Vargo and Lusch (2004) proposed the Service-Dominant Logic (SDL) for Marketing, once more brought the focus to a new form of value creation. Based on previous research by Norman and Ramirez (1993), Prahalad and Ramaswamy (2000; 2004), researchers coined the term ‘value co-creation’ to describe the changing nature of the customer role in the value creation process.

A similar approach is provided by Service Logic promoted by the Nordic School of marketing, which considers the firm as a “value facilitator” and the customer as “the value creator.” When customers and firms interact with each other, value co-creation occurs (Grönroos, 2008; Grönroos and Ravald, 2011; FitzPatrick et al., 2015). Service Science (SS) was developed by IBM to bring together the research of diverse academic fields such as marketing, information systems, engineering, economics, and psychology, in order to develop a general theory of service, through the study of how service systems interact with each other to co-create value (Spohrer et al., 2007). For this propose, SS has considered SDL elements and lexicon as its theoretical foundation (Maglio and Spohrer, 2008).

SDL is based on the RBV and Resource-Advantage (R-A) theory. It considers two important elements which make it differentiable from its predecessors: (a) the integration of customer resources into the value co-creation process (Arnould et al., 2006), (b) while R-A Theory provides theoretical foundations for exploring resources related to the firm, SDL explores resources beyond the firm to incorporate service systems (Lusch and Vargo, 2006). Value co-creation occurs via the application of resources (operant and operand) of each actor participating in the process. ‘Operant resources’ are those that are capable of acting on other resources (i.e., skills and competencies), which are the source of strategic benefit; and ‘operand resources’ are those that are acted upon to create value, such as tangible assets (i.e., economic resources, computers, Internet) (Vargo and Lusch, 2008; 2016).

SDL and value co-creation approaches have been applied to different sectors and contexts such as health care (McColl-Kennedy et al. 2012), tourism (Cabiddu et al., 2013), e-commerce (Paredes et al., 2014; Barrutia et al., 2015), public social innovation (Voorberg et al., 2013), higher education (Díaz-Méndez et al., 2019), and sharing economy (Akhmedova et al., 2020), among others.

The present research aims to contribute to the co-creation literature by providing a step toward understanding the importance of consumer resources in different domains, especially in digital and traditional contexts. Therefore, the research question that this project intends to answer is:

RQ: How do consumer resources influence value co-creation processes in digital and offline contexts?

Specifically, this project aims to contribute to the understanding of the underlying mechanisms that promote consumer behaviors in different domains where the main author is currently working, i.e., digital and traditional contexts, and environment-friendly consumer behaviors.

2. Justificación

Customers are active players in the value creation process and a new source of 'competence' for firms (Prahalad and Ramaswamy, 2000). Customer resources constitute an unexplored area of marketing research. Arnould et al.'s (2006) work was the first study to develop a customer's resource classification for SDL. Basing their research on Resource-Based View (e.g., Barney, 1991) and Consumer Culture Theory (e.g., Arnould and Thompson, 2005), they argued that within the same perspective that firms consider customers as operant resources, customers should consider firms in a like manner. Consumers possess operant and operand resources and bring them to the exchange process. Value co-creation occurs when these resources are combined with the firm's resources.

This project intends to explore the different implications that consumer resources may have in explaining value creation processes, i.e., identifying the antecedents that explain some consumer behaviors for the co-creation of value. There are several fields in marketing that urge immediate research. This project addresses two different domains where the main author is currently working:

1) Information and Communication Technologies such as the Internet and social media have provided a platform where customers can engage themselves in active dialogue with stakeholders of the firms and other customers and customer communities (Muñiz and Schau, 2011). These tools have changed the way people communicate and interact with each other (Shareef et al., 2018). Communication and other marketing decisions are not controlled only by corporations anymore. The co-creation experience is the basis of value creation (Prahalad and Ramaswamy, 2004). Recently, scholars have analyzed how users of social network sites (e.g., Facebook) can define and co-create value with service providers (Marandi et al., 2010) and how these channels can be used to establish a dialogue with customers (Hatch and Schultz, 2010). Web 2.0 tools like social networks, wikis and blogs, support company-customer, and customer-customer interactions to co-create value (Desai, 2009). However, despite the fastest-growing of social network sites (SNS), more research is needed on the examination of the behavioral antecedents (customer resources) for the user-generated content through SNS, such as photo-sharing behaviors (e.g., Lee et al., 2015; Sheldon and Bryant, 2016; Ting et al., 2015) and on the factors that influence user-generated content through this type of SNS (Atwal et al., 2019). Therefore, this project aims to identify and explore the relationship of the consumer resources deployed in the generation of the content generated by the users.

2) Finally, another topic of relevance is consumer resources that contribute to environmental behaviors since Marketing plays a significant role in the promotion of sustainable consumption (White et al., 2019). The sustainability of the environment is one of the major concerns of this era (Wilson, 2001). The increase of climate change, ocean pollution, and biodiversity loss are among the most relevant and pressing issues that affect the environment (Geiger et al., 2019; Wang et al., 2019). High levels of material consumption and the use of the resources are not sustainable (Oskamp, 2000; Ericson et al., 2014). In recent years, the global average surface temperature has been increasing to significant levels. Evidence suggests that it is mostly caused by human activities (National Research Council, 2020). Therefore, research dedicated to the understanding of consumer actions and practices to mitigate this kind of behavior is necessary (Mayer et al., 2009). Researchers agree that the study of behaviors that precede the engagement in pro-environmental behaviors is still scarce and needs further exploration (e.g., Amel et al., 2009; Barbaro and Pickett, 2016; Geiger et al., 2019).

Opposed to the “goods-dominant logic” where the value is inherent to material goods, SDL promotes the evolution of the marketing field, to be more focused on intangible resources, and the provision of service for the co-creation of value (Vargo and Lusch, 2004). Therefore, it encourages the reduction of the consumption of material goods and, consequently, promotes sustainable behaviors (White et al., 2019). Thus, this project aims to identify and explore the relationship of the consumer resources that contribute to pro-environmental consumption.

The results of this project will provide valuable insights for the marketing research line of the School of Business and Management of the Universidad del Rosario, since, to the best of our knowledge, there are no research projects related to consumer behavior or related fields. Especially for the new program of marketing and digital business.

3. Marco teórico y estado del arte

The SDL challenges the paradigm based on Adam Smith’s economic foundations; products are embedded with value and exchanged in the market (i.e., value-in-exchange) (Vargo and Lusch, 2004; 2008; 2016). Instead, it proposes, that firms cannot create value isolated, but only provide a proposition of value, which will be subjectively experienced by the beneficiary (i.e., customer) through the value-in-use influenced by the social and cultural context in an extended network, i.e., value-in-context (Chandler and Vargo, 2011; Vargo and Lusch, 2008; 2016). The SDL adopts a resource-based perspective of marketing (Vargo and Lusch, 2016), in which organizations and customers have different types of resources, which are integrated to co-create value (Arnould et al., 2006).

Traditionally, the Resource-based view of the firm (RBV) focused on the organization's resources for the creation of competitive advantage (Prahalad and Hamel, 1990). However, SDL proposes a network-

related approach in which all actors involved provide resources for the process (Kleinaltenkamp et al., 2012). Value co-creation occurs through the network of resource integration by providers and beneficiaries and across service systems (Vargo et al., 2008).

SDL focuses on the interaction among multiple actors, broadening the scope of the dyadic relationship between firm and customer, and customer-centric view, to a multi-level perspective where value is jointly and collaboratively co-created (Vargo and Lusch, 2011). The multidisciplinary development of the collaborative nature among actors has evolved into what is called “the service-ecosystem” perspective (Vargo and Lusch, 2011, 2016; Lusch et al., 2016), which is a metaphor of the biological literature (Lusch et al., 2016).

Based on Constantin and Lusch (1994), SDL classified resources in two categories:

1) *Operand resources*: “resources on which an operation or act is performed to produce an effect” (Vargo and Lusch 2004, p.2). Their essence is typically physical such as natural resources, raw materials, or physical products.

2) *Operant resources*: “employed to act on operand resources (and other operant resources)” (Vargo and Lusch 2004, p.2). In essence, intangible, continuous, and dynamic, these resources can evolve, transform, and multiply. Operant resources become a central element in the SDL thesis. They will influence how operand resources are employed.

Value co-creation is assessed by the beneficiary, according to his/her unique and specific context, in SDL value co-creation is assessed by value-in-context (Vargo, 2007; Vargo et al., 2008). Environment resources are considered endogenous to the value-creation process, so the competencies of customers, employees, and other stakeholders are key components of competitive advantage (Lusch et al., 2007; Vargo and Lusch, 2010).

Arnould et al. (2006) classify customers’ operant resources as physical, social, and cultural:

Physical resources. This term refers to the resources controlled by individuals, which they possess by nature—for example, sensorimotor endowment, energy, emotions, and strength. Consumers possess different physical and mental characteristics and, therefore, different physical resources. This affects their life roles and projects.

Social resources. It refers to networks and relationships with traditional groups such as families, ethnic groups, and social class or emergent groups such as brand communities, consumer tribes, and subcultures. These resources become fundamental in the context of service-logics due to their network perspective and to the assessment of value-in-context.

Value co-creation through resource integration can operate at two levels: (1) consumer level, as an individual, personal value of integrating his/her resources. (2) Co-consume experiences, when consumers integrate their resources with other consumer resources to achieve a mutual goal, through

platforms for social and commercial interchange between customers (ICT mediated) (Baron and Harris 2009).

Cultural resources. These resources vary in amount and kinds of knowledge of cultural schemas, including specialized cultural capital, skills, and goals (Arnould et al., 2006). Cultural consumer research has been widely developed by the Consumer Culture Theory (CCT) organized around a core set of theoretical questions related to the relationships among consumers' personal and collective identities; the cultures created and embodied in the lived worlds of consumers; the underlying experiences, process, and structures; and, the nature and dynamics of the sociological categories through and across which these consumer culture dynamics are enacted and inflected (Arnould and Thompson, 2005, p. 870). Cultural resources refer to customers' specialized knowledge and skills, life expectancies and history, and imagination.

Each person has different operant resources, which they will use to assess value-in-context in the co-creation process. As Vargo and Lusch (2004) noted, 'knowledge and skills are distributed unequally in a population.' Customers will have different experiences according to their endowments of physical, social, and cultural resources.

4. Objetivos

General objective

- Contribute to the understanding of the influence of consumer resources in value co-creation processes in different contexts by empirically test different models.

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Specific objectives:

- Provide an examination for the evolution and relationship between customer resources and value co-creation processes for marketing in different sectors.
- Develop and empirically test models that explore the underlying mechanisms that involve consumer resources in value co-creation processes in different domains.
- Analyze the managerial implications of the importance of customer resources in value co-creation processes.

5. Metodología propuesta

Based on a review of the literature and critical analysis, an exploration of the different domains will be made. The SDL approach will be introduced as a framework to analyze the key components of the process of value co-creation. This research will be based on theoretical and empirical data from previous investigation findings to build a literature-driven model that represents the different

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hypothesized relationships between variables. The study will adopt validated scales from previous research to operationalize the constructs identified in each model.

To empirically test the conceptual models, the data collection will be made with the support of the project's different researchers and the main author. For the data analysis, we will use the multivariate statistical technique Structural Equation Modeling (SEM), one of the most popular and well-known advanced approaches used in marketing (Baumgartner and Homburg, 1996). Structural Equation Modeling (SEM) is a multivariate statistical technique that seeks to explain the relationship between multiple variables by examining the structure of interrelationships among them (i.e., testing measurement, functional, predictive, and causal hypotheses). The equations depict all the relationships between the variables in the model (Hoyle, 1995; Hair et al., 2010; Byrne, 2012). SEM has two objectives (1) to understand the patterns of correlation/covariance between a set of variables; and (2) to explain as much of the variance as possible with the model specified (Kline, 1998). SEM takes a confirmatory approach to the analysis of structural theory regarding some phenomenon. SEM is based on covariance structure analysis, focusing on the observed sample covariance matrix (Byrne, 2012).

The potential of SEM for comprehensive investigations of both measurement and theoretical issues is generally acknowledged (e.g., Bagozzi, 1984; Bagozzi and Yi, 1988; 2012).

6. Productos de nuevo conocimiento científico o tecnológico esperados

2 Conference proceedings

2 Indexed articles in WoS/Scopus: it is intended to publish one article in each of the three different domains mentioned in this project.

7. Productos de formación esperados

This work will share insights with doctoral students of the marketing research line.

The environmental research is related with the master thesis of a student of the international exchange program with Mainz University.

Results could be used as an input for discussion with students of marketing and digital business.

8. Estrategia de divulgación de resultados y de apropiación de los conocimientos generados

The results will be delivered through the academic sources mentioned in the number 6th of this format. Findings may be of interest to the research community, marketing students, marketing managers.

There is the possibility to organize seminars and workshops to communicate the findings of this project.

Audiovisual materials with the support of the communication department of the university are also aimed to be disseminated through social media.

9. Impactos esperados

- Scholarly
- Publicity level
- Managerial

Parte III: Presupuesto y cronograma

1. Presupuesto

RUBROS		FUENTE			TOTAL
		Fondo Grandes	CONTRAPARTIDA		
			FACULTAD	OTROS ¹	
Personal ²	Jóvenes investigadores				
	Asistentes de investigación				
	Asistentes graduados				
	Investigadores post-doctorales				
	Otros (especifique)				
Equipos Nuevos					
Software					
Servicios Técnicos					
Viajes y viáticos					
Costos por estancias cortas de investigación					
Materiales y Suministros					
Salidas de Campo					
Material Bibliográfico					
Arrendamiento de equipos					
Trámite de licencias ambientales					
Talleres ³					
Publicaciones y Patentes ⁴					
Imprevistos (3% del total)					
OTROS (especifique)					
TOTAL					

1 Por favor especifique la fuente que proveerá la contrapartida en caso de que el proyecto vaya a presentarse a otras convocatorias o que exista una contrapartida de otras instituciones participantes en el proyecto.

2Incluir contratación de jóvenes investigadores, asistentes graduados, estudiantes de doctorado que participarán en el proyecto, entre otros.

3Incluir costos asociados a talleres y eventos de socialización.

4Incluir costos asociados a traducción y edición de textos para publicación, así como costos de sometimiento de artículos cuando aplica.

Especificación otros gastos:

Si la propuesta ha sido presentada o va a presentarse a otras fuentes de financiación, por favor especifique las fuentes, montos solicitados y los cambios en el alcance del proyecto si es favorecido por mayores recursos.

2. Cronograma

Incluir en el cronograma sólo actividades no nombre de personal involucrado en el proyecto

Número	Actividad	Desde	Hasta	Tiempo
1	Peer review paper 1	Julio 2020	Julio 2021	
2	Literature review	Julio 2020	Agosto 2020	2 Meses
3	Model conceptualization	Septiembre 2020	Septiembre 2020	1 Meses
4	Data collection	Octubre 2020	Noviembre 2020	2 Meses
5	Results analysis	Diciembre 2020	Febrero 2020	3 Meses
6	Writing the paper	Marzo 2021	Mayo 2021	3 Mes
7	Conference proceedings	Junio 2021	Junio 2021	1 Mes
8	Peer review paper 2	Julio 2021	Julio 2022	
9	Literature review	Julio 2021	Agosto 2021	2 Mes
10	Model conceptualization	Septiembre 2021	Septiembre 2021	1 Mes
11	Data collection	Octubre 2021	Noviembre 2021	2 Mes
12	Results analysis	Diciembre 2021	Febrero 2022	3 Mes
13	Writing the paper	Marzo 2022	Mayo 2022	3 Mes
14	Conference proceedings	Junio 2021	Junio 2021	1 Mes

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PARTE III: INTEGRIDAD CIENTÍFICA																
10. Consideraciones éticas																
	<table border="1"> <tr> <th colspan="2">Seleccione si el proyecto involucra alguno de los siguientes</th> <th>Señale con (X)</th> </tr> <tr> <td rowspan="5" style="text-align: center; vertical-align: middle;">Población</td> <td>Mujeres en embarazo</td> <td></td> </tr> <tr> <td>Menores de edad</td> <td></td> </tr> <tr> <td>Estudiantes</td> <td style="text-align: center;">X (Universidad)</td> </tr> <tr> <td>Personas sometidas a alguna forma de detención o prisión</td> <td></td> </tr> <tr> <td>Militares</td> <td></td> </tr> </table>	Seleccione si el proyecto involucra alguno de los siguientes		Señale con (X)	Población	Mujeres en embarazo		Menores de edad		Estudiantes	X (Universidad)	Personas sometidas a alguna forma de detención o prisión		Militares		
Seleccione si el proyecto involucra alguno de los siguientes		Señale con (X)														
Población	Mujeres en embarazo															
	Menores de edad															
	Estudiantes	X (Universidad)														
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	Militares															

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		Comunidades indígenas		
		Animales		
	Intervención	Microorganismos silvestres,		
		Personas con limitaciones en sus capacidades funcionales (Movimiento, visión, audición, entre otros)		
		Medicamentos		
		Dispositivos médicos		
		Ejercicio físico		
		Cambios en el estilo de vida		
		Instrumentos		
	Instrumentos de recolección de información	Dispositivos generadores de radiaciones ionizantes y electromagnética		
		Grabaciones de audio		
		Grabaciones en video		
		Cuestionarios que aborden preguntas sensibles (cuyo uso puedan generar discriminación como origen étnico, afiliación política, creencias religiosas)		

Se considera que el proyecto NO requiere el aval por parte del Comité de Ética de acuerdo a los lineamientos establecidos en el formato de solicitud de proyectos en la PARTE III sobre INTEGRIDAD CIENTÍFICA.

PARTE V: COMPOSICIÓN DEL EQUIPO DE INVESTIGACIÓN				
14. Descripción de los investigadores				
Nombre	Institución de afiliación	Unidad académica de afiliación*	Correo electrónico	Tiempo de dedicación*
Mario Rolando Paredes Escobar	Universidad del Rosario, Colombia	Escuela de Administración	Marior.paredes@uro.sario.edu.co	20
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José María Barrutia Legarreta	Universidad del País Vasco, España	Departamento de Economía Financiera II	josemaria.barrutia@ehu.eus	5

