

CO CREATION IN SPORT – AN OPEN INNOVATION APPROACH FOR CO CREATING VALUE

Guido Schafmeister, Guido Ellert, Simon Dallwig
Macromedia University of Applied Sciences
Department Sport and Event Management
S.dallwig@mhmk.org

Aim of abstract/paper - research question

Co Creation means a creative process that involves different parties for innovations to increase value. Business research uses the co creation approach but it has not yet been adequately adapted to sports environment. Co creation in sports takes place automatically and is not realised usually by the recipients. Value in sports is especially created by numerous stakeholders. This study points out the co creation between the spectator and the sport itself. The active role of the spectators creates value at sport. Thus this interaction can be examined to increase value at this specific co creation.

Theoretical background or literature review

Sport events are described as services that are demanded by different motives. For example sport spectators experience good stadium service quality by different dimensions: perceived team performance, stadium service quality and spectator induced atmosphere. Satisfaction is led by fulfilling all three dimensions (Woratschek, Horbel & Popp, 2010). Thus value is created by different parties. Furthermore value depends not only by the origin value creator. It is spread over several participants. Business drifting integrates the customer into the value creation that leads the customer to an active role of value creation (Prahald & Ramaswamy, 2004). The interaction leads to a cooperation for innovations within the networks (Chesbrough, 2003). Successful customer integration needs two aspects: information about customer needs and information about how to best solve these needs (von Hippel, 2002). Therefore insights about the customer are needed before management can implement specific approaches.

Methodology, research design and data analysis

Internet provides a convenient platform for integrating customers to creating value or experiencing their needs. Specific tools are suited to explore customers' thinking first before integrating them into co creation. One tool is the netnographie that is composed of *internet* and *ethnography* (Kozinets, 2002). Netnographie focuses on conversations and social interactions in the internet to figure customer insights. The other two used tools are described as idea contest and lead user method. The logic behind that order is asking for topic relevant input (idea contest) guided by people that are into that topic (lead user method) to start, maintain or comment web discussions (netnographie). This case spots the fan behaviour at soccer stadiums. Aim is the optimisation of stadium atmosphere with avoiding violence. The process of generating innovations has three steps (gathering innovations, voting for the best one and rewarding the best one). After gathering the statements the collected data are clustered to superordinated topics that are evaluated to the new service.

Results, discussion and implications/conclusions

The research provides the approach to co create a co creation. The source is the value proposition of the co creation at the stadium (atmosphere as co creation No1). To increase this value the research is applied for finding innovations. The found need (co creation No 2) can be described as an approach for an augmented stadium atmosphere. Visitors ask for a better atmosphere and describe at the innovations tools what can be seen as a better atmosphere and how this can be comprehended: at a specific platform (co creation No 3). Thus co creation No 3 is a combination of co creation no 1 and no 2. For the transportation into the real world a concept is worked out for fans and stakeholders. This concept describes an objective league for fan performance and its rating. Further the concept spots value for different stakeholder like how clubs and the community can profit by such a development.

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