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Value proposition as a framework for value cocreation in crowdfunding ecosystems

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Abstract

The aim of this artic ed to understand the new service mo s different interpretations for service ecosystem. A qualit wo most representative crow rms of the amounts of funds p crowdfunding in the arts and cultura ling design could be improved by incl ountries in the analysis. The findin ove planning of value cocreation th tors within the service ecosystem. This article is a contribution to the development of service-dominant (SD) logic in relation to FP 7 and FP 10. Managerial contributions include the development of a crowdfunding service ecosystem model for arts managers, which offers not only a method of generating finance or economic value but also opportunities for strengthening bonds with customers and other stakeholders. This article is unique in that it integrates value proposition categories in micro-, meso-, and macrocontexts and analyzes the different kinds of cocreation that exist in the crowdfunding context.

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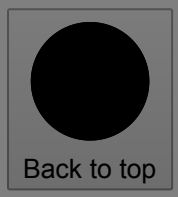

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