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Research on the Ecological Value Co-Creation of Creative Industry under the Sharing Economy-Led Paradigm

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Abstract:

Nowadays, the sharing economy has become the dominant paradigm of modern development, in which the ecological construction of the creative industrial park has become the focus attention of the society and the local government. Firstly, on the perspective of organizational ecosystem, We systematically induce and summarize the characteristics of sharing economic of the times and the construction of the ecosystem of creative zone and point out the deficiencies of the research on the ecological construction of the zone. Then, according to the development of the Yangtze River Delta and the local characteristics of Creative industrial zone, our research Put forward some relevant policy recommendations. Finally, based on the dominant logic of customer, dominant logic of service and the dominant logic of prosumer, we do some research on value co-creation mechanism and predict the directions of future research.

Keywords: *Sharing economy, creative industrial zone, ecosystem, the logic of prosumer, value co-creation*

1. Introduction

In recent years, creative industry parks hold the development idea of "creative planning and landing operation". It takes the mixed multi format as the main grip, and presents the characteristics of the linkage of knowledge sharing, the development of open integration, and the engine of the information network platform.

The development of the Internet has promoted the development of the shared economy (Belk,2014), making it present the characteristics of low cost, sustainable, weak property rights and common cooperation. It provides an open and shared social environment for the development of creative industrial parks. At the same time, the sharing economy has promoted the growth of social creativity. By improving the mode of capital operation under the social sharing model, reducing the cost of innovation and entrepreneurship, and promoting the creation of innovative technologies, models and formats which conform to the characteristics of the times, and through the diversification of new technologies, new media, new tools and new products, it consolidates the community. Enjoy the development model. Based on this, the sharing economy provides a good social atmosphere for coordinating the ecological niche of creative industries, and through the construction of information, capital, technology, talents and other sharing construction platforms, the value co-creation of creative industries is achieved.

2. Creative Industry Value Co-Creation

2.1. Characteristics of the Development of Creative Industry

The word "creative industry" was first proposed in 1997, which represents a collection of industries in related fields such as culture, art, intellectual property and entertainment. It is a model of innovation, sharing, cooperation and cooperation in modern society.

In recent years, scholars have further discussed and analyzed the problems such as the agglomeration of creative industries, the constraints of the development of creative industries, and intellectual property rights. Bas Van Heur (2009) focuses on the analysis of the transformation mechanism of creative structure in the creative social network, indicating the relationship between the variation and development of the creative structure and the agglomeration of creative industries. In addition, Caroline & Roberta (2010) further analyzed the impact of infrastructure construction, personal knowledge, technology advanced and so on creative culture industry and creative structure. Smit (2011) focuses on the impact of regional visual forms on creative entrepreneurs' Regional Decision-making; Piergiovanni & Carree (2012) points out that creative activities in creative industries affect the employment of regional employees; Based on the perspective of regional geography,

Enrico & Paola (2013) explores the impact of a sexual environment on the development of creative industries. The development and research theory of creative industry have important theoretical guiding significance for the construction of Urban Creative Industry Cluster park. The construction of the park should pay more attention to the support and construction of infrastructure construction, individualized development environment, individual knowledge structure characteristics, and the popularization of high and new technology, for the creative industry the social synergy effect fostering a good social environment.

2.2. The location of Creative Industrial Park

The British National Science Foundation (NESTA) (NESTA) (2003) has made a relevant definition of the creative industrial park. The entrepreneurial industry is based on small and micro enterprises, and its organization type determines its aggregation characteristics. The trend of its development is to achieve agglomeration in a specific location. The UK's central London and Northern Cambridge are all regarded as creative industrial zones. This type of park has the same color of creative industry agglomeration, organization flexibility production and production chain elimination. O'Connor (2006) points out that the creative industry cluster area is mostly concentrated in the more developed urban areas, and the regional effect of industrial agglomeration is obvious. Henderson & Scott (2006) again indicates that the creative enterprise function in the creative industrial park is manifested as the following: the behavior of the entrepreneur and the renewal of the new enterprise form; the renewal of the organization and technology; the reconstruction of the cultural products. From perspective of the location of geographical location, Landry C suggests that creative industrial park in a number of central urban areas and urban fringe area polymerization form a multi-center linkage development model in the urban area. With the rise of the idea of creative cities, the creative industry park became the way of social and economic development. And the first form of improving the overall impression of the city.

2.3. Value Co-Creation Process

Vargo & Lusch (2008) points out that value co-creation research mainly focuses on the two side relationship of customer and enterprise value co-creation. With the further development of research, customer experience (customer experience), customer-dominant logic and service-dominant logic become the main research. Heinonen et.al (2010) points out that value co-creation mainly takes customer as the key process, the original value of the customer in the process of value co-creation make the development of firms become more and more modernization. Pinho et.al (2014) points out that the main body of value co-creation presents a diversified development trend. And the upper and lower reaches of the value chain are all involved in the process of value co-creation. At the same time, under the paradigm of service leading logic, the perspective of service ecosystem is derived, which is consistent with the research of industrial value co-creation in the organizational ecosystem, and provides a macro perspective for the service logic of creative industry.

2.3.1. Value Co-Creation Based on Customer Experience

In the study of value creation based on customer experience, Lengnick-Hall (1996) and Wikstr (1996b) put forward a focus on customer consumption experience and highlight the subjective status of customers in the process of value creation. In its research, Prahalad and Ramaswamy (2000,2004) also point out the important role of customer personalized experience in value co-creation. At the same time, the enterprise ensures the continuity of personalized participation by coordinating the personalized experience of the customer, so as to achieve the purpose of better adapting to the market and serving the customers, and finally realizing the enterprise. Benefit maximization and customer experience as the core of value creation.

2.3.2. Value Co-Creation Based on Service-Dominant (SD) Logic

Service led logic is a perspective of value co creation based on the logic of customer dominance, which is further developed and followed by scholars. Put differently, "service is exchanged for service" (Bastiat, 1979) and, when viewed through the lens of service-dominant (SD) logic (Vargo & Lusch, 2004), service represents the foundation of all economic exchange. The application of specific skills and knowledge is the basic unit of exchange between services and services, and knowledge and skills provide competitive advantages for basic resources. Payne (2008, 2009) studied the content of creating value jointly by customer learning and organizational learning under the service dominant logic. On the basis of this research logic, it showed the individualized characteristics of brand experience in value co-creation. Gronroos and Voima (2013) point out that the interaction between the customer and the enterprise directly or indirectly leads to the differential form of value co-creation.

2.3.3. The Value Co-Creation of Service Ecosystem

Based on the value co-creation of service ecosystem derived from service dominant logic, it provides a research idea for further studying the value creation in the organizational ecosystem. Edvardsson et.al (2011) broaden the understanding of service exchange and value creation from the perspective of social structure theory (social structure, social system, role, interaction, restructure of social structure). Vargo and Lusch (2016) point out that the service ecosystem transcends the interactive category of service system. It emphasizes that the service ecosystem is composed of dynamic social networks with distinct structural characteristics and plays the role of knowledge sharing among the participants in the system in order to

realize source integration. On the basis of the research on the operation mode of service ecosystem, Chandler and Vargo (2011) indicate that the basic procedure of value co-creation involves three parts of macro, medium and micro. The common mechanism of these three parts can promote the construction of service ecosystem better. The service ecosystem improves and consolidates the basic status of service in the process of exchange. The dynamic character of social network, the diversity of participants, and the constraints of social norms have jointly created the innovative structural features of the service ecosystem.

2.4. Creative Industry Parks' Innovation Ecosystem

2.4.1 Business Ecosystem

The concept of ecosphere derived from ecology refers to the system of interaction between organism and living environment in a particular region. The retroactive ecosystem study found that Moore (1993) describes the system characteristics of the innovation domain for the first time, and based on this concept of the business ecosystem, defines the business ecosystem as an organic business entity in the form of economic community. The economic community also emphasizes the network relations among the stakeholders. Kim (2010) emphasizes the symbiotic relationship between enterprises in the commercial ecosphere, which has developed the three dimensional relationship of intergrowth, symbiosis and rebirth in the commercial ecological circle. This theory has attracted wide attention from scholars in the fields of business development. The integration of ecosystem concept and business organization breaks the limitation of enterprise research under the view of traditional resource base, emphasizes the cooperation between organization and organization environment, extends the industrial chain of enterprises, expands the influence of value capture and value creation, and the owners in the ecological circle can achieve value creation through cooperation.

2.4.2. Innovation Ecosystem

"Innovation ecosystem" mainly refers to the application of innovation ecology theory to study the sustainable and recyclable ecosystem system formed by enterprise innovation and entrepreneurship development. Ron Adner (2006), a professor of strategy at the Tucker business school at Dartmouth University, believes that the innovation ecosystem is a synergistic integration mechanism. For the characteristics of innovative ecosystem, Sun Hongchang (2007) pointed out that the innovation ecosystem of the development zone has the typical characteristics of the complexity of members, the openness of the system and the self-organization. Ruan and Liu (2014) defined the innovation ecosystem from the perspective of technical development, and revealed the characteristics of the spiral rising structure of "technology R & D - technology application - technology derivation" in this system. In the study of the internal structure characteristics of the innovation system, Cao and Gao (2015) proposed that the innovation ecosystem is composed of the core (key) enterprises, innovation chain, value chain and innovation environment. Through the interaction mechanism, the social effect of value co-creation is achieved, and the internal and external environment is extended to the system. On the basis of clearly defining the organizational structure of the innovative ecosystem, Luo and Lin (2015) deepen the research on the innovation ecosystem from the perspective of the system evolution mechanism, and point out that the internal replacement evolution mechanism of the innovative ecosystem is the main form of heredity and variation, and some of the enterprises in it will have the phenomenon of derivation and selection. The four forms of evolution both promote the development of high quality enterprises within the ecosystem, and ensure that the stakeholders are better integrated into the fields and links of cooperation and innovation.

3. Development of Creative Industrial Park in Yangtze River Delta

3.1. Regional Characteristics of Creative Industrial Park

The Yangtze River Delta region has a strong economic strength, a good foundation for the development of creative industries in the region, and the policy of supporting the development of creative industries by the state and local governments, making the creative industry in the Yangtze River Delta flourishing. At the same time, the Yangtze River Delta is in the forefront of the country in the aspects of authorized patent and R&D expenditure, and has rich cultural background. The culture of Shanghai school, Wu Yue culture and Jinling culture have a long history, which has promoted the development of local characteristic creative industries. For example, in Shanghai, the development model of "creativity + tourism" is the main development model, and Jiangsu District Park is more presented with the local characteristics of "creativity + finance", while Zhejiang focuses on the development of Creative Industrial Park Based on "creativity + manufacturing". Under the sharing economic paradigm, the establishment and development of the organizational niche of the Creative Industrial Park in the Yangtze River Delta area, the research mechanism of creative industry value creation in the park and the direct cooperative innovation of the park organization ecological circle have become the hot spots of the social development and research, and will lead the social fashion by activating the domestic consumption market and deepening the reform. Innovation provides dynamic support and intellectual support.

3.2. Development Utility Analysis of Creative Industrial Park

The construction and development of the Creative Industrial Park in the Yangtze River Delta has formed a certain regional brand effect and industrial advantage. The agglomeration effect of the park accelerates the knowledge spillover within the organization and promotes collaborative innovation among enterprises. At the same time, the development performance of the Creative Industrial Park in this area has become an important index for evaluating the competitiveness and development potential of the park. The development prospects of the Creative Industrial Park in the Yangtze River Delta region can be divided into 3 categories, namely, software R & D creative industry park, architectural design creative industry park, entertainment creative industry park.

4. Evolution Mechanism of Value Co-Creation in Creative Park

4.1. Agglomeration Effect and External Economy

The agglomeration of creative industries in the park leads to the organization's spiral self enhancement mechanism, forming a good cultural and artistic atmosphere, providing sufficient population resources and loose ecological environment for the construction and development of the park ecosystem. With the influx of various commercial organizations, the number and types of organizational population have been greatly improved. The species in the whole system are more complex, forming a complete ecological community state. In the past 10 years, the development of creative industrial agglomeration areas such as Shanghai's music workshop, Shanghai, online design creative park and Beijing 798 creative park have created a good organizational and ecological environment. The utility characteristics caused by the agglomeration resulted in the optimization and upgrading of the emerging industrial chain, and thus formed an "explosion effect" of polymerization, infiltration and activation. "

At the same time, the industrial agglomeration of Creative Park promotes knowledge spillover and technology spillover, speeds up the pace of knowledge transfer and technological innovation in the park, but the relatively loose unorganized agglomeration phenomenon makes the science and technology innovation ecology in the park not reach the sub optimal level, and provides a space for the government's incentive policy. But the "lock" of the network relations and collective behavior among enterprises in the park hinders the enterprise organization to broaden the scope of business, and causes the "vital signs" of the enterprise to be weakened gradually, forming the "system failure" of the organization ecology, which has caused the fragility and rigidity of the cluster and leads to the pressure of competition in the park.

4.2. Concurrence Effect and Differential Competition

The government of the Yangtze River Delta has formulated relevant policies to encourage the development of creative industries, all of which are effective in promoting the development and construction of local creative industrial parks with the support of government policies. The characteristics of all kinds of enterprises in the creative industrial park are obvious and have their advantages, and the scope of the park is widened through the division of labor, competition and cooperation. The value Galaxy promotes the symbiotic development of creative industrial parks.

However, in some areas, the creative industry is developed without the definition of unified creative industry, which leads to the division management of many departments, such as Cultural Broadcasting, information economy and so on, which restricts the ability of industrial integration and infiltration, and also leads to the low efficiency of resource utilization. At the same time, the bad commercial competition driven by economic interests in the park leads to ectopic ecological system in the park, and the symbiotic contradiction between the creative environment and the commercial environment is difficult to reconcile, and it is difficult to give full play to the "structure hole" advantage of the transaction network. It is imminent to excavate the characteristics of different parks in the same area, to build differentiated development mode, and to build an integrated and coordinated mechanism within the urban area.

4.3. Modularization Effect and Value Network

The modular decomposition and integration of the value chain of the creative industry cluster is function oriented, including the decomposition of the industrial chain and the integration of resources. The coupling acceptance between different modular organizations in the park becomes the key to the creative industry cluster to improve the efficiency of value co-creation, to promote the effective operation of the cluster value network and to achieve a sustained and healthy development. It has been found that the factors such as knowledge, information, technology, talent, culture, creativity, resources, strategy, ability and environment have significant influence on the value co-creation of creative industry cluster in the construction of creative industry value network in the park. In addition, the group characteristics of the new generation of creative class have led to the nonlinear innovation structure derived from the creative industry, thus further promoting the reconstruction of the self-organization system of the Creative Industrial Park, and promoting the high speed and benign growth path of the creative industrial park.

The modular coupling of the value of creative industry can give full play to the core competitiveness of each module, expand the ability boundary of the organization, improve the performance level of the organization, and optimize the mechanism of the formation of the system. In the park, the innovation synergies of various industries are realized, and an

effective, reasonable, scientific and advanced value network, social network and innovative network are constructed to realize the interaction between the internal and external processes of the organization and the internal and external network environment, and clear the cluster module, the network individual information module, the network contract module and the value network node in the park ecosystem. The design of building blocks has become the key to create synergy and achieve value creation in the park.

4.4. Ecological Niche Effect and Value Co-Creation

One of the niche is based on the multidimensional space occupied by resources. The niche is a part or all of the resource space occupied by each enterprise. The other is based on the matching state of the enterprise with the environment, and thinks that the niche is the match of the enterprise in the resource demand and production capacity. In the organizational ecosystem of the creative park, each enterprise occupies a certain amount of resources and serves a certain target market. When the demand, ability and the target market of the service have overlap between different enterprises, the Niche Overlap will appear.

In the interior of the Creative Industrial Park, based on the establishment of the niche of each enterprise, the system is based on the interaction of A2A (actor to actor, the actor's behavior influenced by the external and endogenous differences in the social network) and the interaction of resources integration and service. The ecological system emphasizes the role of the system and social norms. It emphasizes the importance of resource integration, service delivery and system in value creation. To realize the value co-creation of the park enterprises, we must establish a corresponding paradigm of management system and build the core driving force of value co creation.

5. Conclusion

In general, the study of organizational ecological theory and value creation has been more perfect, but the research on the value co-creation mechanism of the creative industrial park is still based on the macro perspective, and does not explain the path choice of the Creative Industrial Park in the sharing economic paradigm from the perspective of niche segmentation.

5.1. Limitations and Future Research

First the research on the construction of creative industrial parks is mostly from the location geography and social relations network, and the research on the cooperating cooperation value creation paradigm in the park is less, and it has not provided constructive suggestions for the floor management and structure optimization of the creative park. At the same time, the economic significance of the development of Creative Industrial Park is not clear. From the perspective of system integration, the research on the construction of the ecological circle of creative parks is still thin. The establishment and consolidation of the niche of enterprises in the park need to be further studied and developed.

Second scholars focus on the field of value creation theory mostly in the field of marketing and strategic management. Whether the service dominant logic or the customer experience logic, it is the longitudinal value chain research from value acquisition to value creation, less involved in value network and value Galaxy research. The integration of organizational behavior and Inter Organizational collaborative innovation, value network and value creation paradigm will be the direction of future research and development. The core of value creation research is knowledge spillover and integration research represented by innovative knowledge. Knowledge Synergy and knowledge quality management in the field of creative industry will provide new research ideas for the research of value creation in this field.

Third scholars have studied the interactive relationship in the organizational ecosystem of creative industrial parks, focusing on the competition, reciprocity, symbiosis and predation among creative enterprises, and emphasizes the importance of individual creative ability to cooperative cooperation and stable development of enterprise organizations. However, there is a lack of research on the ecological relationship between enterprises and other subjects in the organizational ecosystem of creative industrial parks, and there is also a lack of comparative study on the regional ecological system of creative industrial parks, which cannot solve the heterogeneity of the construction of creative industrial parks.

Based on the above analysis, the future research should focus on the co-creation of enterprise organization value in the Creative Industrial Park Based on the perspective of organizational ecology. From the perspective of the interior of the Creative Industrial Park, we should strengthen the research on the healthy ecological evaluation system of the Creative Industrial Park, establish the niche characteristics of the enterprises inside the park, lay the foundation for the establishment and development of the park innovation ecosystem, and also pay attention to the research of the operation mechanism of the park ecosystem, and study the creation from the perspective of system integration.

5.2. Managerial Implications

The ecological environment of the park is constructed by quantifying the business performance of the park enterprise, establishing the competitiveness model of the park enterprise, coordinating the cooperative innovation relationship among the enterprises in the park, and exploring the path of the value creation and development of the enterprises inside the park. In the construction and research of creative industrial parks, the exploration and research of the heterogeneity of the park construction should be strengthened. Through collating the experiences of the construction and development of the

comprehensive foreign creative parks and combining the local characteristics, the suggestions for the construction of the creative industrial park with local characteristics in China should be provided.

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