

Value creation in Metaverse: An Ecosystem Perspective

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Abstract

This study explores value co-creation and co-destruction in the metaverse from an ecosystem perspective, employing S-D logic and stakeholder theory. Using netnography, we identify key actors and practices within the metaverse ecosystem that influence value formation. Additionally, we uncover and categorize twelve value creation practices into representational, social networking, stakeholder engagement, and platform governance practices. Our findings contribute to understanding the dynamics of value co-creation and co-destruction in digital ecosystems, offering theoretical and managerial implications for navigating the metaverse context.

Keywords: Metaverse, Value co-creation, Value co-destruction, Ecosystem, Stakeholder