The Exploration of E-personality in IT-enabled Value Co-creation

TREO Talk Paper

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Abstract

Facilitated by the Internet, people nowadays may express their “true self”, the real personal identity—important aspects of self not often showed to others (Bargh, et al., 2002), when they participate the interactions online (Amichai-Hamburger et al., 2002). By expressing their true self with each other, people will be able to signal accurate information for their consumption choices (Brannon, 2016). However, the theory of true self has been challenged by several scholars. Marriott & Buchanan (2014) argued that the anonymity on the online social environment has been no longer useful to distinguish a person’s online and offline personality. Similarly, Dr. Emanuel and her colleagues (2014) found that people are willing to share more private information face-to-face than using the anonymous online platforms. Interestingly, Dr. Emanuel (2014)’s team suggested that the difference on the context of online spaces do have impacts on the amount and the type of information disclosed. In other words, people may behave variously in different online spaces.

Value co-creation is a business strategy that could make customers actively participate in the production of an organization’s core value chain and thus build a closer relationship with customers to improve satisfaction and organizational commitment (Vega-Vazquez et al., 2013; Randall et al., 2011). Participants will express themselves differently due to different roles in the value developing process. To manage the interaction activities on the co-creation platform more efficiently, understanding true e-personality of each stakeholders would be important. However, the existing research on this topic is scarce. The main purpose of this study is thus to explore the attributes of e-personality on participants in the value collaboration process. A research framework on e-personality on value co-creation will be carefully developed. Researcher will use survey to test related hypotheses through quantitative analysis. It is expected that this research will help the readers understand the true self of different types of participants in IT-enabled value co-creation works. The collaboration platform provider will also be able to design a better system for next cooperation projects by gaining knowledge on its users.

References


