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Towards co-creation strategy and organizational agility based on customer experience orientation to shape transformational performance

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Abstract

Industry 5.0 is a step after digitalization and digitation has been accomplished. The collaboration, service orientation, agility and customer experience become a critical in this dynamic environment. Hence, the firm strategy has shifted from a competition strategy to a col-laboration strategy. Collaboration with customers is effected through co-creation Strategy (CCS). It could enable the firms in accelerating digital transformation. This study of the development of co-creation strategy focuses on customer experience orientation (CXO) and organization agility (OA) to support transformational performance (TP) in terms of relationship among variables and an empirical study has been conducted. Hence, in this paper, we propose a model of digital transformation for ICT Industry based on co-creation of strategy focused on customer experience orientation and organization agility. The study is

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based on an empirical study of 195 Indonesian ICT firms. The findings from this analysis reveal the concept of Service Dominant logic (S-D Logic) where the Co-creation capability and organizational agilities can suffice. © 2019 Primrose Hall Publishing Group.



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