

## Value Proposition and Value Creation in Network Environments: An Experimental Study of Academic Productivity via the Application of Bibliometrics

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**Abstract :** The aim of this research is to provide a rigorous evaluation of the existing academic productivity in relation to value proposition and creation in networked environments. Bibliometrics is a vigorous approach used to structure existing literature in an objective and reliable manner. To that aim, a thorough bibliometric analysis was performed in order to assess the large volume of the information encountered in a structured and reliable manner. A clear distinction between networks and service networks was considered indispensable in order to capture the effects of each network's type properties on value creation processes. Via the use of bibliometric parameters, this review was able to capture the state-of-the-art in both value proposition and value creation consecutively. The results provide a rigorous assessment of the annual scientific production, the most influential journals, and the leading corresponding author countries. By means of citation analysis, the most frequently cited manuscripts and countries for each network type were identified. Moreover, by means of co-citation analysis, existing collaborative patterns were detected through the creation of reference co-citation networks and country collaboration networks. Co-word analysis was also performed in order to provide an overview of the conceptual structure in both networks and service networks. The acquired results provide a rigorous and systematic assessment of the existing scientific output in networked settings. As such, they positively contribute to a better understanding of the distinct impact of service networks on value proposition and value creation when compared to regular networks. The implications derived can serve as a guide for informed decision-making by practitioners during network formation and provide a structured evaluation that can stand as a basis for future research in the field.

**Keywords :** bibliometrics, co-citation analysis, networks, service networks, value creation, value proposition

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