

Three openings to new value creation: clean technology, health services and marketing communications at the digital age (e-value creation) as platforms

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The product introduces bold openings in new value creation from different fields to promote business. Comparing different fields produces information also for other fields as examples on what conceptual obstacles the other fields have to overcome when striving for new, more abundant value. The project also increases understanding and creates means for spilling courage between companies to step into new and unfamiliar territory.

**Tekes**



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**Project duration**

1.1.2015 - 31.12.2017

**Operating sphere**

National

**Source of funding**

The University of Tampere (School of Management)  
The Finnish Institute of Occupational Health  
about 10 companies and other organisations

**Total funding**

750 000 €

**TUAS budget**

50 000 €

**Project results**

The project studies how digitalization and information shape the current processes of value creation and create new ones by i) boosting the creation of customer-oriented, network-like production structures, ii) enabling novel networks of service production and iii) promoting innovations, which shape the practices of organisations' leadership and work and the customers' service experiences.

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