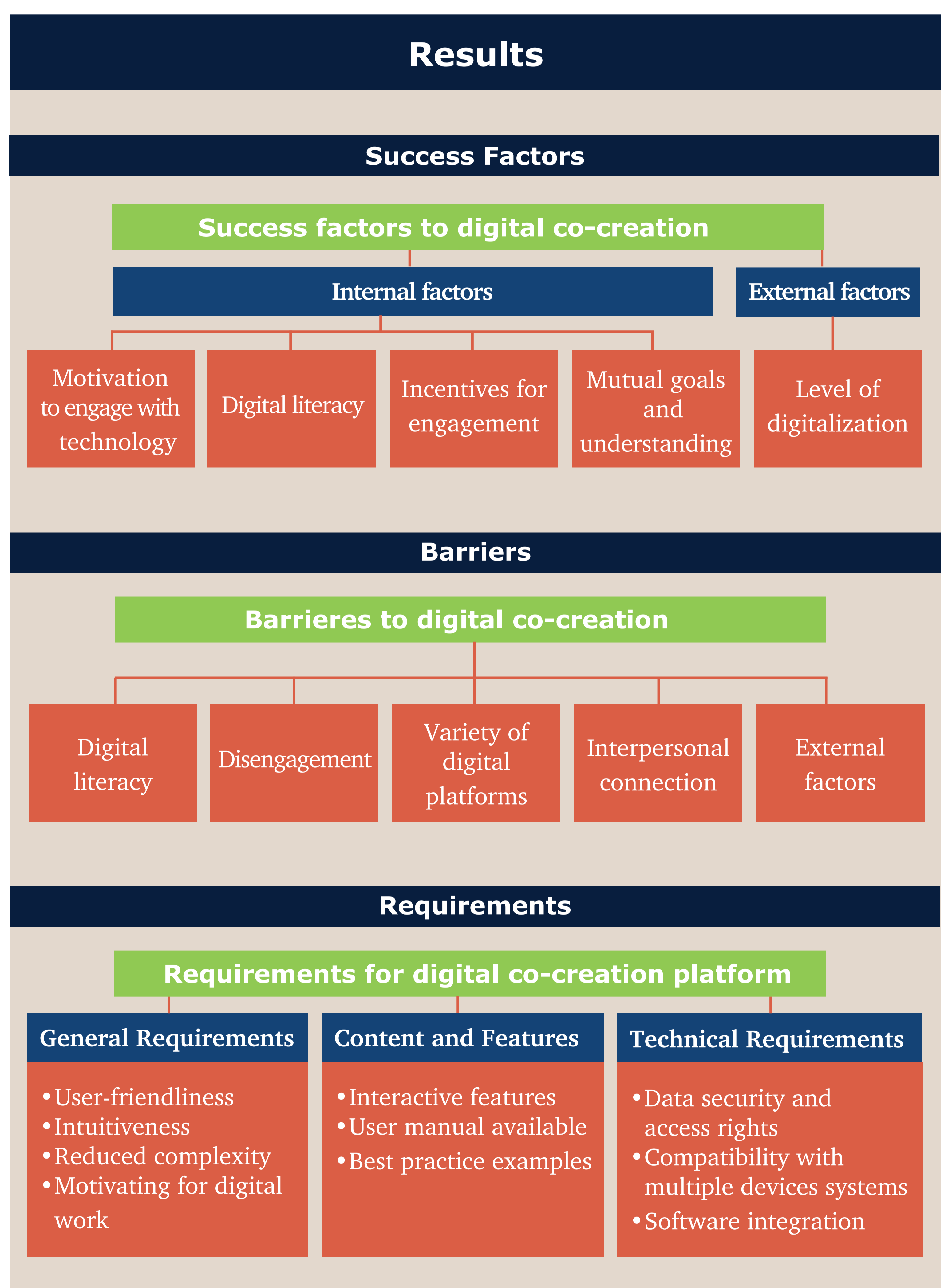




Unlocking the Potential of digital Co-Creation between HEIs, NGOs and Citizens

Relevance	Research Questions	Method
<p>HEIs increasingly engaged in society</p> <ul style="list-style-type: none"> • Solving societal problems requires actors from all fields (Klein & Pereira, 2021) • Need to promote co-creation (Klein & Pereira, 2021) <p>Physical distance between stakeholders</p> <ul style="list-style-type: none"> • Co-creation increasingly taking place in digital sphere (De Silva et al., 2021) <p>Digital co-creation neglected</p> <ul style="list-style-type: none"> • Lack of insights into successful digital co-creation between HEIs and NGOs (Polese et al., 2021) 	<p>How can HEIs successfully co-create digitally with NGOs?</p> <ol style="list-style-type: none"> 1) How do academics and NGOs experience drivers and barriers for digital co-creation projects? 2) How do academics and NGOs describe their requirements and demands towards digital co-creation platforms, methods and skills? 	<p>Data collection: Expert interviews</p> <p>80 semi-structures qualitative interviews with digital co-creation experts:</p> <ul style="list-style-type: none"> • 45 experts from HEIs • 35 experts from NGOs <p>Data analysis:</p> <ul style="list-style-type: none"> • Coding with MAXQDA » systematic combining (Dubois & Gadde, 2000)



Contribution	Limitations	Resources
<p>Transfer barriers from face-to-face co-creation can occur in the digital sphere as well</p> <p>» Need for adequate platforms and methods to overcome transfer barriers</p> <p>No need to reinvent the wheel: A variety of platforms and methods is available, but not well used</p> <p>» Need to train and improve digital knowledge skills</p>	<ul style="list-style-type: none"> • No focus on sociodemographic background of the interviewee • No focus on the country's level of digitalization • Level of digitalization in NGOs varies strongly • European perspective not fully covered 	<ul style="list-style-type: none"> • De Silva, M., Gokhberg, L., Meissner, D., & Russo, M. (2021). Addressing societal challenges through the simultaneous generation of social and business values: A conceptual framework for science-based co-creation. <i>Technovation</i>, 104, 1–12. • Dubois, A., & Gadde, L. E. (2002). Systematic combining: an abductive approach to case research. <i>Journal of business research</i>, 55(7), 553-560. • Klein, S. B., & Pereira, F. C. M. (2021). Entrepreneurial university: conceptions and evolution of theoretical models. <i>Revista Pensamento Contemporâneo Em Administração</i>, 14(4), 20–35. • Polese, F., Ciasullo, M. V., & Montera, R. (2021). Value co-creation in university-industry collaboration. An exploratory analysis in digital research projects. <i>Sinergie Italian Journal of Management</i>, 39(2), 117-134.