

Artificial Intelligence and Value Co-Creation in Product and Service Innovation: A Comprehensive Bibliometric Study

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ABSTRACT

This study presents a bibliometric analysis mapping the intellectual structure, thematic evolution, and strategic directions of research on AI-enabled value co-creation in the framework of new product and service development. Through co-citation and co-word analysis, the findings reveal a dynamic and rapidly evolving field rooted in Service-Dominant Logic (SDL). Core motor themes including artificial intelligence, machine learning, big data, and co-creation, demonstrated strong alignment between advanced technologies and collaborative innovation paradigms. While technically oriented topics dominate, the emergence of themes such as ethics, human–AI interaction and participatory design highlights a growing emphasis on human-centered and ethical considerations. Despite strong technical development, the field remains underdeveloped in integrating ethical and societal implications. Future research should focus on advancing conceptual frameworks that unify ethics and human–AI interaction with value co-creation. By addressing these priorities, AI-enabled co-creation research can evolve as a catalyst of the new product and service development process.

Keywords: Artificial intelligence; Value co-creation; Bibliometric analysis; New product development; Human–AI interaction; Ethics

INTRODUCTION

Co-creation reflects one of the key characteristics of the modern consumer, or what Toffler (1980) introduced “prosumer”, describing the shift from being passive recipient of the products and services to an active participant in value creation process. In this context, various research has explored value co-creation from multiple perspectives: the motivations driving consumers to engage in the process (Nohutlu et al., 2023), its impact on new product development process (Ribeiro et al., 2025) on brand engagement and loyalty (Cheung et al., 2023) and the risks of value co-destruction (Dolan, 2019). Recently, a growing body of research dived into the impact of integrating artificial intelligence (AI) in the value co-creation process (Chandra and Rahman, 2024; Solakis et al., 2024).

AI has emerged as a transformative force in new product development (NPD), increasingly acknowledged for its potential to enhance innovation processes (Cooper, 2025a). Nevertheless, the integration of AI into critical decision-making stages remains limited. Current evidence indicates that firms in both the U.S. and Europe have yet to entrust such strategic decisions to AI technologies nor do they anticipate doing so in the near future (Cooper & Brem, 2023a, 2023b; Marion et al., 2024). This hesitation appears to stem from a perceived lack of trust in automated systems or a conviction that human judgment continues to surpass algorithmic capabilities in complex, high-stakes contexts. Chandra and Rahman (2024) highlighted the important role of actively involving consumers when AI is integrated in the value co-creation process. Indeed, consumer’s competences, feedbacks and knowledge are essential to guide the AI systems to generate more relevant and valuable solutions. Despite this reluctance, AI is increasingly recognized for its potential to support decision-making processes, particularly by forecasting new product performance through advanced data modeling and predictive analytics (Awasthi, 2025). AI technologies enable the analysis of large-scale consumer data, the

personalization of offerings, and the automation of iterative design processes, among other contributions (Onifade et al., 2025; Quan et al., 2023).

From managerial perspective, Cooper (2025b) addressed that nearly half of firms worldwide have incorporated AI into their operations, but only about a quarter of this firms have extended its use to NPD, despite the facts that AI technology demonstrated its effectiveness in accelerating innovation output by 60% (Cooper and McCausland, 2024). In this vein, research studied the how and at what stages of NPD where AI can be most effectively integrated. Cooper and McCausland (2024) distinguished between the originator role of the AI highlighting its creative and generative competences and facilitator role highlighting its competences in performing the data-intensive tasks.

With this growing scholarly interest in the effectiveness of AI technologies in the new product and service development process, research examining how AI intersects with value co-creation remains fragmented across disparate fields (engineering, information systems, marketing and innovation management) and not well conceptualized, resulting in dispersed body of knowledge. This research addresses this theoretical gap by developing a consolidated understating of the thematic boundaries, the knowledge structure and the evolutionary patterns through which research on value co-creation with AI has evolved. To do so, we conduct a systematic bibliometric analysis to clarify the knowledge structure, progression, and future research agenda at the intersection of AI, value co-creation, and product/service innovation.

Using value co-creation lens, this research aims to map and understand the intellectual foundations of AI applications in new product and service development to bring in valuable insights for scholars and innovation managers on the growing field of AI-assisted innovation. To this end, a bibliometric analysis was conducted aiming to answer the following research questions:

- How has research evolved over time on the intersection of artificial intelligence, co-creation, and new product development?
- What are the key knowledge hubs and leading contributors in AI-supported co-creation and product innovation research?
- What are the most commonly co-occurring keywords and conceptual themes in this domain?
- What are the emerging research avenues and gaps in the literature on AI-enabled co-creation and innovation?

This paper is structured as follows. First, we outline the research methodology including data collection and processing. Then we report the results of the descriptive analysis, intellectual and conceptual structures, as well as, the thematic mapping. Finally, we discuss the key findings and we conclude with the theoretical and managerial contributions.

METHODOLOGY

To attain this research objective and to explore the intellectual landscape and emerging research patterns at the intersection of artificial intelligence (AI), co-creation and product/service innovation, we conducted a Bibliometric Analysis following the next steps and we followed the guidelines provided by PRISMA statement (Sarkis-Onofre et al., 2021).

Step 1: Selection of relevant dataset

The Scopus database has been selected as the main source for bibliographic data screening and retrieval. While Web of Science (WoS) database is also recognized for bibliometric analyses, we exclusively chose Scopus, first, for its extensive journal coverage and comprehensive indexing, second, to avoid redundancy and ensure results' consistency and accuracy (Öztürk et al., 2024).

To ensure this research domain's suitability for bibliometric analysis application and in line with Donthu's et al. (2021) study, we first confirmed that the selected research domain demonstrates sufficient maturity and diversity reflected in several hundred publications, making it suitable for the application of bibliometric analysis techniques.

The selection of keywords was guided by a preliminary review of relevant literature, including recent studies at the intersection of artificial intelligence, co-creation, and innovation. Keywords such as "artificial intelligence", "co-creation", "co-design", "co-production", and "new product development" were identified based on their frequent use in high-impact publications, abstracts, and titles within the field. In addition, synonyms and variations (e.g., "cocreation", "innovation") were included to capture the full semantic range of the research domain. This approach ensured that the dataset reflects the current academic discourse while minimizing the risk of omitting relevant studies due to narrow terminology.

Indeed, using this research query (TITLE-ABS-KEY ("artificial intelligence" OR "ai") AND TITLE-ABS-KEY ("Co-creation" OR "Co-design" OR "Co-production" OR "Cocreation") AND TITLE-ABS-KEY ("innovation" OR "New Product Development")) AND (LIMIT-TO (SRCTYPE , "j") OR LIMIT-TO (SRCTYPE , "p") OR LIMIT-TO (SRCTYPE , "k") OR LIMIT-TO (SRCTYPE , "b")) AND (LIMIT-TO (LANGUAGE , "English")), 254 documents were found until the 15 May 2025 search date.

Step 2: Filtering and refining the search outcomes

After we limited the research scope to Business, Management and Accounting, Computer Science, Social Sciences, Engineering, Decision sciences, 231 documents remained in the dataset and were used for the subsequent bibliometric analysis. The retrieved dataset contains 83 articles, 7 books, 26 book chapters, 90 conference papers, 9 conference reviews, and 25 various scientific productions (e.g. reviews, conference reviews, notes, etc.). All these documents were considered in the descriptive analysis, but for content analysis, we were limited to reviewing the articles, books, book chapters, and conference papers.

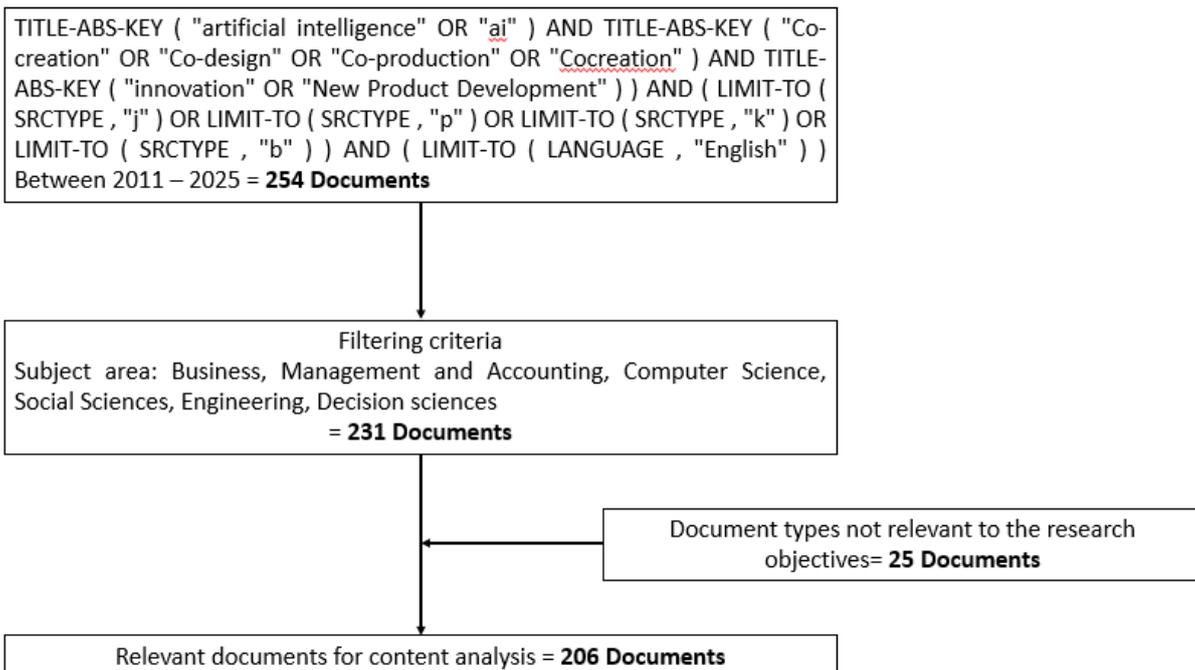


Figure 1. The data selection process (Own elaboration)

Step 3: Conducting descriptive bibliometric and content analysis.

We mainly used the interface Biblioshiny of the Bibliometrix R package that enabled the processing and visualization of the collected scientific publications in the chosen research domain. However, for richer

insights, we also used Scopus search options to further understand Biblioshiny’s results, such as the most cited papers and the geographical origin of affiliations of the most contributing authors in the research field.

RESULTS

Descriptive data analysis

As a starting point in our bibliometric analysis, we first explored research trends and examined the scientific impact and relevance of this research topic. As shown in table 1, the 28.64 % Annual Growth Rate reveals an emerging and rapidly evolving research on the AI’s role as a c-creation partner in the new product development process with cutting-edge contributions (Document Average Age= 2.53). The 25.54 % international co-authorships reflect interesting global collaboration in this research field, which is important in taking into account the specificity of AI-enabled co-creation in the context of product innovation in different markets.

Table 1. Descriptive Analysis

Description	Results
Main Information about Data	
Timespan	2011 : 2025
Sources (journal, book, etc.)	175
Documents	231
Annual Growth Rate%	28.64
Document Average Age	2.53
Average Citation per Doc	13.6
References	9865
Document Contents	
Keyword plus (ID)	1097
Author’s keywords (DE)	809
Authors	
Authors	751
Authors of single authored docs	40
Authors Collaboration	
Single-authored docs	43
Co-authors per doc	3.42
International co-authorships %	25.54

As shown in figure 2, the period from 2011 to 2017 is characterized by limited and fragmented research outcomes, going from 0 to 2 productions per year. Starting in 2018 and by 2019, this research field started to solidify and the research production grew more significantly reaching 13 research outcomes. The academic interest increased sharply since 2020 resulting in an exponential increase by 2024 where annual scientific production exceeds 70 research outcome. The limited research before 2017 could be explained by the early conceptual and practical stage of AI implication in NPD process. Then, we attribute the rise of scientific production since 2018 to the advancement of AI tools and their growing application as co-creation agents in the NPD process.

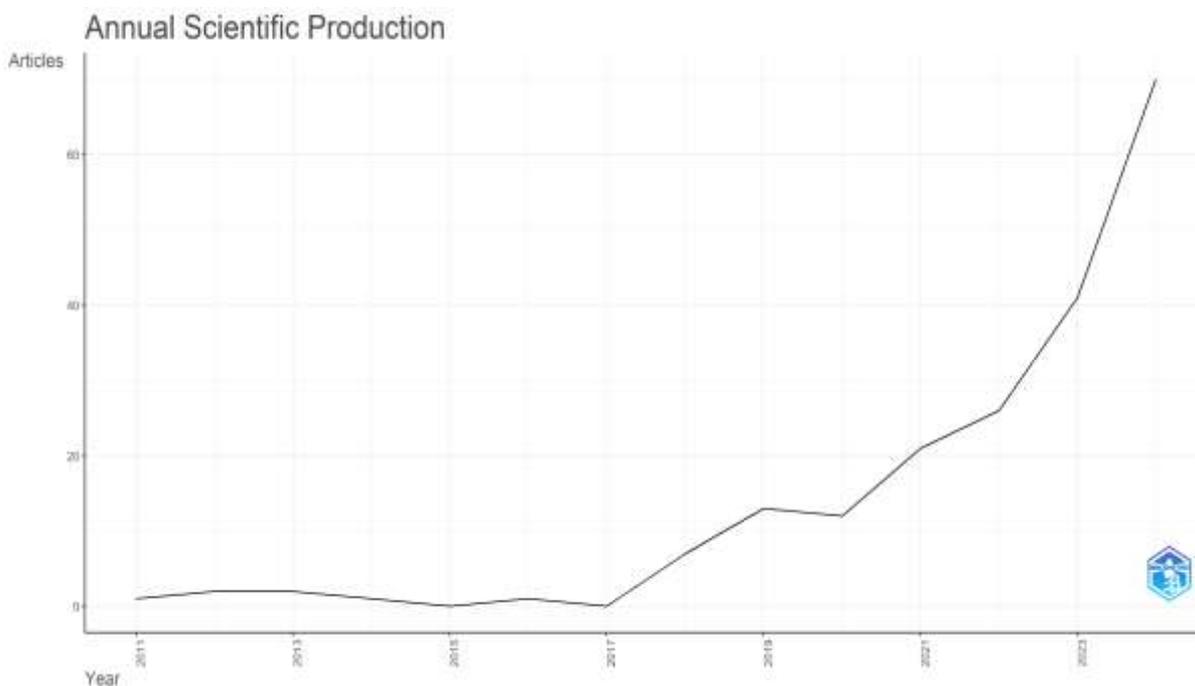


Figure 2. The evolution of annual scientific production

Performance analysis

At this level of data analysis, we highlight the leading authors, geographic contributors and the top journals that shaped the scientific development of this research domain. In doing so, we present an overview of the intellectual landscape before mapping its conceptual and thematic structures.

We start the performance analysis by visualizing the relationships between the key authors (AU) contributing to this research field, the most cited and foundational references (CR), and the main research concepts (DE). We analyzed the three-field bibliometric plot shown in Figure 3. This plot shows that various works by Vargo and Lusch (2008 and 2016) formed the theoretical foundation of multiple research on AI implications in NPD as value co-creator by building on the service-dominant logic literature and connecting to various concepts such as co-creation, participatory design, and service innovation. In addition, the plot reveals that several authors, such as; Sjödin, Dahl AJ and Meigaro have a significant presence and multiple connections in this research field. Based on Scopus citation metrics and figure 4, we identified Buhalis et al., (2019) with 674 citations; Sjödin et al., (2020; 2021) with 641 citations; Criado and Gil-Garcia (2019) with 180 citations; Manser Payne et al., (2021) with 149 citations, and Aquilani et al., (2019) with 111 citations as the most cited works. These studies focus on various sectors (financial services, tourism and hospitality, social and public sectors) but all of them give prominence to service innovation assisted by digital technologies, such as AI tools, and investigate their capabilities to support innovation, agility and digital transformation. From figure 3, “Artificial intelligence” appears as a central node with “value co-creation” and “participatory design” as key concepts. Moreover, both “digitalization” and “automation” are considered important themes. These results highlight the interdisciplinary nature of this research field and show the position of AI as an important partner in value co-creation processes and not just as technology.

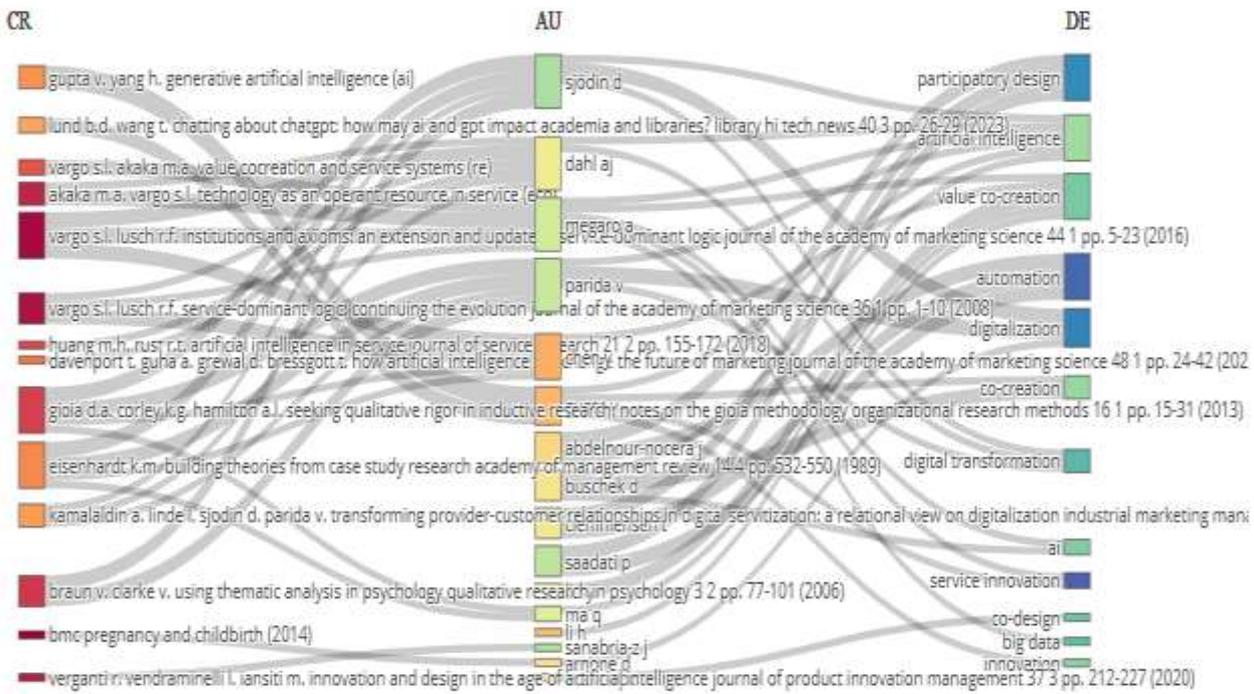


Figure 3. The three-field bibliometric plot

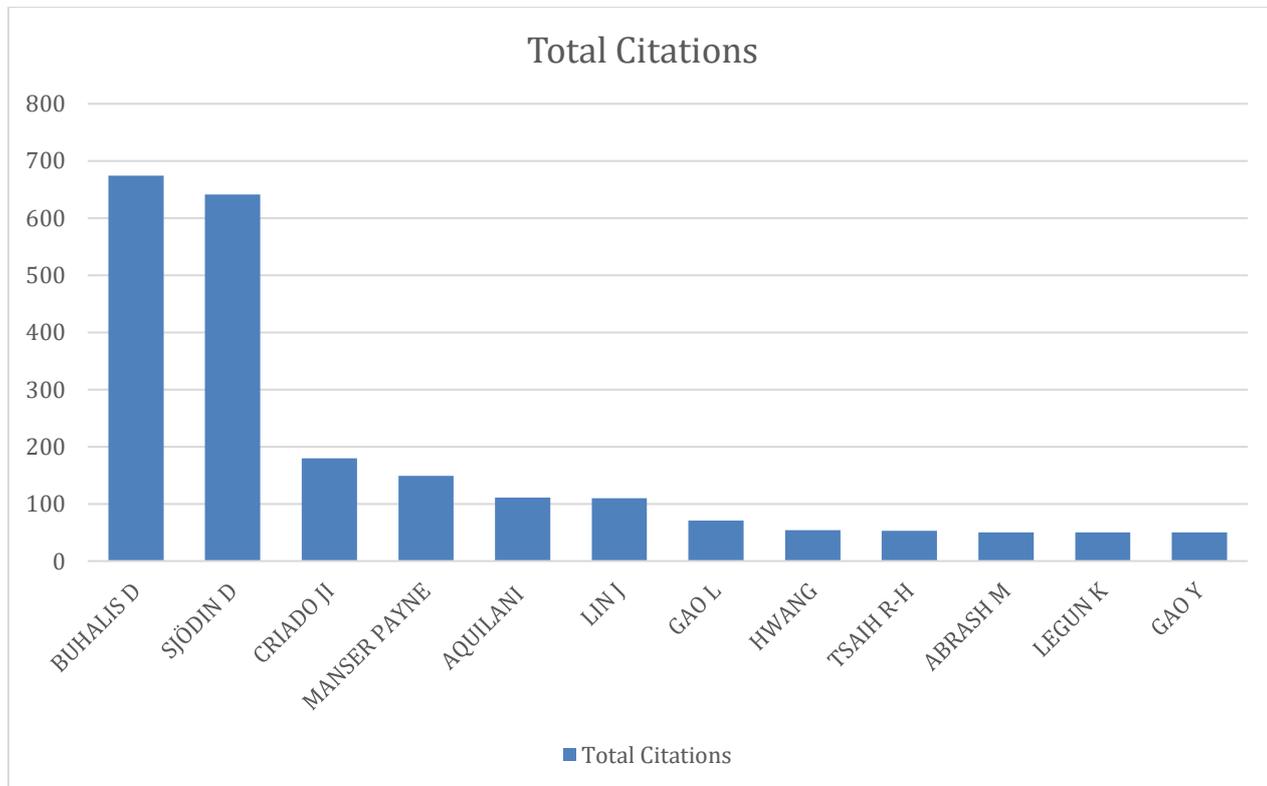


Figure 4. Most cited authors

To further map the research on AI as a value co-creator in new product development, we explored the countries which the highest research outcomes in this field. As shown in figure 5, USA appears as the main research and knowledge hub with the most scientific production. China comes at the second position as influential country in this research field, then, various European countries (Italy, Netherlands, UK, Denmark, Germany, Norway) are contributing but with a smaller presence.

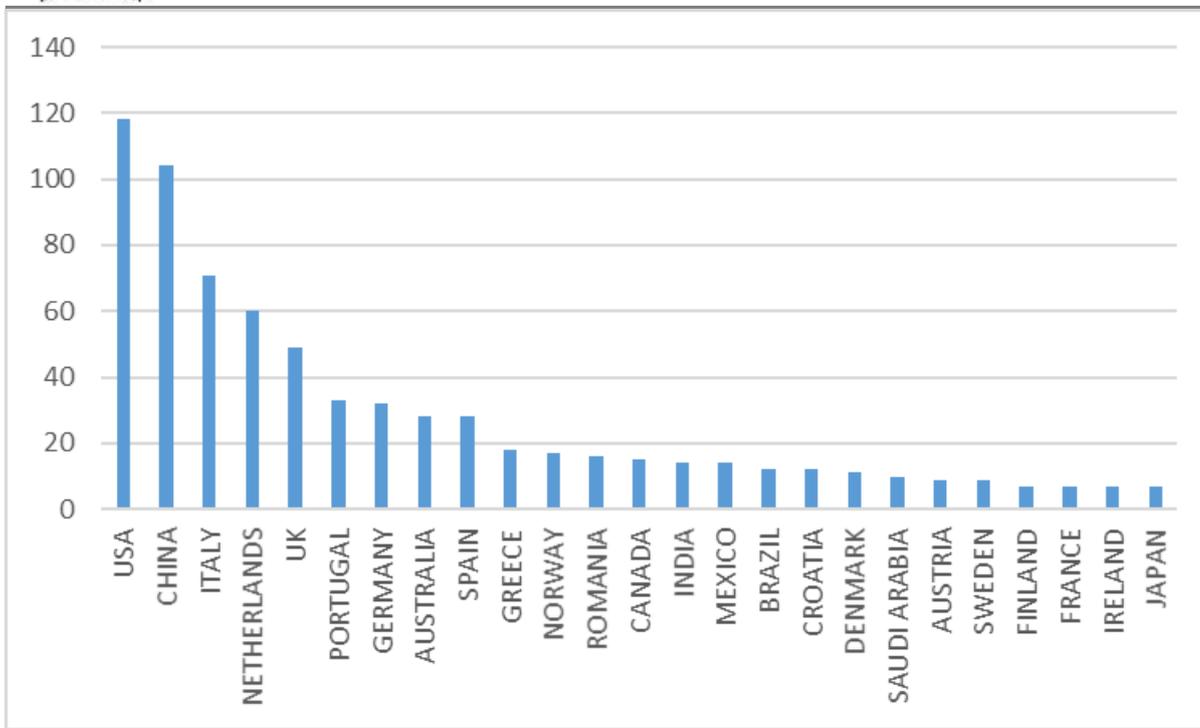


Figure 5. Countries' scientific impact

Moving to identify the most influential intellectual hubs of this research field, table 2 shows that a diverse set of knowledge sources contributing to the literature on value co-creation with AI in product and service innovation process. The results highlight high-impact journals, such as the Journal of Business Research with 641 total citations with only 2 papers. Other influential journals highlight the interdisciplinary nature of this research field combining marketing, AI development, sustainability and technology forecasting. Moreover, several technology-focused conference proceedings had important role in shaping this research domain and reflecting the intersection between co-creation with AI, computer science and human-computer interaction. Conferences are considered as the early avenues for disseminating the early-stage and novel ideas, which are then further developed in journal papers (Lisée et al., 2008). Indeed, various researchers in bibliometrics (Butler and Visser 2006; Glänzel et al. 2006) have demonstrated that incorporating conference proceedings into bibliometric studies leads to a more comprehensive analysis of a research field. Mainly, in engineering disciplines, Glänzel et al. (2006) emphasized on the fact that conference proceedings constitute a significant part of the overall published literature. Notably, the proceedings of Conference on Human Factors in Computing Systems, reflect that, despite entering the field only in 2022, it accumulated a total of 57 citations with just two publications, indicating a strong and immediate impact. This reflects the relevance of human-computer interaction perspectives in this evolving domain. Finally, looking at the m-index that indicates how fast a source gain impact, the results show that the Journal of Research in Interactive Marketing ($m_index=0.6$), has sustained impact in a short time (entering in 2021). Considered together with this journal h_index (3), we consider this journal as an early leader in this emerging research domain.

Table 2. Most influential intellectual hubs

Source	h_index	m_index	TC	NP	PY_start
Journal of Business Research	2	0.333	641	2	2020
Journal of Research in Interactive Marketing	3	0.6	233	3	2021
Sustainability	3	0.5	126	4	2020
Advances in Neural Information Process Systems	1	0.25	110	1	2022

Conference on Human Factors in Computing Systems- Proceedings	2	0.5	57	2	2022
Technological Forecasting and Social Change	2	0.5	35	2	2022
2021 Joint European Conference on Networks and Communications and 6G Summit, EUCNC/6G Summit 2021	1	0.2	22	1	2021
ACM International Conference Proceeding Series	3	0.429	19	7	2019
2019 IEEE 23rd International Symposium on Consumer Technologies, ISCT 2019	1	0.143	10	1	2019

The knowledge structure

Co-Citation analysis

To explore the intellectual backbone of this research domain, we conducted a co-citation analysis using Biblioshiny from the Bibliometrix R-package. This technique helps us identify the most influential works and authors that are frequently co-cited. The results in figure 6 shows different, yet related, clusters. First, the work of Vargo & Lusch on Service-Dominant logic (SDL) forms the theoretical pillar of this research field. With their papers published on 2008 and 2016 serving as the primary theoretical basis for value co-creation linked with customer experience and service ecosystems addressed in the work of Storbacka (2016), Ramaswamy (2018). The second important cluster is centered on Gioia et al. (2013) and Braun & Clarke (2006), together present the highly influential methodological and organizational theory works. This group reflects the methodological foundations frequently employed in the field. It brings together qualitative approaches and theory-building approaches related to digital innovation and dynamic capabilities to understand the emerging AI-consumer interactions. The structure of this cluster suggests that scholars draw on these methodological and theoretical references to explore innovation mechanisms within service and value co-creation research. The third cluster appears with more recent works centered on Syam (2018), Huang and Rust (2018), and Davenport (2020). It examines the digital transformation, the data-driven services and the influence of AI in the organizational field. This cluster is emerging as complementary research direction to the central value co-creation cluster. It characterizes the evolution from the traditional service theory to a technology-enabled service theory. Finally, the co-citation analysis showed smaller clusters in the lower part of the network (e.g., Lund 2023, Adetayo 2023, Amerhs 2019) presenting low co-citation density in a niche or novel research topics still under development.

Our analysis of authors impact revealed the presence of recent entrants with a great influence such as Gupta V (m-index = 1.0, active since 2024) and Megaro A (m-index = 0.667, since 2023). This results demonstrate that new researchers can achieve significant early impact. From the other hand, the results showed established collaborators Parida, Sjödin and Wincent with highly cited research (h = 2, TC = 641) from just two co-authored papers since 2020. This underlined their research’s foundational contribution that shaped the field’s early trajectory.

Overall, the co-citation analysis demonstrated that this research field is theoretically well-established on the SDL with a multidisciplinary structure merging consumer experience, organizational theory, digital transformation and machine learning. In addition, this analysis assumed that research conducted in this field depends heavily on methodological grounding rather than stabilized frameworks.

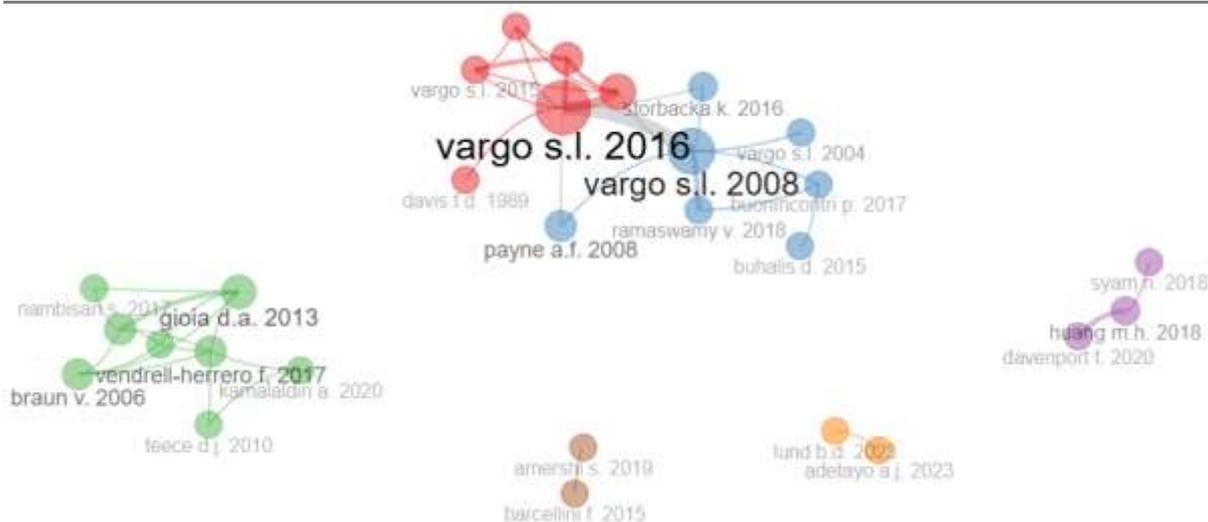


Figure 6. Results of Co-Citation analysis

Co-Word analysis

In the progress of our analysis, we conducted the co-word analysis to examine the conceptual structure of this research domain. This analysis helps us identify how frequently keywords co-occur within the same documents (Donthu et al., 2021). By identifying clusters of keywords that appear together in the co-word map (Figure 7), we uncover the relationship between the core concepts in the literature and we identify the major themes and emerging topics in AI enabled co-creation in the new product and service development research domain. As shown in figure 7, the resulting network presents various different thematic clusters, each representing a coherent knowledge domain connected to value-co-creation, artificial intelligence and new product/service innovation.

Starting with the intellectual heart of the research field presented by the red color, characterized by its high density and defined by its dominant nodes “artificial intelligence”, “innovation”, and “value co-creation”. This centrality confirms that AI is not merely considered as a technology, but as a driver of the innovation process and catalyst for organizational and systemic change. The tight co-occurrence of terms like “digitalization”, “agile development”, and “design thinking” illustrates that the literature primarily focuses on how AI disrupts traditional firm operations to facilitate “co-production” and shared value co-creation between consumers and firms. This cluster serves as the connector to the other themes and presents the core mission of utilizing AI to drive new forms of value co-creation.

Moving to the second important cluster presented with the green and pink colors. This cluster focuses on the human and ethical dimensions of AI enabled co-creation. Starting with the green cluster which highlights the human-centered perspective in this research field. Indeed, key terms like “co-design”, “human–AI interaction”, and “participatory design” stress the importance of involving consumers, end users and stakeholders in the co-creation process, alongside the AI systems. The pink cluster presents an important conceptual position in this research field although it is identified with a small and peripheral position in the network. It presents a strong connection between “ethics”, “responsible AI” and “responsible innovation” indicating an increasingly research stream focusing on the ethical principles and addressing critical issues like transparency, accountability, and user trust.

The third cluster, identified by the blue and purple colors, contextualizes AI-enabled co-creation within the broader technological and experiential landscape. Starting with the blue part that links digital transformation with smart technologies through the co-occurrence of “smart cities”, “digital twin”, and “stakeholder engagement” demonstrates that AI enabled co-creation is studied within the context of complex digital ecosystems with robust technological infrastructures. This is linked to the interaction and experience design presented by the purple colors and highlighting the important role of considering user experience and interface design for successful AI-enabled co-creative activities. The strong connection between “participatory design”

(linking back to the Green cluster) and the emerging term of “generative AI” stressed on how AI tools are reshaping the co-creative process itself.

The fourth, small and final cluster, presented by the brown color, illustrates a very specific domain application, which is the educational innovation. It shows that AI-enabled co-creation is being explored in the context of learning. The close link between “educational innovation”, “higher education”, and “complex thinking” stressed on integrating AI tools to facilitate collaborative problem-solving at the higher education level level.

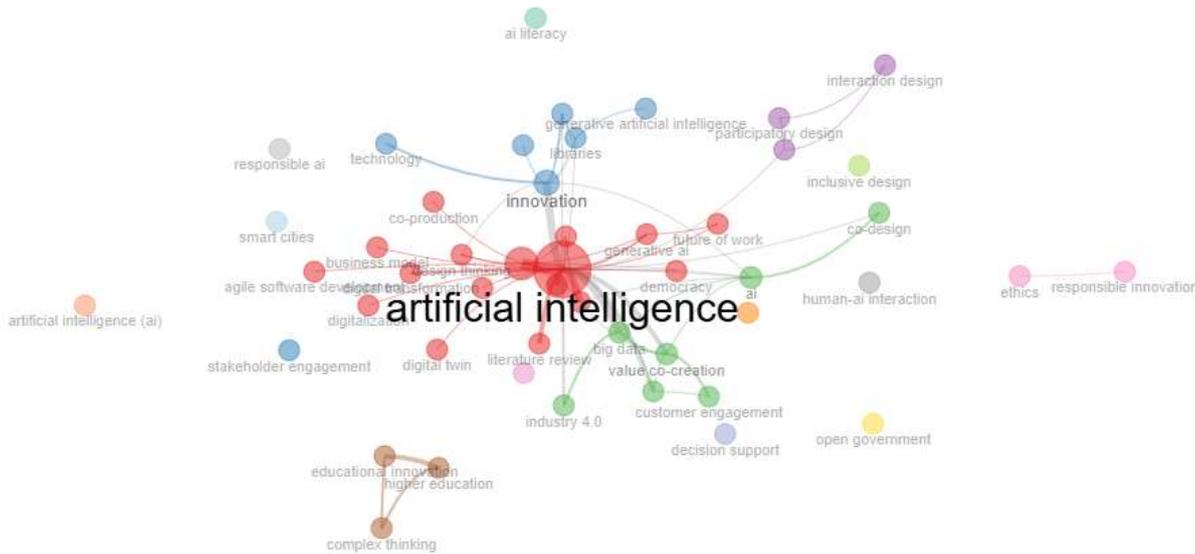


Figure 7. Results of Co-Word analysis

DISCUSSION

The established bibliometric analysis, combining performance analysis with co-citation and co-word clustering offers a robust framework for understanding the intellectual and conceptual structures research into AI-enabled co-creation in the domain of new product and service innovation. We enrich this analysis by examining the thematic map that will help us design the current trajectory of research and identify the emerging research venues. Figure 8 presents the thematic map helping us to visualize the intellectual structure of this research domain by plotting themes based on two axis: X-axis presents the relevance degree (Theme centrality) and measures how important a research theme is to the overall research domain. Y-axis presents the development degree (Density) and measure the maturity extent of the researched a theme. As the map is divided into four quadrants, each representing a different strategic role for the themes within the AI-enabled co-creation in NPD research domain. Starting with the top-right quadrant presenting the “engine room” of this field as it combines the key themes characterized by high relevance and high maturity (density). The analysis show that co-creation, design thinking, artificial intelligence and big data-driven approaches are heavily studied, attracting significant attention and drive the field forward. The AI, machine learning and big data are not buzzwords but central pillars of the development of the current research. This is along with a significant focus on the collaborative and human-centered dimensions of the co-creation and the innovation process, showing the mutual benefit of involving these technologies in the collaboration process. Moving to the top-left quadrant presenting the niche themes with lo relevance but high density. These are very specific and mature themes that are not central to this research domain. These themes have their own body of literature involving innovation, design thinking, generative artificial intelligence and automation, but they are not core topics driving the field’s content. It’s like they are presenting a very specific application field or methodological areas. The third quadrant is at the bottom-right of the map. It presents the basic themes characterized by high relevance and low maturity. These themes present the potential future directions that need further exploration as they are foundational themes with key role in structuring the field content but still need to developed. As shown in figure 8, such themes involve AI, co-design, ethics and citizen engagement. We focus on the key future research opportunity highlighted by the ethics theme. Its low density and high centrality emphasizes on the importance of shedding light on ethics within AI-enabled co-creation in the NPD research domain. This is

alongside an emerging and important research field still need to be deeply researched which is highlighted by the co-design, co-production and citizen engagement themes. Finally, the bottom-left quadrant showing the declining themes characterized by low relevance and low maturity. However, the results shown in figure 8 are a bit ambiguous as some of the themes appears in two quadrants at the same time e.g. generative ai and value cocreation. This could be a problem of overlapping cluster. Also, timely interesting themes appear in this quadrant such as “human-AI interaction” and “educational innovation” suggesting that either they don’t have a strong connection with the research field nor they are studied in isolation and not related to the co-creation and NPD research.

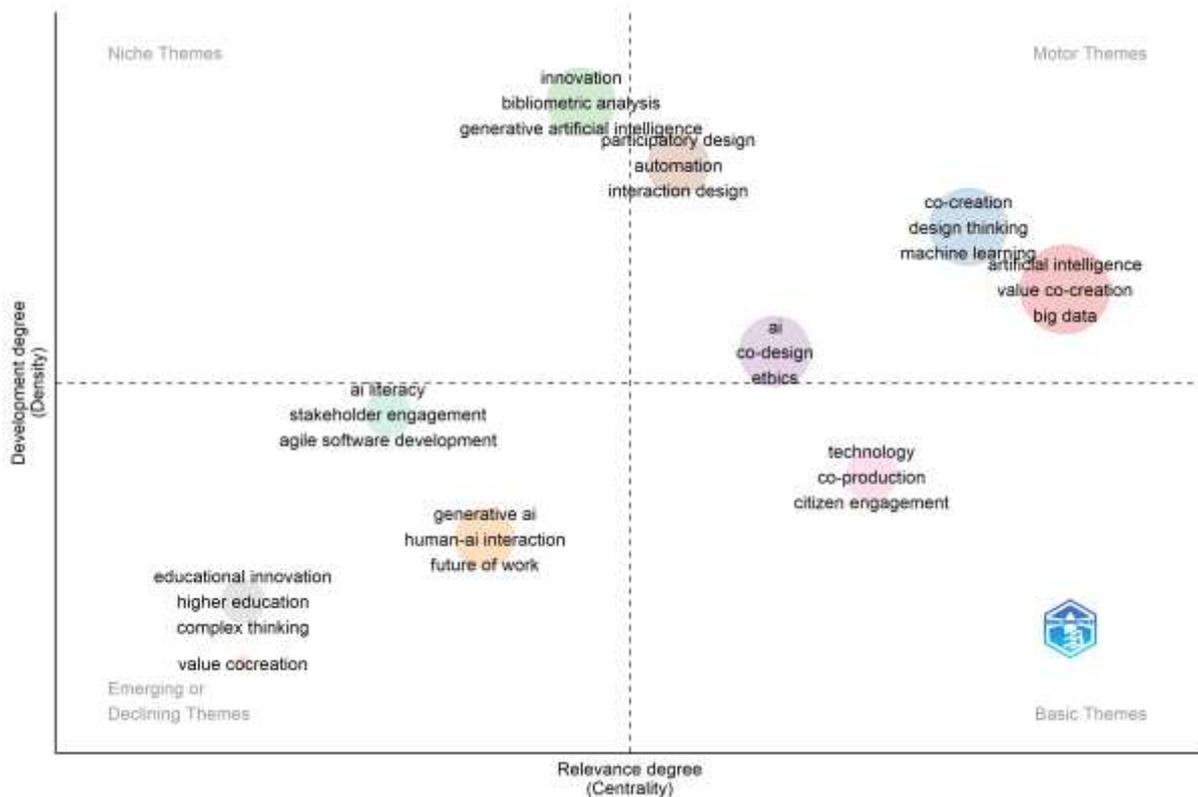


Figure 8. Thematic Map

CONCLUSION

Considering the growing body of academic literature dealing with the application of artificial intelligence technologies in the context of new product development, the objective of this article was to thoroughly analyze the knowledge structure and the academic trends dealing with the subject of using AI tools as co-creator in NPD processes through a bibliometric analysis. The study provided a comprehensive overview of this evolving research domain. The findings revealed mature field, grounded in Service-Dominant Logic (SDL), with artificial intelligence, big data, and co-creation emerging as the central themes driving this research field advancement. While the core technological aspect of AI-enabled co-creation are well-developed, the study underlined critical gaps in addressing the ethical, social and human-centric dimensions. Emerging themes, such as Human–AI Interaction, ethics and participatory design underscore a growing recognition of the need to integrate ethics, governance, and user-centered considerations more fully into the research agenda.

Theoretically, these insights validated this research field foundation on SDL and demonstrated that AI functions as a purpose technology enabling human–AI interactions, and technology-enabled service processes. Practically, the results signal that organizations conducting AI- enabled co-creation must prioritize inclusive and participatory approaches to ensure effective innovative co-creation outcomes.

Future research should focus on advancing conceptual frameworks that unify ethics and human–AI interaction with value co-creation. By addressing these priorities, AI-enabled co-creation research can evolve as a catalyst of the new product and service development process.

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