

Developing a Conceptual Model for Value Delivery in Value Shop Configured Construction Projects

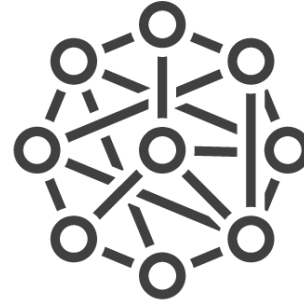
Frode Drevland and Ole Jonny Klakegg



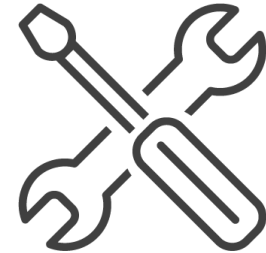
Value Configuration



Value Chain



Value Network



Value Shop

Value creation logic

Transformation of inputs into products

Linking customers

(Re)solving customer problems

Main interactivity relationship logic

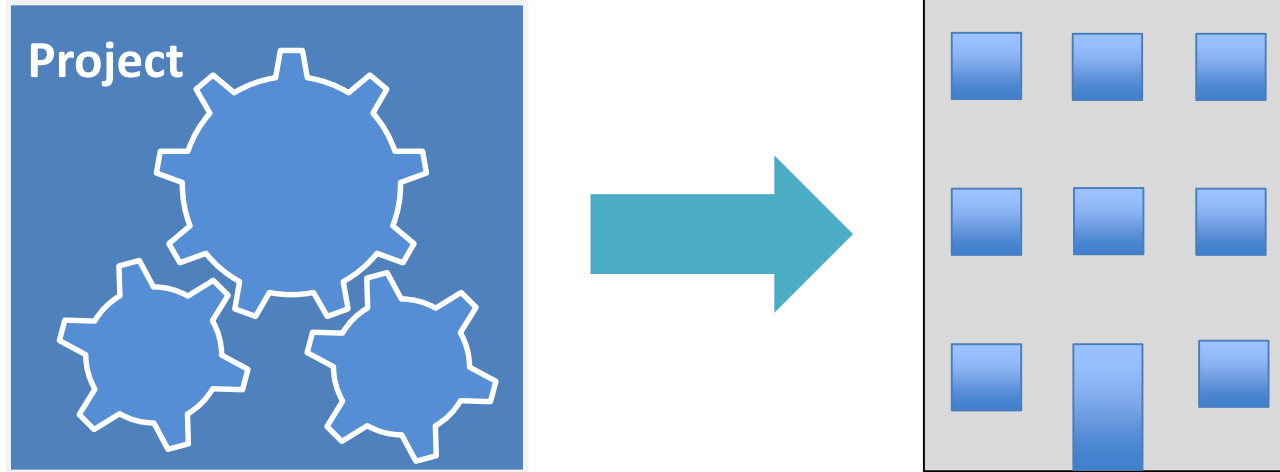
Sequential

Simultaneous, parallel

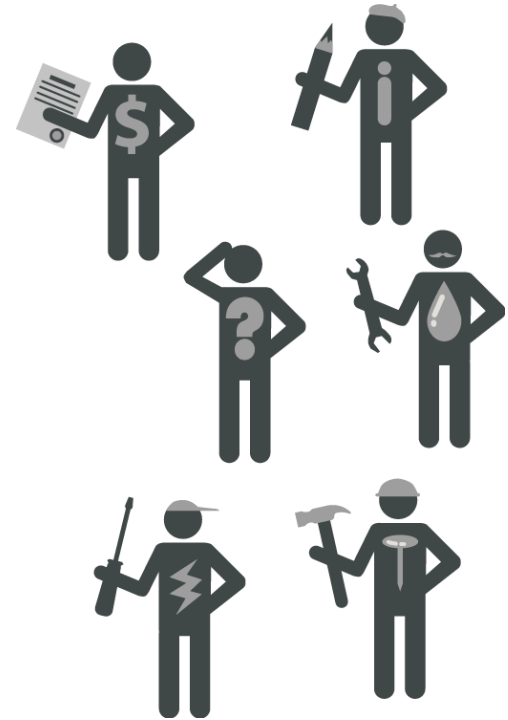
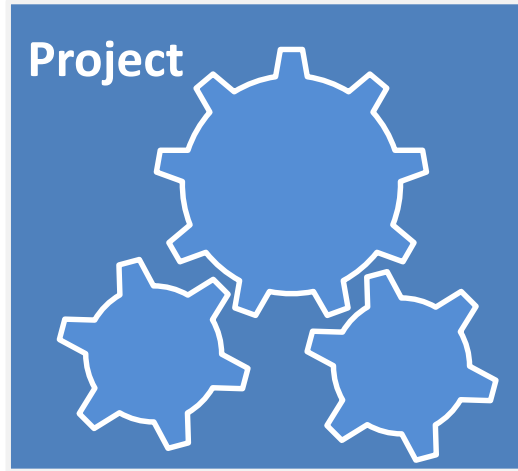
Cyclical, spiraling

(Based on Stabell and Fjeldstad 1998)

Projects are production systems...



... and the output is value



A conceptual model is...

"... an external representation created by researchers, teachers, engineers, etc., that facilitates the comprehension or the teaching of systems or states of affairs in the world".

(Greca and Moreira, 2000)

Value is...

- the relationship between what you **get** and what you **give**
- **particular**
- **context** dependent
- dependent on **knowledge**



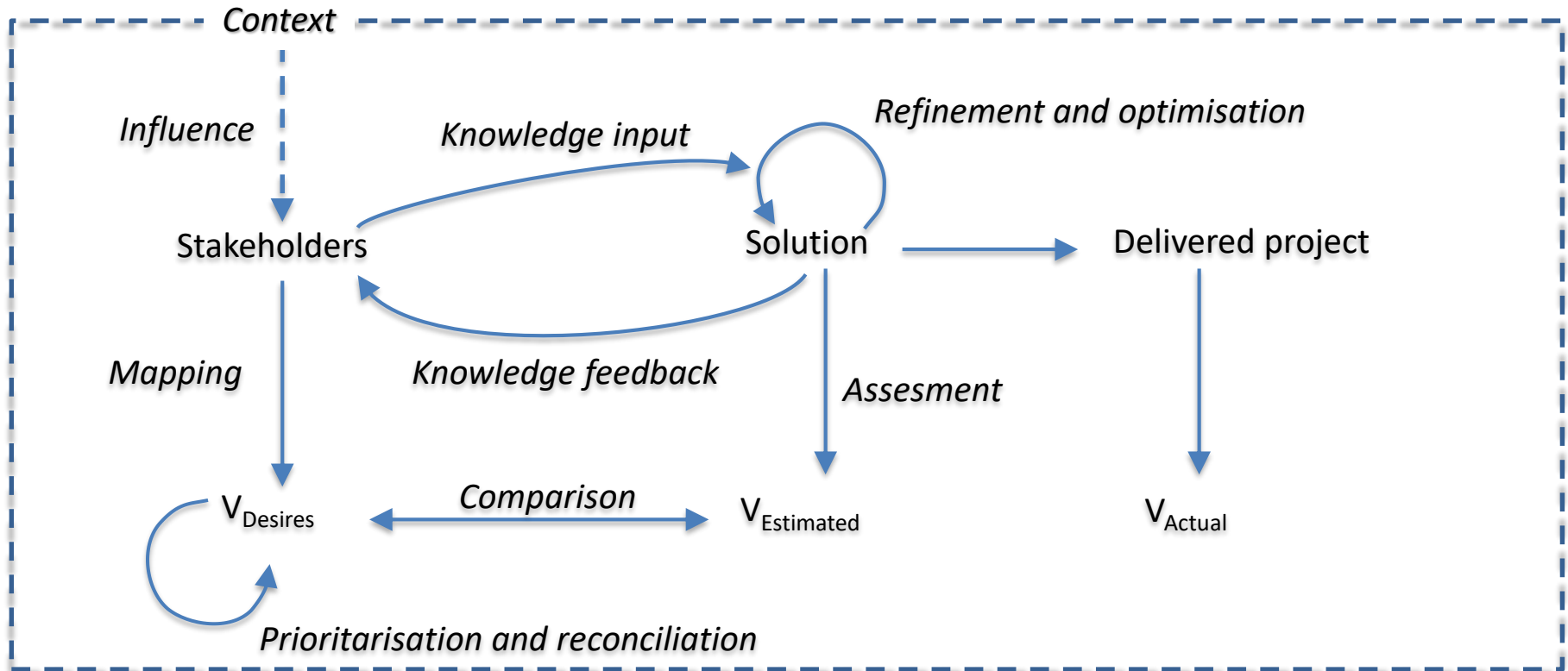
(Drevland et al., 2017)

Critique of TFV-theory



- Concept of value is static and unitary
- Linear model

Stakeholder Value Delivery model



Questions?

