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

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Value Configuration

<table>
<thead>
<tr>
<th></th>
<th>Value Chain</th>
<th>Value Network</th>
<th>Value Shop</th>
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<tbody>
<tr>
<td><strong>Value creation logic</strong></td>
<td>Transformation of inputs into products</td>
<td>Linking customers</td>
<td>(Re)solving customer problems</td>
</tr>
<tr>
<td><strong>Main interactivity relationship logic</strong></td>
<td>Sequential</td>
<td>Simultaneous, parallel</td>
<td>Cyclical, spiraling</td>
</tr>
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*(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

Context

Influence

Stakeholders

Knowledge input

Solution

Refinement and optimisation

Delivered project

Mapping

Knowledge feedback

Assessment

Comparison

Prioritisation and reconciliation

V_{Desires} → V_{Estimated} → V_{Actual}

V_{Desires} ← V_{Estimated} ← V_{Actual}
Questions?