
**MOTIVAȚII CARE INFLUENȚEAZĂ
CO-CREAREA.
O ANALIZĂ A MODELELOR CONCEPTUALE**

**MOTIVATIONS THAT INFLUENCE
CO-CREATION.
A REVIEW OF CONCEPTUAL MODELS**

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Abstract: The aim of this paper is to highlight the importance of motivations that determine consumers to get involved in co-creation activities. Existing research has pointed out that the degree of co creation is defined by intensity and scope. Product novelty and utility is determined by consumers need to be rewarded, by the use value of what they are creating but also by intinsic rewards. Given this, we aim to review different perspectives on why participants choose to do get involved and also emphasize the impact this may have on product innovation.

Keywords: co creation, product innovation, user motivation, product strategy