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Evaluation of Enterprise Management Value Chain: Value Co-Creation in the Era of Artificial Intelligence

Khaled Mohammed Alqahtani

Business School, Shaqra University, Saudi Arabia, 11662 Riyadh, P.O. Box 88058, Saudi Arabia

akhaled@163.com

Abstract. Artificial intelligence is a technology that simulates human intelligence by simulating human learning, reasoning, decision-making, and problem-solving abilities through computer systems. In recent years, the rapid development and widespread application of AI have had a profound impact on enterprise management. Enterprise management is no longer limited to traditional manual decision-making and processes, but has been endowed with more efficient and intelligent methods through AI technology. The value co creation theory has completely changed the management methods of modern enterprises, transforming them from simple value carriers to active value co creators. In this situation, enterprise value chain management requires strategic enhancement, optimized design, functional management, and reputation management to adapt to these changes. The emergence of artificial intelligence as the core of the new industrial revolution further amplifies the importance of these adaptations. Under the guidance of value co creation theory, this article analyzes and explores the structure, characteristics, and transformation of enterprise value chains. Explored the management strategies of enterprise value chains, with a particular focus on the composition of consumer centered value chains. In addition, it also studied the use of artificial intelligence to deepen the enterprise management value chain, strengthen its architecture through artificial intelligence technology, and design an effective enterprise management system. Considering the changes in the business model of the entire value chain system, the transformation mechanism of artificial intelligence in the enterprise value chain was studied. Integrating neural network algorithms into enterprise management systems can achieve optimization and form a new enterprise management value chain. Empirical experiments and surveys have proven the effectiveness of the new value chain, significantly improving customer satisfaction (11.45%), customer experience satisfaction (13.61%), enterprise marketing satisfaction (11.73%), and enterprise service satisfaction (10.63%).

Keywords: enterprise management, value co-creation, artificial intelligence, intelligent internet

1. Introduction

AI technology can process large-scale data and extract valuable information from it. This enables business managers to make decisions based on facts and data, without relying on subjective speculation and experience. AI can automate many tedious and repetitive tasks in enterprises, thereby saving time and resources. AI not only plays a role in business processes, but also can be used for enterprise Talent management. AI can help companies screen recruitment candidates, optimize employee training plans, and even predict the risk of employee turnover, improving the efficiency and accuracy of human resource management. The rapid development and widespread application of artificial intelligence have brought tremendous changes to enterprise management. AI enables enterprises to operate and make decisions more efficiently and intelligently, strengthens interaction and cooperation between enterprises and customers, and also brings more innovation and new business opportunities.

Modern science and technology reflect the contribution of enterprise management software in the following areas: building a bridge between strategy and its implementation to ensure the rapid realization of strategic objectives. From art management to scientific development, large organisations are managed through scientific management systems, rather than individual technologies. Drobyazko Svetlana emphasised the relationship between the effectiveness of management process and the provision of management decision-making information, confirming the key role of the latest information system in achieving business and innovation success and improving profitability (Drobyazko, 2019). Kwilinski Aleksy determined that under the information economy, industrial enterprises require a development strategy which takes the changing characteristics of world production, marketing, management and other fields into account. Based on the model of coordination between professional business processes and business process management, professional business process management systems were integrated into the general management system of industrial enterprises, as well as the informatization and automation of enterprise business process management (Kwilinski, 2018). Wang Xiao-Chuan, with the help of quality management standards and failure mode and impact analysis methods, helped enterprises determine the risk priority of various quality management and the order of error prevention and improvement, which laid a direct foundation for enterprises to prevent errors in quality management and enhance the robustness of enterprise management (Wang, 2018). Tuffour Joseph Kwadwo examined the impact of managers' financial literacy awareness, attitude and knowledge on small business performance. A structural formula model was used to analyse the data. The results showed that financial literacy has a significant impact on enterprise performance (Tuffour, et al. 2022). Sax Johanna found that enterprise risk management was related to higher profitability and lower financial leverage, and strategic planning strengthened these favourable results (Sax, et al. 2019). Rosman Mohamad Rahimi Mohamad believed that enterprise content management is the strategy, tools, processes and skills which enable organisations to manage their digital content throughout its lifecycle (Rosman & Mohamad, 2020). Neskorodieva Inna introduced the system method of enterprise anti-crisis management system development, aiming to estimate the bankruptcy probability based on financial indicators, and implement the system method by defining enterprise bankruptcy indicators (Neskorodieva, 2019). Although the current research on enterprise management is relatively comprehensive, there are still some research defects, such as insufficient research on the relationship between customers and enterprises.

Due to the government's deregulation of industries, the emergence of emerging markets, the emergence of new forms of industry rules, the convergence of technology and industry, and the ubiquity of various associations, the business world has changed greatly. Moreover, this change is still continuing and deepening. Hein Andreas analysed how e-commerce platforms use value to create practices. In the context of the emerging Internet of Things platform, several case studies have been conducted, emphasising that e-commerce platforms follow three standardised value co-creation practices (Hein, et al. 2019). Saggi Mandeep Kaur systematically analyzed the use of big data analysis in various applications such as agriculture, medical care, network security and smart cities. The previous

research, challenges, current situation and future direction of big data analysis of various application platforms were also emphasized (Saggi & Sushma, 2018). Muller Julian M believed that the research mainly aims to investigate its dimensions in isolation or economy, but has not been compared with ecological and social perspectives. The study ignored the research on the special characteristics and requirements of SMEs (Muller, et al. 2018). Tate Wendy L explored social capabilities by reviewing social entrepreneurship literature and illustrative cases, and showed how to use these capabilities to overcome challenging limitations (Tate, et al. 2018). Devaux Andre had two purposes. Firstly, in the context of international agricultural research, the knowledge status of inclusive value chain development was assessed. Secondly, suggestions were made for future research and action (Devaux, 2018). Green Stuart D determined that in evidence-based decision-making, there was little exploration in the field of combining knowledge co-creation with the use of big data. The knowledge-based interaction between customers and salespeople in these organizations constitutes the core of knowledge co-creation (Green, et al. 2019). Priem Richard L discussed the unique idea that demand side strategy and business model research jointly contribute to strategic literature, and elaborated the cross-integration potential between the two research fields (Priem, et al. 2018). Existing research on enterprise management value chain is relatively comprehensive, but the research on enterprise management value chain is scarce, so more research is needed.

Artificial intelligence is an application trend in the new era and a force for enterprises and even industries to self-update. People need to increase independent investment, continuously improve digital and intelligent planning and development, and create reasonable configurations. They also need to purposefully prevent the potential negative impact of artificial intelligence, maximize its use, and avoid its negative impact. In modern intelligent manufacturing systems, hardware, full digital format and whole process intelligent solutions integrated into digital Physical system can be completely self constructed. There are practical problems in industrial applications such as insufficient value chain support and outdated industrial foundation. The industrial level is the core issue at the enterprise level, as each enterprise finds it difficult to achieve its own intelligent transformation. This article systematically studies the evaluation of enterprise management value chain based on value collaborative creation in the era of artificial intelligence, which will help to better strengthen the construction of enterprise management value chain evaluation system and provide scientific decision-making basis for enterprise managers.

2. Research Methodology

2.1. Value chain structure and new characteristics of enterprises under the action of value collaborative creation theory

- Structure of enterprise value chain under the theory of value co-creation

One aspect of the enterprise value chain is to combine different enterprise activities in specific sectors, including the value chain between enterprises in the industry. The difference in the supply chain of competitors is the key source of competitive advantage. Value activities can be divided into core activities and auxiliary activities. Core activities comprise the production of materials for products, and sales transfer to customers and future services. Auxiliary activities are activities that are mutually supported by external input, technology, human resources and internal functions of the enterprise. The value co-creation model has changed the structure of enterprise value co-creation. In the traditional value chain, customer use and experience are external activities of the enterprise. Customers regard them as internal value-added activities of the enterprise in value-added theory. These changes require enterprises to rethink and form their value chain, and attach importance to enterprises' participation in the value chain.

- Characteristics of enterprise value chain under the theory of value co creation

The concept of value co-creation is to introduce the participation and experience of customers into the structure of enterprise value chain, and regard them as co-creators of value. This new understanding

has led to many profound changes in the enterprise value chain. In the value chain, enterprises shift from value realization to value co-creation. Manufacturing enterprises in the traditional value chain are usually regarded as the most important value co-creators (Minwir, 2022). Therefore, the traditional enterprise value chain is a business system based on value exchange, with the goal of obtaining enterprise profits by stimulating the realization of goods to money. The concept of value co-creation and economic theory have changed the role and position of enterprises in the value chain. The focus has shifted from production to consumption, and enterprises have shifted from value transformation to value co-creators. Co-creation of enterprise value includes two aspects. Firstly, the added value of enterprise workers' labour further increases the value of commodities and commodity exchange. In the process of interaction between employees and customers, good service would also increase the value of customer experience (Ju, 2022). Secondly, the suggestions contained in the product are displayed and promoted creatively, which also increases the use value and customer experience, as shown in Figure 1.

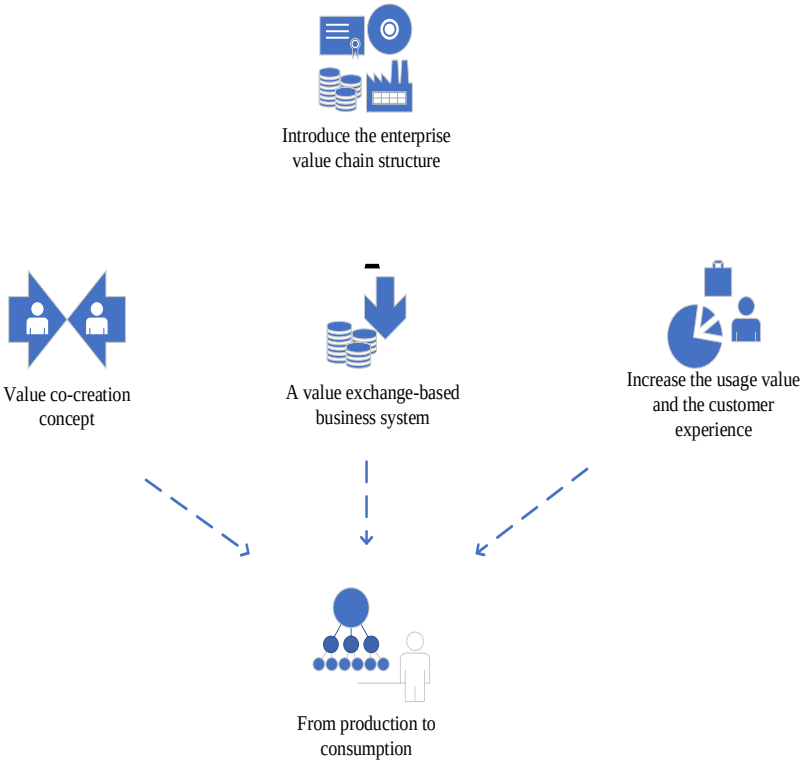

Fig 1: Characteristics of the enterprise value chain under the value co-creation theory

- Customer transformation in enterprise value chain

In the traditional enterprise value chain, customer participation is sometimes the business strategy and goal of the enterprise, but few enterprise plans and organisational arrangements can enable customers to participate in all aspects of the value chain, so that they can better achieve their goals and help enterprises complete cash and goods transactions (Jun, et al. 2022). The effective participation of customers in the value chain depends on the decision-making preference of the enterprise. If the enterprise makes creative suggestions after purchasing products containing value quotations and interacts with customers by realizing value quotations, customers would reflect their personal consumption process. In this process, customers also achieve greater consumption value and experience through the process link that can reflect their personalized consumption experience, and complete the value co-creation process. In the traditional value chain of enterprises, the most important way for consumers to participate is to provide information in the process of purchase, store design and so on.

2.2.Enterprise value chain management strategy under the value cooperation creation theory

- Strategic management should take consumers as the starting point

The mission of the enterprise is to create value for customers, which is the consensus of the current business community. This proposition reflects the basic view of the survival and development of modern enterprises. However, with the popularisation of value co-creation in business practice, the consumers' interest in value has shifted from exchange value to consumption value and cognitive value. The role of customers has changed from payer to value co-creator, whilst the consumption process of consumers has changed from external environmental factors to internal environmental factors. Therefore, based on the analysis of the internal and external environment of the enterprise, the enterprise strategy is adjusted in time. This strategy is a long-term plan for the survival and development of the enterprise, reflecting the decision-makers' views on the development of the enterprise. Changes in strategy directly lead to changes in business direction, resource allocation and competitive advantage. In the context of value co-creation, the strategic level of enterprises requires enterprises to conduct comprehensive strategic planning in terms of consumers and consumer experience. As consumers and their experience become more important, enterprises are increasingly attaching importance to creating a favourable and strict environment. Enterprises are required to focus on creating the soft and hard environment for the consumers' consumption experience and better allocate better human, material, technical and information resources for them in the course of sufficient operations (Astri, et al. 2022). Fully understanding consumer experience value has become the main source of enterprise competitive advantage, as shown in Figure 2. Enterprises should strengthen the research on the industry, market and customers, deeply understand the changes of customers' needs, and take products as carriers. They also provide use value and experience, fulfil customers' needs, and guide and jointly create the value required by customers. Only in this way can enterprises obtain outstanding and sustainable competitive advantages in the next competition.

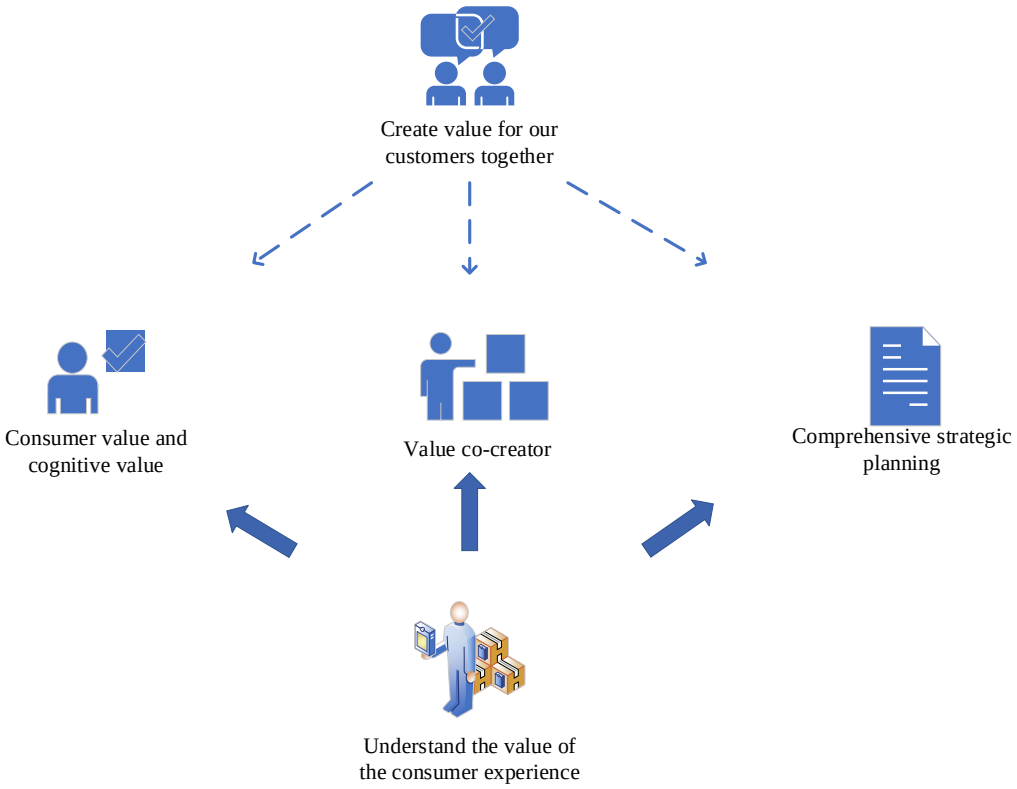

Fig 2: Strategic management should be based on consumers

- Enterprise value chain management should focus on maximizing consumption experience

Enterprises are places where they directly contact consumers. The degree of customer participation

is the most important factor for enterprises and customers to create experience together. In order to make customers have good experience value, the value chain must be designed and managed by type. The main value chain of an enterprise is divided into foreground and background value chains according to the degree of consumer participation. Front office value chain mainly comprises direct interaction with customers, including all direct contacts between enterprises and customers before, during and after product trade. Factors affecting customer experience include brand and quality, hardware procurement conditions and software procurement conditions. Enterprises should fully consider the customers' opinions, as well as customers' hearing, touch and comprehensive psychology when designing and organizing such projects through the direct participation of customers to provide customers with a good experience. The background value chain mainly means that customers do not directly participate in value chains such as purchase and sales. Therefore, the design and management of these connections should focus on timely and reliable supply and distribution.

- Various auxiliary functional activities within the enterprise enhance the consumption experience

The value and experience provided by value co-creation is another innovation of enterprise management concept. With the spread of this concept, the core management of enterprise internal design, enterprise technology innovation and information should focus on increasing customer experience value. Under the influence of the value co-creation theory, product function, channel co-creation, marketing and pricing have changed, which is no longer a problem for enterprises themselves, but a common problem for enterprises and their customers. On the one hand, people need to collect customer feedback, especially negative comments, understand their psychological experience, and try to use it as the basis for optimising the enterprise value chain; on the other hand, people would continue to strengthen the management ability of enterprise word of mouth, invest in the collection of enterprise word of mouth facilities and technologies and train the quality and business ability of word of mouth managers.

2.3.Use AI to deepen the value chain evaluation of enterprise management

- Artificial intelligence technology reshapes enterprise management value chain

The process of transforming enterprise value chain management through artificial intelligence technology aims to improve enterprise efficiency and value through the application of artificial intelligence and realise digital and intelligent value chain (Helo, et al. 2022; Dash, 219). The value chain usually includes production management, development, production and assembly, product sales, customer service and so on. The network structure between enterprises and customers, distributors, suppliers, service providers and other stakeholders has become an important part of the value chain, as well as an important part of enterprises' use of AI. The three-dimensional, networking and informatization of value chain have greatly changed the production mode of enterprises. This shift initially led to a shift from a focus on business to a focus on the personal needs of customers. However, with the progress of technology, the current economic model is changing. Customers and employees are not only passive beneficiaries, but also play an active role in ensuring smooth cooperation. Therefore, when adopting AI, enterprises must pay attention to the hierarchical structure and cannot achieve it overnight, as shown in Figure 3. The application of these new technologies must adapt to the development stage of the new economic model, promote the development of the economic model and improve production efficiency.

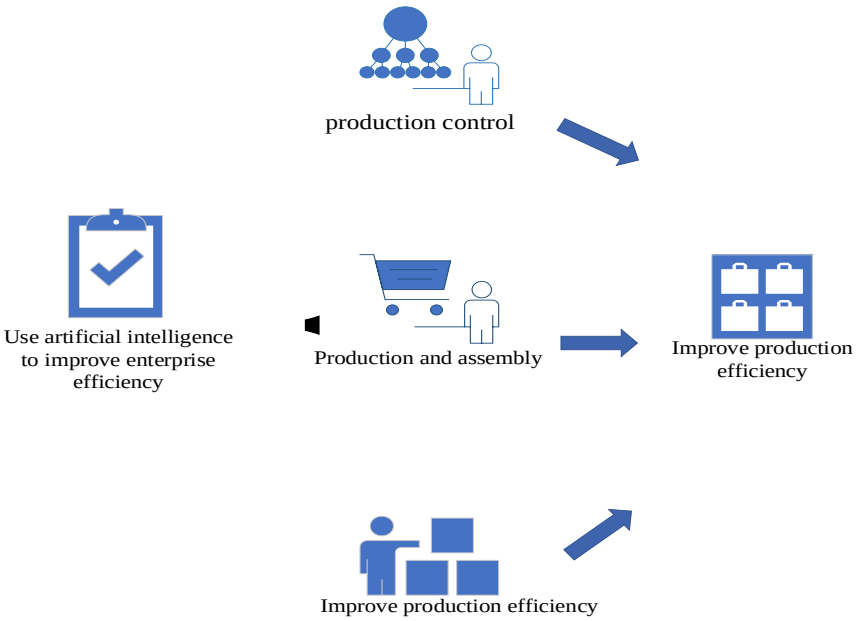

Fig 3: AI technology reshaping the enterprise management value chain

● Artificial intelligence provides comprehensive services for production and R&D

The application of AI R&D platform to enterprises is of great significance for accumulating R&D data, improving product development quality, improving product development efficiency and providing all-round support for production development process. People can make full use of the enterprise's R&D platform, from design to mass production by using AI. In the process of product development, the enterprise is responsible for managing product structure information, effectively organizing the data collection process of different products in different periods, tracking the whole process from product development to production, and collecting relevant information to improve product quality. Computer-aided design is also integrated with production technology and application systems to coordinate and share data related to the product life cycle of the entire enterprise (Alzoubi & Haitham, 2018). Thus, expert database, knowledge base, experience base and artificial intelligence system are established to realize high-level information management of enterprise product development. Enterprise AI platform has different parameters in different types of enterprises. The platform is currently studying the following aspects: embedded information management platform. It mainly integrates the enterprise information application system, and is used to obtain the interface of original data, product production control and product sales feedback, as shown in Figure 4. In the management field, the knowledge base is established through the establishment of mathematical models and the production experience of enterprises. Finally, with the help of computer design and manufacturing technology, the matrix and experimental storage are organically combined to form a product development support platform to provide information and support for enterprise product developers and developers (Tsang & Yung, 2018).

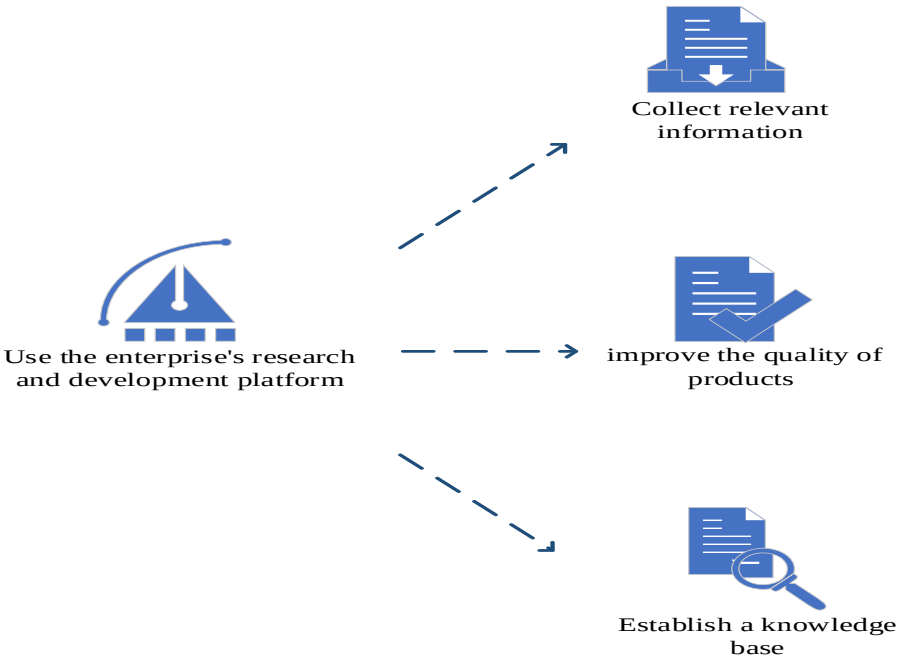

Fig 4: AI provides comprehensive services for production and development

● Artificial intelligence promotes the transformation of enterprise business model

The application of AI technology in enterprises, whether it is the use of information technology or the means of fundamental optimization and reform of enterprise structure and business processes, has gradually become the development trend of enterprises. With the introduction of artificial intelligence, the interaction mode between enterprises and consumers has changed. The business model of enterprises has changed from traditional business model to people-oriented. The nature of the people-centred business model is that some consumer centred retailers first recognised this change and gradually expanded their business. The model for real-time planning and adjustment according to the overall plan, especially for manufacturing enterprises, can integrate digital and intelligent information into each link of the enterprise management value chain to improve efficiency.

2.4.Use the neural network algorithm to strengthen the construction of the enterprise management system

Neural network models can be divided into biological neurons and artificial neurons, depending on their formation forms. Artificial neuron is the modelling of some structures and principles of neurons, belonging to intelligent computing theory, which combines modern information technology in the network with human neural network and biological network system. The neural network algorithm is a multi-dimensional prefix adjustment algorithm, which can be used for pattern recognition, classification and image processing. The specific algorithms are summarized as follows:

First, it is assumed that training sample T exists, that is, there are T input/output pairs $(I_t, P_t), t = 1,...,t$.

The input vector is:

$$I_t = (i_{tl},...,i_{tn})^P \quad (1)$$

The target output vector is:

$$P_t = (p_{tl},..., p_{tn})^P \quad (2)$$

The network output vector is:

$$O_t = (o_{tl},...,o_{tn})^P \quad (3)$$

W_{ij} refers to the weight of the $i(i = 1,...,n)$ vector from the $j(j = 1,...,m)$ component of the input vector to the output vector. A certain error usually exists in the experimental customer value, and BP network learning can constantly compare them, and modify parameter W_{ij} according to the

minimum principle to minimize the sum of squares of errors: （$t=1,...,t$）, recorded as ∇W_{ij}, representing the amount of modification recursively:

$$W_{ij}+\nabla W_{ij}=W_{ij} \quad (4)$$

Among them:

$$\nabla W_{ij}=\sum_{t=1}^{t}\alpha(p_{ti}-o_{ti})i_{tj}=\sum_{t=1}^{t}\alpha_{ti}\delta i_{tj},\delta_{ti}=p_{ti}-o_{ti}=W_{ij} \quad (5)$$

It is called learning rate. The output of the $i^{t=1}$ neuron can be expressed as:

$$O_{ti}=f(\sum_{j=1}^{m}w_{ij}i_{tj}),i_{tm}=-1 \quad (6)$$

When O_{ti} is a linear function:

$$O_{ti}=\alpha(\sum_{j=1}^{m}w_{ij}i_{tj})+b \quad (7)$$

3. Results and discussion

To investigate the development of the current enterprise management value chain in more detail, the traditional enterprise management value chain was investigated. A survey was conducted among the employees of the four enterprises. A total of 400 employees were surveyed. The questionnaire was used to investigate the students' satisfaction with the use of customers, customer experience, enterprise marketing, and enterprise services in the current enterprise management value chain. The four enterprises were set as A, B, C and D. Results show that the employees' satisfaction in various directions in the current enterprise management value chain is as shown in Table 1.

Table 1. Satisfaction degree of enterprise employees in different directions in the current enterprise management value chain

	A	B	C	D
Customer use	76%	79%	74%	68%
Customer experience	78%	69%	76%	71%
Enterprise marketing	81%	78%	73%	75%
enterprise service	73%	75%	77%	76%

Table 1 shows that 400 employees of the four enterprises surveyed were not satisfied with the customer use, customer experience, enterprise marketing and enterprise service of the current enterprise management value chain. Among them, employees of Enterprise A were 76% satisfied with customer use, 78% satisfied with customer experience, 81% satisfied with enterprise marketing and 73% satisfied with enterprise service. Enterprise B's employees were 79% satisfied with customer use, 69% satisfied with customer experience, 78% satisfied with enterprise marketing, and 75% satisfied with enterprise services. Enterprise C's employees were 74% satisfied with customer use, 76% satisfied with customer experience, 73% satisfied with enterprise marketing, and 77% satisfied with enterprise services. Employees of Enterprise D were 68% satisfied with customer use, 71% satisfied with customer experience, 75% satisfied with enterprise marketing, and 76% satisfied with enterprise services. From the survey, some deficiencies still exist in the current enterprise management value chain, which need to be further improved.

To investigate the problems of consumers' co-creation of value in the traditional enterprise value chain, three enterprises' customers were selected to investigate the problems of value co-creation in the enterprise value chain by means of questionnaires. The survey contents are mainly summarized into four points, namely, mutual interaction, consumption experience, personal needs, and experience value. This paper investigates the proportion of problems existing in the value co-creation of consumers in the enterprise value chain from these four points. The company is set as A, B, and C, and 300 consumers are surveyed. The survey is shown in Figure 5.

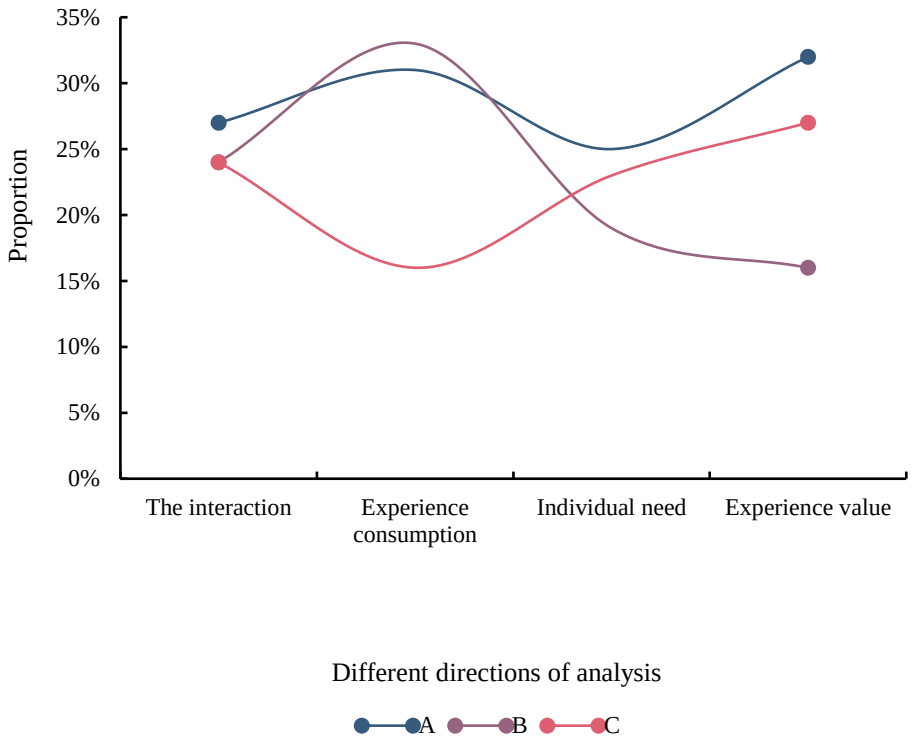

Fig 5: The proportion of consumers' problems of value co-creation in the enterprise value chain

Figure 5 shows that the proportion of consumers of Enterprise A who thought there were problems in their interaction was 27%; the proportion of consumers who thought there were problems in their consumption experience was 31%; the proportion of consumers who thought there were problems in their personal needs was 25%; the proportion of consumers who thought there were problems in their experience value was 32%. The proportion of consumers of Enterprise B who thought there were problems in the interaction between the two parties was 24%; the proportion of consumers who thought there were problems in the consumption experience was 33%; the proportion of consumers who thought there were problems in the personal needs was 19%; the proportion of consumers who thought there were problems in the experience value was 16%. The proportion of consumers of Enterprise C who thought there were problems in the interaction between the two parties was 24%; the proportion of consumers who thought there were problems in the consumer experience was 16%; the proportion of consumers who thought there were problems in the personal needs was 23%; the proportion of consumers who thought there were problems in the experience value was 27%.

To improve the construction of the current enterprise management value chain, the concept of value co-creation was substituted into the enterprise management value chain. To investigate and compare the concept of value co-creation into the enterprise management value chain with the traditional enterprise management value chain, 300 employees of the three enterprises were investigated in this study, and the changes in the value of goods, commodity exchange, and product promotion in the new enterprise management value chain were re-evaluated. The evaluation results are specifically shown in the satisfaction of employees of different enterprises with the new enterprise management value chain and the traditional enterprise management value chain. The specific effects are shown in Figure 6.

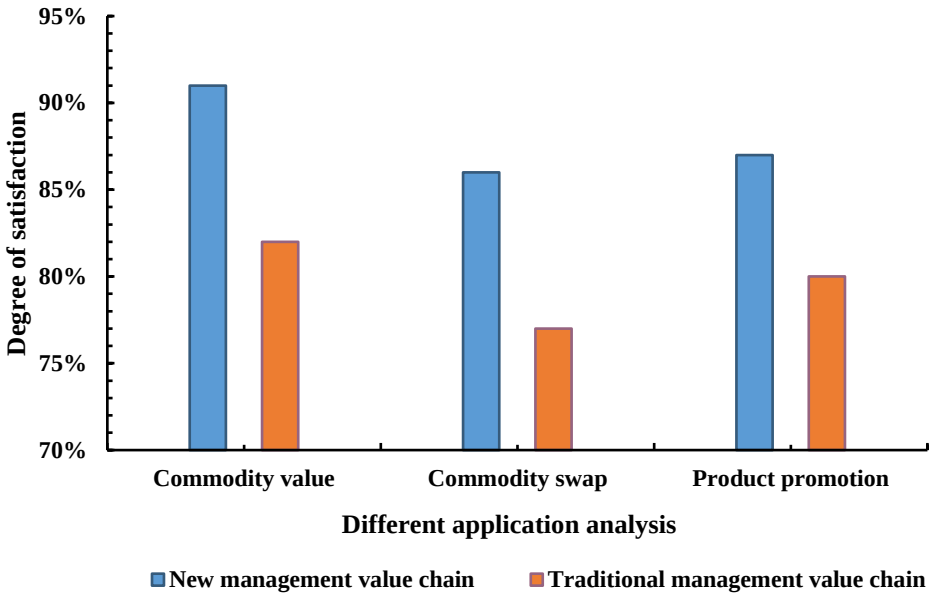

Fig 6: Satisfaction of different enterprise employees with the new enterprise management value chain and the traditional enterprise management value chain

Figure 6, the employees of the three enterprises were relatively satisfied with the commodity value, commodity exchange and product promotion in the new enterprise management value chain. Among them, the employees of the three enterprises were 91% satisfied with the commodity value in the new management value chain, 86% satisfied with the commodity exchange and 87% satisfied with the product promotion. On the contrary, the satisfaction with the value of commodities in the traditional management value chain was only 82%; the satisfaction with commodity exchange was 77%; the satisfaction with product promotion was 80%.

To strengthen the enterprise management value chain, the neural network algorithm is substituted into the construction of the enterprise management value chain. To test whether the new enterprise management value chain can improve the ability of enterprises in different directions, the students from the three enterprises mentioned above are investigated to check whether the satisfaction of customer use, customer experience, enterprise marketing and enterprise service has changed, as Figure 7 shows.

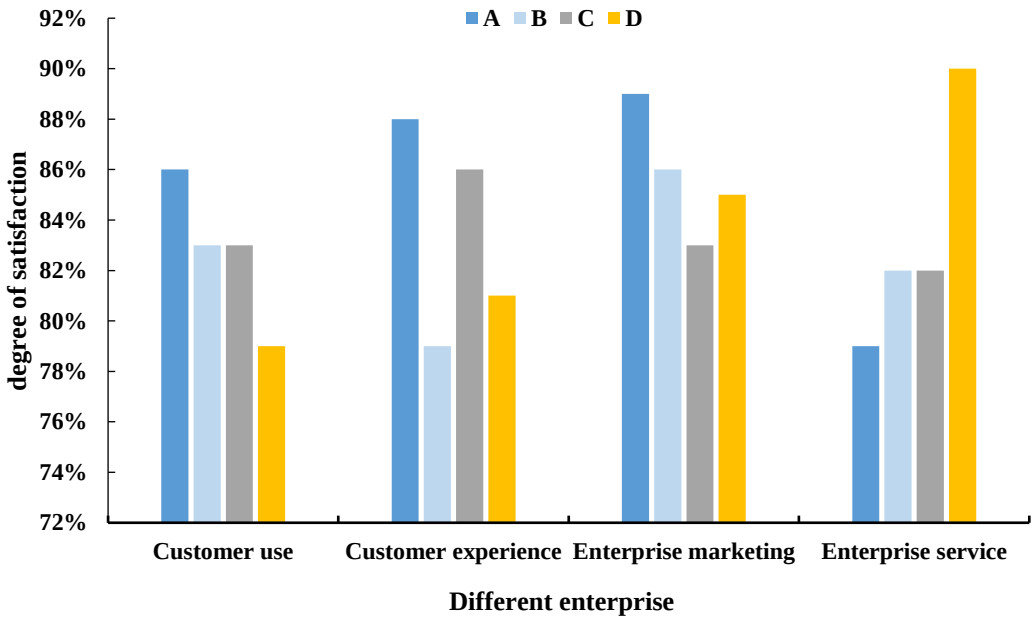

Fig 7: Whether the new enterprise management value chain can enhance the ability of enterprises in different directions

Figure 7 shows that the new enterprise management value chain has played a great role in improving the capabilities of enterprises in different directions. Among them, employees of Enterprise A were 86% satisfied with customer use, 88% satisfied with customer experience, 89% satisfied with enterprise marketing, and 79% satisfied with enterprise service. Enterprise B's employees were 83% satisfied with customer use, 79% satisfied with customer experience, 86% satisfied with enterprise marketing, and 82% satisfied with enterprise services. Enterprise C's employees were 83% satisfied with customer use, 86% satisfied with customer experience, 83% satisfied with enterprise marketing, and 82% satisfied with enterprise services. Employees of Enterprise D were 79% satisfied with customer use, 81% satisfied with customer experience, 85% satisfied with enterprise marketing, and 90% satisfied with enterprise services. The new enterprise management value chain can effectively improve customer satisfaction by 11.45%, customer experience satisfaction by 13.61%, enterprise marketing satisfaction by 11.73%, and enterprise service satisfaction by 10.63%.

4. Conclusion

In the era of artificial intelligence, the collaborative creation of value in enterprise management has indeed become an important model for the survival and development of enterprises. By abandoning the limitations of traditional vertical value chains, enterprises can achieve more open, cooperative, and innovative management methods, thereby gaining multiple benefits in fiercely competitive markets. The value synergy creation model breaks traditional boundaries and encourages cooperation and collaboration between different entities. By integrating multiple advantages, enterprises can more agile meet market demands and launch competitive solutions. Enterprises that actively participate in value synergy creation are more likely to establish a good social image. The value collaborative creation model promotes the rational allocation and shared utilization of resources. With the assistance of partners and customers, enterprises can conduct business more efficiently, optimize production processes, reduce costs, and improve output. At the same time, this cooperation model also brings faster feedback and problem-solving, accelerating the pace of innovation and development of enterprises. In the era of artificial intelligence, the market and technology are constantly changing. The enterprise management model based on value collaborative creation makes enterprises more adaptable and flexible. By working closely with partners and customers, enterprises can perceive market changes earlier, adjust

strategies and directions in a timely manner, and reduce the impact caused by market fluctuations. Although there are many advantages in the research of enterprise management value chain evaluation based on value co creation, it also faces limitations and challenges such as data security and privacy issues, partner selection and management, and intellectual property issues. When implementing this model, enterprises need to carefully weigh the pros and cons and take corresponding measures to solve potential problems. In summary, enterprise management based on value collaborative creation is an inevitable trend in the era of artificial intelligence. This model breaks through traditional boundaries and encourages enterprises to collaborate closely with partners and customers to jointly explore and create new value. By enhancing innovation capabilities, corporate image, and efficiency, enterprises will stand out in fierce market competition and move towards a more prosperous and successful future. Only through value synergy creation can enterprises achieve sustainable development and competitive advantage in the era of artificial intelligence.

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