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The Impact of Scenario-based Services in an Intelligent Interconnected Environment on Value Co-creation

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Abstract: *This study focuses on the impact of scene-based services on value co-creation within an intelligent interconnected environment. It delves into how the integration of technologies such as the Internet of Things (IoT), big data, cloud computing, and artificial intelligence drives the personalization and intelligence of services. The paper discusses how these technological advancements promote user participation and satisfaction, thereby facilitating value co-creation. The research indicates that technological advancement is a key factor in the success of scene-based services, with active user participation playing a decisive role in the value co-creation process. Additionally, the paper analyzes the impact of policy and market environment changes on service innovation and how these changes encourage service providers to explore new business models and strategies. The findings of this study are significant for understanding the mechanisms of service innovation and value co-creation in an intelligent interconnected environment, providing new insights for service providers and policymakers.*

Keywords: *Intelligent Interconnected Environment; Scene-Based Services; Value Co-Creation; Service Innovation*

1. Introduction

In the wave of the digital age, the intelligent interconnected environment has become an integral part of everyday life and work. Core technologies such as the IoT, combined with big data, cloud computing, and artificial intelligence, offer users unprecedented intelligent and personalized services. In this technological context, particularly in the service industry, scene-based services have emerged as a new paradigm, garnering attention for providing highly personalized services in specific contexts. The propagation of this service model not only alters the traditional methods of service delivery but also paves new pathways for user-driven value co-creation. In an intelligent interconnected environment, the success of scene-based services relies on the integrated application and innovation of multiple technologies. For instance, IoT technologies facilitate real-time data collection and exchange by connecting various smart devices, enabling service providers to capture user needs and behavior patterns. Simultaneously, the application of big data and cloud computing technologies makes it possible to process and analyze large-scale complex data, supporting the design and implementation of personalized services. Additionally, the development of artificial intelligence and machine learning continuously pushes the boundaries of service intelligence, ranging from basic data analysis to complex prediction and decision support[1].

However, technological advancements also bring new challenges, such as data security and privacy protection, technology acceptance, and resource allocation, which urgently need to be addressed. In response to these challenges, this study delves into the impact of scene-based services on value co-creation within an intelligent interconnected environment, with a particular focus on the crucial role of technological advancement. This paper aims to reveal how intelligent technology promotes service innovation, enhances user experience, and ultimately achieves value co-creation. The core research questions include: What drives enterprises to implement scene-based services in the era of intelligent interconnection? How do scene-based services empowered by digital and intelligent technologies impact the dimensions of value creation? The exploration of these questions aims to deepen the understanding

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and application of scene-based services in modern business environments under the backdrop of digital and intelligent transformation. By researching these issues, strategic guidance can be provided for enterprises to maintain a competitive edge in the fierce market competition while offering higher quality and personalized service experiences to users.

2. Theoretical Analysis

In the current phase, scholars both domestically and internationally are increasingly focusing on the link between scene-based services and value co-creation. This article first analyzes three main aspects of this connection: (1) The shift in user value proposition. The transition from functional to emotional signifies a decline in the traditional necessity of products, with personal experiences emerging as the new standard for measuring value. This indicates that in the modern market, consumers increasingly prioritize the emotional satisfaction and personalized experiences brought by products or services. (2) The shift in the subjects of value creation. Moving from a unilaterally business-driven approach to a collaborative one involving businesses, customers, and other resource providers. This shift reflects the importance of collaboration and participation in the modern business environment, emphasizing the role of multiple stakeholders in the process of creating and delivering value. (3) The evolution of value drivers and objects. Transitioning from focusing on resource or capability factors to emphasizing the elements of scene-based services, with value creation moving from transactional and utility value to scene value. This implies that in today's business environment, scenification and personalization of services become key drivers of value creation. However, existing literature lacks sufficient analysis of the fundamental changes in theoretical logic and practical norms of scene-based services in an intelligent interconnected environment. Particularly, the unique role of the digital-intelligent interconnected environment in value co-creation, and the potential for value creation of scene-based services empowered by digital-intelligent technologies, remain to be further explored.

2.1 Technological Advancement as a Key Factor in the Success of Scene-Based Services

The success of scene-based services in the intelligent interconnected environment, as indicated by Sun, et al. (2023)[2], hinges on the integration of IoT technology. This integration is crucial for the realization of effective scene-based services, as it enables seamless connection of various devices and facilitates immediate data collection and analysis, thus providing users with customized services. Similarly, Yang (2023)[3] emphasizes the significance of big data analysis in understanding user behavior and preferences, a critical aspect in offering personalized service solutions. Furthermore, the research by Nie, et al. (2023)[4] demonstrates that the application of cloud computing significantly enhances the reliability and scalability of services, forming the foundation for the efficient operation of scene-based services. Moreover, the role of technological advancement in service innovation cannot be overlooked. Advanced technology not only allows for the possibility of implementing complex service schemes but also promotes the iteration and optimization of service design. This point is further substantiated in the research by Zhang, et al. (2023)[5], which shows how AI and machine learning technologies enhance service efficiency and user satisfaction by predicting user needs and optimizing service processes. On the other hand, Pan (2023)[6] points out that technological advancement affects not only the efficiency and quality of services but also directly influences user acceptance and participation, which are crucial in the process of value co-creation. However, technological advancement is not without challenges. High dependency on technology might lead to reliance on specific technologies, limiting the flexibility and adaptability of services. Additionally, Wang (2023)[7] notes in his research that rapid technological iteration could pose challenges in resource allocation and management, especially in cross-domain services. Therefore, while technological advancement is a vital factor in the success of scene-based services, its potential risks and challenges must also be considered. In conclusion, Proposition 1 can be derived:

Proposition 1: Technological advancement is a key factor in the success of scene-based services in an intelligent interconnected environment.

2.2 The Effectiveness of Personalized Features in Scene-Based Services in Enhancing Value Co-Creation

The personalized characteristics of scene-based services play a key role in enhancing the effectiveness of the value co-creation process. Zhu (2022)[8] in her study points out that personalized services are better able to meet specific user needs, thereby enhancing user participation and satisfaction, which are essential

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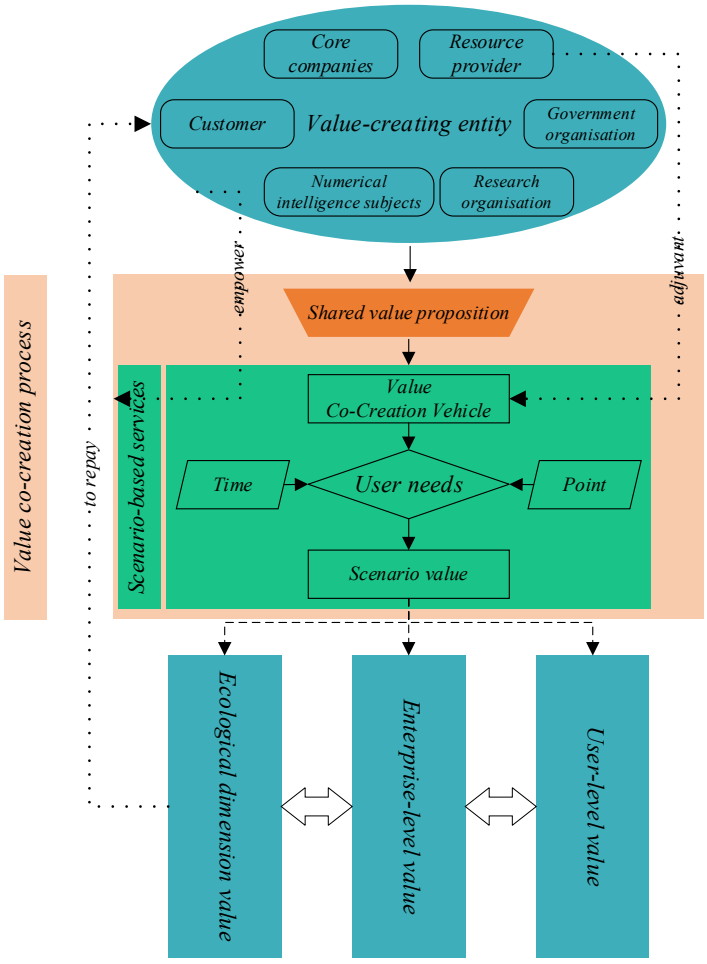
prerequisites for value co-creation. Similarly, Zhang (2022)[9]'s research also shows that personalized services, by providing customized experiences, increase users' identification with the service, motivating them to actively participate in service innovation and improvement. Additionally, Xu Hui (2022)[10] found that personalized services can enhance user loyalty and the willingness to repurchase, which is crucial for long-term value co-creation. Furthermore, personalized services demonstrate unique advantages in improving the efficiency of value co-creation. They can precisely target user needs and preferences, reduce resource wastage, and accelerate the pace of service innovation. This perspective is further supported by Pan, et al. (2023)[11], who found that personalized services implemented through big data and AI technologies significantly enhance the accuracy and efficiency of service innovation. Moreover, Wang (2022)[12] also emphasizes the role of personalized services in promoting customer participation and feedback, which are vital for rapid iteration and service improvement. However, the realization of effective personalized services faces a series of challenges. The design and implementation of personalized services depend on a large amount of user data, raising issues of data security and privacy protection. Furthermore, according to Li, et al. (2022)[13], excessive personalization may lead to limitations in user experience and reduce the general applicability of services. Therefore, while personalization is a crucial factor in enhancing the effectiveness of the value co-creation process, it is necessary in practice to balance the depth and scope of personalization, as well as related technological and ethical challenges. In summary, Proposition 2 can be derived:

Proposition 2: The personalized features of scene-based services enhance the effectiveness of the value co-creation process.

3. Analysis of the Value Co-Creation Mechanism of Scene-Based Services in an Intelligent Interconnected Environment



Source: Compiled by this Study

Figure 1: Mechanism for Value Co-creation of Scenario-based Services in an Intelligent Interconnected Environment

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As illustrated in Figure 1, the interaction between intelligent interconnected technology and scene-based service models has led to a significant transformation of the business ecosystem, resulting in diversified value creation at the user, enterprise, and ecosystem levels. The core of this transformation lies in how to achieve value co-creation and sharing through scene-based services in an intelligent interconnected environment. (1) User-level impact analysis. Scene-based services create unique emotional value for users by providing personalized and differentiated experiences. These services not only offer instant value in specific times and spaces but also enhance user satisfaction and loyalty through personalized services. (2) Enterprise-level impact analysis. For enterprises, scene-based services in an intelligent interconnected environment can attract and retain a loyal customer base. Enterprises, through data fluidity and interconnectivity, can more accurately analyze market dynamics and user needs, thereby improving financial performance and enhancing brand strength. (3) Ecosystem-level impact analysis. Scene-based services require enterprises to build an ecosystem with complementary resources and collaborative capabilities. This shift means moving from a solitary, competitive stance to one of value co-creation and healthy cooperation. This not only enables participants within the ecosystem to share benefits but also promotes the added value of the entire ecosystem. By comprehensively considering the impact of these levels on value co-creation, a clearer depiction of the overall mechanism of value co-creation achieved by scene-based services in an intelligent interconnected environment can be outlined.

3.1 Innovation Drivers of Scene-Based Services

As depicted in Figure 2, the innovation drivers of scene-based services in the intelligent interconnected environment are multifaceted, encompassing technological advancements, market competition, changes in user behavior, and policy regulations. Primarily, technological progress is regarded as the core force driving the innovation of scene-based services. With the rapid development and maturation of technologies such as the IoT, big data, cloud computing, and artificial intelligence, new models of service innovation are continually emerging. For example, IoT technology offers the possibility of seamless device interconnectivity, creating opportunities for collecting and analyzing user behavior data, thereby facilitating highly personalized services. The application of big data technology enables the extraction of user needs from massive datasets, while cloud computing provides the necessary computational power and data storage resources, and artificial intelligence offers intelligent decision support for service innovation[14]. Secondly, market competition and changing user demands also play a significant role in propelling the innovation of scene-based services. In an increasingly competitive market environment, enterprises must continually innovate their service delivery to meet personalized user needs. The diversity and variability of these needs require service providers to have the capacity to rapidly respond to market changes, and scene-based services offer such a possibility. Furthermore, user participation and feedback have become crucial sources for service innovation. As users transform from mere recipients of services to active participants in value co-creation, their feedback and creativity become valuable resources for service innovation. Additionally, the establishment and evolution of policies and regulations also impact the innovation of scene-based services. With the proliferation of the intelligent interconnected environment, governments are increasingly recognizing the necessity of formulating relevant policies and regulations to protect user data security and privacy while promoting technological and service innovations[15].

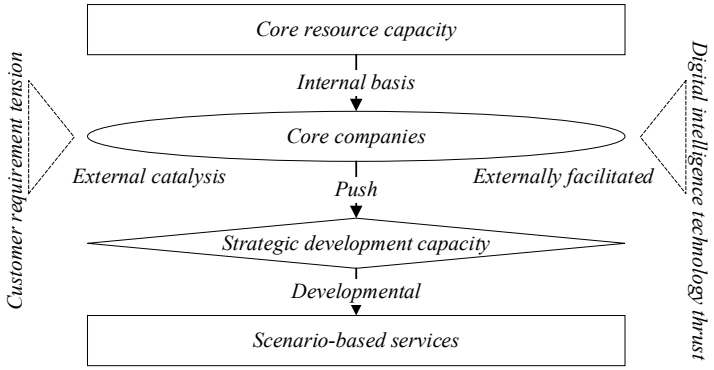

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Figure 2: Drivers of Innovation for Scenario-based Services in an Intelligent Interconnected Environment

Therefore, the innovation drivers of scene-based services are diverse, involving not only

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technological development but also market demands, user participation, and policy guidance. These factors interact with each other, collectively driving the development and innovation of scene-based services in the intelligent interconnected environment. Through an in-depth analysis of these innovation drivers, strategic guidance can be provided for enterprises to maintain a competitive edge in the fierce market competition while offering higher quality and personalized service experiences to users.

3.2 Change in Value Proposition

As shown in Table 1, scene-based services in the intelligent interconnected environment have a decisive impact on the change in value proposition, encompassing not only the content of the value proposition but also the method of value delivery. Traditional value propositions rely on the inherent attributes of products or services to attract consumers, whereas scene-based services in the intelligent interconnected environment have reshaped the core of value propositions, focusing on personalization and immediate responsiveness of services[16]. Technological advancements, such as the Internet of Things and big data analysis, enable service providers to collect and analyze user data in real time, thus predicting and promptly responding to user needs[17]. This capability significantly enhances the appeal and stickiness of services. For example, smart home systems can provide proactive suggestions based on users' habits and preferences, thereby improving the quality of life. The change in value proposition of scene-based services is also reflected in their seamless integration into various scenarios of users' lives, offering a comprehensive and continuous service experience. Service providers naturally integrate services into users' daily life processes through an in-depth understanding and analysis of user behavior. For instance, smart mobility services can automatically adjust routes and modes of travel based on users' schedules and preferences, making the user experience more convenient and personalized. Furthermore, the change in the value proposition of scene-based services has led to innovations in business models. Service providers are exploring new business models based on user participation and data-driven approaches, focusing more on user experience and long-term value creation[18]. For example, smart health monitoring services allow users to provide feedback, not only receiving personalized health management advice but also helping service providers optimize algorithms and services.

Table 1: Statistical Analysis of Factors Influencing Scenario-based Services

Impact Factor	Influence on Contextualized Services
Technological Advancement	Provides more intelligent and personalized services
Changes in User Demand	Enhances user engagement and satisfaction
Market Competition and Environment	Drives continuous innovation among service providers
Data Security and Privacy	Promotes safer user data processing
Universality of Service	Ensures the applicability of services to different user groups

Source: Compiled by this Study

In summary, scene-based services in the intelligent interconnected environment have altered the way value propositions are presented and realized. Value is no longer unilaterally delivered but is co-created through ongoing interactions between service providers and users. This transformation requires service providers to have a profound understanding of technology and the market and to be forward-thinking and innovative in their business models and service designs. An in-depth study of the changes in the value propositions of scene-based services can provide insights for the academic and industry communities, promoting the development of service innovation and value co-creation.

3.3 Change in Value Co-Creation Agents

In the intelligent interconnected environment, the agents of value co-creation are undergoing a profound transformation. In traditional service models, value creation was mainly driven unilaterally by service providers. However, with the rise of scene-based services, the role of users has become increasingly active, forming a new type of value co-creation entity[19]. As shown in Table 2, under this model, users are no longer passive recipients of services but have become active participants in the process of service innovation and value creation. This shift is facilitated by the development of intelligent interconnected technologies, providing platforms and tools for interaction between users and service providers. For example, through smart devices and applications, users can directly influence the design and delivery of services, offer improvement suggestions, and even participate directly in the service innovation process. Additionally, a significant shift has also occurred in the roles within enterprises. Employees, especially those in front-line positions interacting with customers, are now empowered with more authority and responsibility to co-create value. They are not only executors of service delivery but

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also key nodes connecting customers with the business, collecting and analyzing customer data, and identifying customer needs. This change requires enterprises to grant more autonomy to employees and adjust their organizational structure and culture to support rapid decision-making and innovation. For instance, some leading companies have already started implementing flat management and agile development to promote the innovation capabilities of their employees and their responsiveness to market changes[20]. Simultaneously, third-party partners such as suppliers, distributors, and technology providers have also become key participants in value co-creation. They provide resources and technical support to service providers and play an increasingly important role in the service innovation process. Through close collaboration, all parties can integrate their expertise and resources to develop new service solutions. This increase in cross-sector collaboration not only accelerates the pace of innovation but also reshapes industry boundaries.

Table 2: Statistical Analysis of Roles in Value Co-creation

Entity	Role in Value Co-creation
User	Active participant in value co-creation
Internal Employees	Executors and connectors in service delivery
Third-Party Partners	Providers of resources and technological support
Policy Makers	Establishers of norms and guidelines
Technology Developers	Providers of innovative technologies and solutions

Source: Compiled by this Study

Therefore, the transformation of value co-creation agents in the intelligent interconnected environment reflects a shift from traditional service models to more interactive and participatory models. This transformation not only brings new business opportunities but also poses new challenges for the organizational structure, management strategies, and culture of enterprises. A deeper understanding and research into this transformation of value co-creation agents are crucial for promoting service innovation and value co-creation.

3.4 Change in Value Co-Creation Carriers

In the intelligent interconnected environment, the carriers of value co-creation have undergone profound changes, with scene-based services redefining the channels and tools for value co-creation through their unique interaction modes and platforms. Traditionally, value co-creation relied heavily on face-to-face interactions or limited online communication tools. However, modern scene-based services in the intelligent interconnected environment seamlessly integrate the physical world with the digital space, expanding the concept of value co-creation[21]. This transformation is facilitated by advancements in technologies such as cloud computing, the Internet of Things, and artificial intelligence. As illustrated in Table 3, these technologies have provided new carriers for value co-creation, such as smart devices, applications, cloud services, and platforms. For example, smartphones and home devices have become integral parts of users' daily lives and tools for collecting user feedback, customizing services, and facilitating user participation. Additionally, data itself has become a new carrier of value co-creation. In the intelligent interconnected environment, a vast amount of user data is captured and transformed into insights, forming the foundation for innovation and personalized services. The application of data analysis and machine learning technologies enables service providers to learn from user behavior and adjust and improve services accordingly. Unlike traditional customer relationship management systems, modern data analysis platforms can process large-scale data in real-time, providing immediate and in-depth insights for value co-creation. For instance, through analysis of user interaction data, businesses can identify pain points and opportunities in services, enabling quick responses and improvements. The transformed carriers also include platforms for user participation and social interaction. Social media and online communities have become important platforms for value co-creation, not only facilitating communication among users but also providing spaces for interaction between users and service providers. This interaction allows users to directly influence the development direction of products and services[22]. Furthermore, the emergence of crowdsourcing and open innovation platforms has further expanded the boundaries of value co-creation, enabling individuals from diverse backgrounds to contribute their knowledge and skills, collaboratively developing and optimizing services. For example, open-source projects and online collaboration tools enable global users and developers to participate jointly in software development and improvement.

Therefore, the transformation of value co-creation carriers in the intelligent interconnected environment signifies a transition from traditional interaction methods to more dynamic and diversified interaction modes. This transformation not only offers new opportunities but also poses challenges to the

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technological capabilities and innovative thinking of service providers. A deep understanding of these changes is crucial for driving service innovation and value co-creation.

Table 3: Statistical Analysis of Value Co-creation Vehicles

Medium	Role in Value Co-creation	Innovation and Impact
Smart Devices and Applications	Collect user behavior data, provide customized services	Enhance the personalization and immediacy of services
Data Analysis Platforms	Real-time data processing, insight into user needs	Strengthen data-driven decision-making
User Participation Platforms	Facilitate direct user involvement in service innovation	Increase transparency and participation in service design
Social Media and Online Communities	Enhance user communication and feedback	Expand the range and depth of service feedback
Crowdsourcing and Open Innovation Platforms	Gather a wide range of opinions, collaboratively develop services	Promote cross-sector collaboration, innovate service models

Source: Compiled by this Study

3.5 Scene-Based Services and the Outcomes of Value Co-Creation

In the intelligent interconnected environment, scene-based services are closely related to the outcomes of value co-creation, with impacts that can be analyzed across multiple dimensions. Firstly, scene-based services, by offering customized and context-relevant solutions, can significantly enhance user satisfaction and loyalty. This service model emphasizes personalized adjustments based on user behavior and preferences in specific situations, thereby improving the user experience. Studies have shown that enterprises providing customized services through smart data analysis can more effectively meet user needs, directly translating into positive brand perceptions and increased user stickiness. For instance, smart health trackers not only monitor health indicators but also provide personalized health advice and interventions. The immediacy and relevance of such services significantly improve users' health management awareness and behavior modification. Scene-based services also demonstrate their potential in driving business model innovation. By integrating advanced IoT devices and platforms, enterprises can not only offer revolutionary products and services but also explore new revenue models. For example, usage-based pricing models, which are becoming increasingly popular, allow businesses to charge based on actual service usage, providing a new source of income and encouraging more rational resource usage by users[23]. Further research indicates that such flexible business models help enhance enterprise adaptability to market changes and better respond to diverse user needs. Additionally, scene-based services play a significant role in promoting social innovation and sustainable development. Scene-based services in the intelligent interconnected environment focus not only on economic benefits but also actively consider social responsibilities and environmental impacts. For example, smart transportation systems, by optimizing routes and reducing congestion, not only improve travel efficiency but also contribute to reducing emissions and energy consumption. The development of such services demonstrates that when enterprises and users jointly participate in the value co-creation process, a win-win situation for both social and economic benefits can be achieved.

Therefore, the implementation of scene-based services in the intelligent interconnected environment not only changes the behavior patterns of users and businesses but also has a profound impact on the overall sustainability of society. An in-depth analysis of scene-based services and the outcomes of value co-creation is crucial for understanding how these services shape the future business and social landscape.

4. Strategies for Driving Service Innovation and Practice

4.1 Strategies for Promoting Service Innovation

Service innovation is crucial in the intelligent interconnected environment, requiring enterprises to focus not only on technological development but also on market demand and the enhancement of user experience. Firstly, enterprises need to invest in key technologies such as the IoT, big data, cloud computing, and artificial intelligence. The integration and optimization of these technologies form the foundation for driving service innovation. For instance, utilizing big data analytics can provide insights into user behavior and predict future trends, thereby guiding service design. Secondly, enterprises should adopt agile development and iterative methods to respond quickly to market changes and user feedback.

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This requires organizations to adjust their structures and cultures to support innovation. Additionally, cross-sector collaboration is key to driving service innovation, as partners can offer new perspectives and resources, helping enterprises break out of traditional frameworks and explore new service models.

Enterprises should also value user participation and co-creation, transforming users from passive recipients to active partners in service innovation. Active interaction with users through social media and online platforms to collect feedback and suggestions can lead to more effective service design and optimization. Finally, enterprises need to focus on the sustainability and social responsibility of services. With increasing societal attention to environmental and social welfare, service innovation by enterprises should consider not only economic benefits but also the long-term impact on the environment and society.

4.2 Response Strategies for Service Demand and Practice

Effective response to service demand and practice is key to enterprise success in the intelligent interconnected environment. Firstly, enterprises need to establish a flexible and rapid response market research mechanism to continuously track and analyze changes in user demand. This includes using advanced data analysis tools to capture market dynamics and the evolution of user preferences. Secondly, personalization and customization of services are important aspects of meeting modern user needs. Enterprises should leverage advanced technologies, such as AI and machine learning, to provide more personalized services that align closely with user requirements. In terms of service practice, enterprises need to ensure the efficiency and reliability of service delivery. This requires optimizing service processes and utilizing technologies like cloud computing to enhance service scalability and availability. Meanwhile, enterprises should focus on every touchpoint of the user experience, from front-end user interface design to back-end customer support, ensuring a smooth and user-friendly service process. Enterprises should also consider a multi-channel strategy, integrating online and offline service channels to provide a seamless customer experience. With the development of digital and mobile technologies, users expect to receive consistent service experiences across different platforms. Finally, enterprises should regularly evaluate the effectiveness of their services, adjusting and optimizing them based on user feedback and market performance. This includes regular service audits and performance assessments to ensure that services consistently meet market demands and user expectations.

In summary, service innovation and practice in the intelligent interconnected environment require enterprises to adopt a comprehensive and strategic approach in areas such as technological investment, organizational structure adjustment, user involvement, and market response. Through these strategies, enterprises can more effectively respond to the rapidly changing market environment, deliver high-quality services, and meet the diverse needs of users.

5. Conclusion

This study has explored the impact of scene-based services on value co-creation in the intelligent interconnected environment. By analyzing the integration of smart technologies, the evolution of user behavior, and the development of market and policy environments, this paper reveals how scene-based services facilitate value co-creation in an intelligent interconnected context. The research highlights that technological innovations, particularly the application of the IoT, big data, and artificial intelligence, have provided new avenues for personalization and intelligence in services. These technologies have not only improved service quality but also enhanced user engagement. Simultaneously, users, as active participants in value co-creation, play a crucial role in service innovation and customization through their preferences and behaviors. Moreover, the support of policy and market environments provides necessary external conditions for the development of scene-based services. This study emphasizes that although scene-based services demonstrate significant potential in the intelligent interconnected environment, they still face challenges in technology, management, and ethics in practical applications. Future research needs to further deepen the understanding of these challenges and explore effective strategies to overcome them, promoting the continuous development and innovation of scene-based services in the intelligent interconnected environment. Through these efforts, scene-based services are expected to contribute not only to economic benefits but also to the sustainable development of society.

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