Chapter 32
Value Co-Creation in Archival Resources:
Exploring the Feature of National Archives of Bangladesh (NAB)'s Open Access Project

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ABSTRACT

The National Archives of Bangladesh (NAB) evolved to ensure official custody and physical safety to the archives of Bangladesh. NAB initiated a digitization programme to provide open access to archives. The study focused on different aspects of NAB's open access project in the light of value co-creation perspective. The study is based on review of literature, computation of secondary information and treatment of primary data collected through semi-structured interview. The study identified that all the value co-creation components are available in NAB's open access project but working framework is invisible. Hence, the study proposed a model for value co-creation through balancing resource security and user demand. Hence, the study may help software developers and other archival institutions in designing and implementing open access to their respective organizations' resources. This paper serves as an example to archival institutions that are in the beginning phases of open access research and development.

INTRODUCTION

In the present information and knowledge era, knowledge has become key resources for research and development. Being a genuine source of information, archives help user generating knowledge. Archivist plays vital role in preserving such valuable resources for even hundreds of years. Beside preservation, providing access to those resources are also equally important. Unless the resources cannot be used in time of need, they cannot be help for creating knowledge. In that case, the resource bears no value. Considering this issue, archival content need to transform its accessibility suitable to different access media for greater utilization and knowledge creation. Besides, with the changing context of user attitude and technological component, user involvement is must for getting maximum values from archives. Archivist are now strongly required to explore ways to create additional value of archival resources through upgrading access opportunity while safeguarding the original content. The National Archives of Bangladesh (NAB) was emerged as a national archives centre to ensure official custody and physical safety of the archives of all public offices of Bangladesh. Though NAB has a very rich collection in its custody, the management system was fully manually operated. Physical appearance was needed to use archival resources. Distance and other factor was a major concern for reaching and using such informative resources. NAB administrator required to determine flexible usability (value addition of existing services) of its archival resources. With the aim to providing user focused access and web-based record management system, NAB took an initiative to develop a web based archiving management system. The aim of the project was to digitize its current and non-current administrative records, manuscripts, books, newspapers, maps, files etc. to create additional value through interaction with users. This paper presents a brief overview of NAB's value creation initiatives of its resources. Besides, the paper also proposed a value creation model for archival resources.

VALUE CO-CREATION

The concept of value co-creation has been emerged in service discipline and getting attention to academics and practitioners as a predominant research concept in the past twenty years. Since then, a number of studies have been investigated on the concept from the perspective of customers' relationship, co-production, co-creation, co-destruction, stakeholder interactions, and self-service. The main purpose of the concept is creating value as like as the central purpose of economic exchange (Vargo et al., 2004). In service organization, value is created with the joint endeavour of service provider and recipients in a service system. Therefore, value is co-created jointly in interaction among service providers and customers through the integration of resources and application of competencies (Vargo & Lusch, 2004). The fundamental elements of the co-creation process in the service system are interaction, involvement and skill and experiences. Thereby, value can be co-created when service provider and service recipient both entities actively involve and apply their skill and knowledge in the co-creation activity for the benefit of each other.

It is important to define value co-creation prior to deepening the concept. Prahalad and Ramaswamy (2004) defined value creation as the process of service flow from the service provider to service recipient. In this perspective, the value is created by the firm (value in exchange) where the interaction between firm and customers are not seen. In the alternative approach of value creation, value is created jointly with the interaction of service provider and service recipient through the integration of resources and

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