

J. Daaboul, J. le Duigou, C. da Cunha, A. Bernard, *Value Networks: pulling the triggers. A combined approach of modeling and simulation for performance evaluation.*

The authors identify major short-comings in the state of the art: unsuitable for strategic analysis, no modeling of decisions and no simulation of customer-perceived value. Resulting from the SoA review a conceptional activity model (MOVAN) is proposed that is supported by a framework ((DASVAN) supporting both decision making and performance evaluation. A simulation tool (SimVAN) has been developed to support relevant applications. Two cases studies demonstrate the value of modelling and simulation.

Intern. Journal of CIM, Vol. 27, Nr. 7, pp 609-623

Contact: [joanna.daaboul@ute.fr](mailto:joanna.daaboul@ute.fr)