FORUM ON MARKETS AND MARKETING 2018

Pre-Conference: December 11, 2018 (McClelland Hall, Estes Atrium)

6:00-9:00pm  ROBERT LUSCH LECTURE SERIES
Dr. Stephen Vargo, Professor of Marketing and Shidler College Distinguished Professor at Shidler College of Business, University of Hawai‘i at Mānoa.

Please join us to honor the late Robert Lusch, who led the McGuire Center for Entrepreneurship for over 30 years. Opening with a special reception featuring drinks and hors d’oeuvres from 6-7pm, this series of two lectures is a tribute to the loving memory of Robert Lusch.

Day 1: December 12, 2018 (Student Union Memorial Center, Silver & Sage room)

10:00-7:00pm  CHECK-IN AND REGISTRATION

10:30-12:30pm  ROBERT LUSCH LECTURE SERIES (move to Old Main)
Dr. Irene Ng, Professor of Marketing and Service Systems & Director of the International Institute for Product and Service Innovation at WMG, University of Warwick. (Breakfast will be served)

12:30-1:30pm  LUNCH

1:30-3:45pm  DOCTORAL SYMPOSIUM
- The Paradox of Institutions: The Experience of Recovering Alcoholics, Larissa Carine Braz Becker
- Power Impact on B2C Value Cocreation, Alcivio Vargas Neto, Fernando Bins Luce
- Evolving Toward a New Understanding of Design, Josina Vink
- The Emergence of Markets: Theorizing on Information Asymmetry with Insights from Startups and Incumbent Market Actors, Sebastian Dehling

6:00-8:00pm  WELCOME RECEPTION

Day 2: December 13, 2018 (Student Union Memorial Center, Silver & Sage room)

8:30-9:00am  ARRIVAL AND COFFEE

9:00-10:00am  OPENING REMARKS: Focus of FMM 2018

10:00-10:40am  IDEA SESSION 1: Midrange and Meta-Theory Development
• The “Theopractical” Concepts of S-D Logic, Peter Ekman & Jimmie Röndell Malardalen
• Evolution of Service-Dominant Logic: Towards a Unifying Paradigm?, Roderick J Brodie, Helge Löbler, Julia A. Fehrer

10:40-12:00pm IDEA SESSION 2: Value Cocreation in Service Ecosystems
• Value Creation to Benefit Others: Actor Sources and Resources in Healthcare, Tonya Bradford
• Value Cocreation in Service Ecosystems: The Case for Studying Social Entrepreneurship, Angeline Nariswari
• Extending the Institutional Understanding of Value Cocreation in Service-Dominant Logic, Kaisa Koskela-Huotari, Josina Vink
• Capturing Value-in-Use: A Hierarchical Measurement Approach and Validation Across Multiple Service Contexts, Ilias Danatzis

12:00-1:00pm LUNCH (move to Environmental and Natural Resources 2, S107 Room)

1:00-2:20pm IDEA SESSION 3: Resources and Technology in Service Ecosystems
• Working with knowledgeable clients: The formation of resource networks in service ecosystems, Linda D. Peters
• Shared Intentionality as an Ecosystem Resource, Marie Taillard
• On Engagement with Automated Actors in Service Systems, Paul P. Maglio, Brendan Geck
• Data as Resource: Towards a Mid-Range Theory of Personal Data Markets, Irene Ng

2:20-3:40pm IDEA SESSION 4: Innovation in Service Ecosystems
• Images of Markets: the Emergence of Market Innovations, Hans Kjellberg, Suvi Nenonen, Kaj Storbakca
• A Systemic Framework for Business Model Innovation, Julia A. Fehrer, Heiko Wieland
• Diffusion of User Innovations – Conceptualization from a Service Ecosystems Lens, Jakob Trischler
• How Does Innovation Emerge in a Service Ecosystem?, Jennifer D. Chandler, Ilias Danatzis, Carolin Wernicke, Melissa Archpru Akaka, David Reynolds

3:40-4:00pm BREAK

4:00-5:20pm IDEA SESSION 5: Culture in Service Ecosystems
• Cultural Context of Value in Service Ecosystems: Implications for Expected, Current, and Future Service Experiences, Anu Helkkula, Tiziana Russo-Spena, Cristina Mele
• Co-creating Atmosphere at Club Med, Eric Arnould, Brigitte Auriacombe, Joonas Rokka, Lionel Sitz
• Owning the Wave: Use Ownership of Ephemeral Resources, Melissa Archpru Akaka, Hope Jensen Schau
• Repairing Disrupted Practices: Material Singularity and the Servicing of a Consumer Practice, Linda Price, Matt Godfrey

6:30-9:00pm DINNER (The Dutch)

Day 3: December 14, 2018 (Student Union Memorial Center, Silver & Sage room)

8:30-9:00am ARRIVAL AND COFFEE

9:00-10:20am IDEA SESSION 6: Markets as Ecosystems

• Breaking Borders: A Service Ecosystem Perspective on International Business, David Sörhammar, Martin Johanson
• How Innovative Solutions Are Legitimated as New Markets: The Emergence of Cryptocurrency Market, Valtteri Kaartemo, Jaakko Siltaloppi
• Market Agency: An Information Theory of Exclusion, Jameson K. M. Watts
• From Market Exclusion to Market Inclusion: The Role of Market Agency and Shared Institutions, Jaqueline Pels, Cristina Mele, Suvi Nenonen, Kaj Storbacka

10:20-10:40am BREAK

10:40-12:00pm IDEA SESSION 7: Market Shaping and Marketing Strategy

• Market-Shaping Strategies: Shifting Loci of Exchange and Eliminating Resource Integration Bottlenecks, Suvi Nenonen, Kaj Storbacka
• Choosing Value-Chain Locations in Marketing Channels: Integrating Service-Dominant Logic and Product-Form Strategy Perspectives, Mrinal Ghosh, Kellilyn Frias, Bob Lusch
• Market Formation and Shaping from an S-D Logic Perspective: A Case Study of the Collaborative Economy, Kristina Lindsey Hall
• Do Markets Emerge from Marketing Activities or Do Marketing Activities Emerge from Markets? Historical Evidence and Critical Reflections, Helge Löbler

12:00-1:00pm LUNCH

1:00-2:40pm IDEA SESSION 8: System Viability

• Service Ecosystems: emersion, emergence, and evolution, Francesco Polese, Debora Sarno, P. Frow
• Impact of Friendship Among Customers on their Perceived Value from Consumption: A SDL Perspective, Diptiman Banerji, Prashant Mishra, Ramendra Singh, Rebecca G. Adams
• Ecological Justice, David Schmitz
• Food Security in Accordance with S-D Logic: Co-Construction with Retailers in Poor Countries?, Osvaldo Lopes, Florent Saucede, Fatiha Fort
• Theorizing on Resource Assymetry, Bo Edvardson, Bard Tronvol
2:40-6:00pm  WORKING SESSION (Refreshments Available)
Forum participants self-organize themselves into teams of 3-5 people in which they discuss ideas around an FMM2016 theme to develop a manuscript. Moderators will float among the groups to serve as a resource. Coffee will also be available at this time, but no formal break.

7:00-10:00pm  DINNER (Arizona Inn)

Day 4: December 15, 2018 (Student Union Memorial Center, Silver & Sage room)

8:30-10:00am  ARRIVAL, COFFEE & TEAMWORK

10:00-12:00am  TEAM PRESENTATION AND FEEDBACK SESSION
Formed teams of 3-5 people discuss ideas around an FMM2018 theme to develop a manuscript. Moderators will float among the groups to serve as a resource. Coffee will also be available at this time, but no formal break.

12:00-1:00pm  LUNCH & TEAMWORK

1:00-1:15pm  CLOSING REMARKS & WRAP-UP

1:15pm-   VISIT TO THE DESERT MUSEUM