

## 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**

- Markets Changing, Changing Markets: Institutional Work as Market-Shaping, Jonathan Baker, Kaj Storbacka, Roderick Brodie
- 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 Røndell 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 Storbacka
- 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, Kellilynn 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 Saucedo, 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**