

CALL FOR PARTICIPATION

8th FORUM ON MARKETS AND MARKETING: Institutions, Service Ecosystems, and Emergence

FMM 2022

June 12-15, 2022

Aalto University

Helsinki, Finland

Program Committee:

Jaakko Siltaloppi, Aalto University

Stephen L. Vargo, University of Hawaii

Elina Jaakkola, University of Turku

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We invite expression of interest in participating in the 8th *Forum on Markets and Marketing*, FMM 2022.

The purpose of the forum is to advance the development of service-dominant (S-D) logic by focusing on foundational issues related to markets and marketing. The forum explores the cross-disciplinary foundations and extensions of S-D logic, as well as develops mid-range theory consistent with S-D logic's axioms and narrative. Accomplishing this purpose is facilitated by a small number of invited scholars actively engaging in dialogue and discussion as well as occasional debate, rather than the formal presentation of research papers.

Following the very successful inaugural *Forum on Markets and Marketing* (FMM 2008), which was held at the University of New South Wales, equally successful forums have been held at the University of Cambridge (2010), the University of Auckland Business School (2012), the CTF Service Research Center at Karlstad University (2014), the University of Warwick-in-Venice (2016), and the University of Arizona, Tucson (2018). Unfortunately, due to Covid-19, the event planned for Helsinki in 2020 was organized virtually. However, in 2022, Helsinki will host the FMM building on the sound foundations of the previous Forums.

FMM 2022 will be held on June 12-15, organized by Aalto University (Helsinki, Finland).

Building on previous Forums, focused on value cocreation, resource integration, markets, institutions, service ecosystems, and innovation, among others, FMM 2022 focuses on three broad themes along with suggested sub-themes:

1. Institutions and Institutionalization
 - a. Institutional work
 - b. Market formation and market shaping
 - c. Market culture and practices
 - d. Emergence and change of market practices
 - e. Institutions as emergent properties, role of institutions in emergence
 - f. Reconciliation of multiple institutional arrangements
 - g. Institutions and identity processes
 - h. Forces of institutional maintenance and change
 - i. Emergence and evolution of institutional logics

2. Service Ecosystems and Emergence
 - a. Complex systems and emergence
 - b. Ontological and epistemological perspectives to emergence
 - c. Emergence as dialectic
 - d. Markets as ecosystems
 - e. Market plasticity
 - f. Emergence of technology, novel solutions
 - g. The role of culture in service ecosystems
 - h. Issues related to the interplay of micro, meso, and macro analytical levels
 - i. Upward and downward causation
 - j. Resiliency and agility in service ecosystems
 - k. Governance issues in service ecosystems
 - l. System viability (wellbeing, value)
 - m. Complexity theory and complexity economics
 - n. The formation of resource networks in service ecosystems

3. Midrange Theory and Forward-Thinking Issues
 - a. Midrange theory development
 - b. Sustainability and social responsibility
 - c. Business models
 - d. Innovation, entrepreneurship, and effectuation
 - e. Actor engagement and experience
 - f. Market and ecosystem strategy
 - g. Role of design and design thinking
 - h. Role of information technology and digitization
 - i. Methodological issues (e.g., computational linguistics, agent-based modeling, emic and etic approaches, etc.)

Participation in FMM 2022 is by invitation only. Please submit an abstract of a research idea you would like to advance with other scholars during the event to express your interest to participate.

The abstract should be no more than 500 words (exclusive of references), preferably in narrative rather than structured format, and focus on one of the three major themes of the Forum. Please indicate if the proposal relates to more than one of the major themes.

If you submit with co-authors, please identify the author(s) who would like to attend the Forum.

Doctoral students with a research program focused on S-D logic from any related academic disciplines, such as accounting, economics, engineering, information systems, management, marketing, health, sociology, are especially welcome. Doctoral students desiring to participate should follow the same procedures for submitting an abstract as non-students; however, please indicate your student status and provide a current resume. Abstracts of S-D logic-based dissertation research are appropriate. All accepted doctoral students are expected to attend and participate in the half-day doctoral student workshop on the afternoon of June 12. Accepted doctoral students are also invited to observe the main sessions of the Forum, and participate in the discussions and social events, at a reduced registration fee. On a competitive basis, 2-3 doctoral students are also invited to present in the main sessions of the Forum.

Due to the small workshop nature of the Forum, participation is limited to a small group of scholars and, in some cases, the number of individual scholars invited from a single accepted abstract might be restricted. Scholars participating in the Forum are expected to be present at the start and throughout the entire Forum.

Papers coming out of the Forum will be considered for a special issue focused on the topics of the Forum. More information about the special issue will follow on FMM2022 website.

Please submit your abstract **by January 20, 2022** through the submission system accessible on the conference website. Scholars will be notified no later than February 15, 2022 of the status of their submission.

For abstract submissions and more information about FMM 2022, visit:
<https://blogs.aalto.fi/fmm2022/>

If you have any questions, please send them to fmm2022@aalto.fi, or contact members of the program committee.

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