

***Forum on Markets and Marketing 2012 (FMM12)***

***University of Auckland Business School***

***Auckland, New Zealand***

December 10-12, 2012

**Chairs:**

Rod Brodie, *University of Auckland Business School*

Kaj Storbacka, *University of Auckland Business School and Hanken School of Economics*

Robert F. Lusch, *University of Arizona*

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Following the very successful inaugural *Forum on Markets and Marketing* (FMM08) that was held at the University of New South Wales in December 2008 and the 2<sup>nd</sup> Forum (FMM10) held at the University of Cambridge in September 2010, the 3<sup>rd</sup> Forum FMM12 will be held at the *University of Auckland Business School*, December 10-12, 2012.

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 and exploring the cross-disciplinary foundations of the S-D logic

Building on the FMM10 themes of resource integration, effectual logic, markets and practices, complex systems, and value, values, symbols and outcomes, FMM12 has chosen 4 themes:

***Institutional Logics:*** Markets and marketing are intertwined with many institutions that establish the rules of the game, norms, guidelines and other mechanisms to regulate social interaction. These institutions can be very useful when integrated with other resources to enable value co-creation. However, they can also result in different organizations establishing identical or nearly identical practices, strategies, and modes of operating; i.e. they get trapped in an Iron Cage. As we move to more global trade and markets, a rapidly rising complex network of interacting actors enabled by the World Wide Web, and more interconnected geopolitics and monetary systems, we witness more and more need for institutional innovation.

***Market Plasticity:*** The practice approach to marketing suggests that markets are always in the making. Markets are the result of continuous change efforts of multiple actors, leading to market multiplicity and plasticity. We need a better understanding of the processes through

which markets emerge and evolve, how focal actors can engage in market-shaping activities, and how alternative marketing theories can contribute.

**Values and Symbols:** Value determination implies standards, anchors used in judgment and evaluation. These standards are values, which in turn are derived from the institutional structures. Values are often communicated through symbols, visual representations of meaning. These play such a critical role in value creation and determination that some scholars argue that markets are fundamentally concerned with the exchange of symbols. Practice theory captures them as “representational” practices. Regardless of the orientation, it is clear that understanding markets requires a fuller understanding the role of symbols and their relationship to the institutionalized structures they represent and to other market practices.

**Theorizing About Markets and Marketing:** Day and Montgomery (1999) in the article “Charting New Directions for Marketing” note the disconnection between the process of theory formulation and theory testing and verification. Thus, they list “rethink the role of theory” as one of the three most important challenges for academic research in marketing as the discipline enters the 21<sup>st</sup> century. A decade later we continue to hear the siren for more theory development in marketing. Recently Gary Frazier, Editor of the *Journal of Marketing*, has appointed two scholars to assist in the review and crafting of theory articles. Over the last decade, S-D logic and the open-source theory development that it encourages is gaining momentum but considerably more remains to be done.

The two and a half day Forum at UABS is be targeted at academic faculty and PhD students working in areas related to S-D logic. The forum will start on the morning of Monday, December 11, 2012. Then on Wednesday morning, the Forum will shift to University vineyard on Waiheke Island and will conclude with lunch.

The format of the Forum builds on the FMM10 experience from working in breakout groups in order to identify key learning’s from, and providing research agendas for each of the themes. These research agendas were published in *Market Theory*. FMM12 will develop this format further by attempting to form 6-8 groups of researchers to collaborate during the forum with the aim of producing papers for a Special Issue of *Journal of Business Research* that address the themes. The aim is to produce the outline for the papers during the conference. See FMM012 in Appendix.

Participation in the Forum will be by invitation only. You are asked to submit a 500-word abstract outlining the research that you would like to discuss, addressing one of the four themes. The papers could be theoretical and/or empirical and be based on qualitative and/or quantitative research.

A workshop for the PhD students will be held on Sunday afternoon prior to the Forum. PhD students should submit 500-word abstract outlining research. The PhD research does not have to directly address the Forum themes but needs to relate in some way to advance thinking on S-D Logic and or issues related to markets and marketing.

The program committee will select approximately 40 participants, including up to 8 PhD students. Invitations will be sent to a selected number of people outside the Marketing Discipline. In order to keep the forum around this number, we might need to limit the number of authors invited from a single abstract.

Registration, accommodation and other details are provided on the workshop website [www.fmm12.auckland.ac.nz](http://www.fmm12.auckland.ac.nz) which opens in May 2012. Online registration will be \$500NZ and \$250NZD for PhD students.

Submission of abstracts should be to [fmm12@auckland.ac.nz](mailto:fmm12@auckland.ac.nz). Submissions close on the 1<sup>st</sup> of May.

Please contact [fmm12@auckland.ac.nz](mailto:fmm12@auckland.ac.nz) about any questions you have about submission of abstracts or anything else about the Forum.

## **Appendix: Call for Submission of Abstracts**

We encourage submission ideas of no more than 500 word abstract for developing academic papers relating to the 4 themes.

Abstracts should be emailed to [fmm12@auckland.ac.nz](mailto:fmm12@auckland.ac.nz) by May 1<sup>st</sup>. In the addition to the abstract the author(s) affiliation should be included along with a short bio of less than 100 words.

These ideas will be the basis of developing an academic paper with other participants in the Forum. In the first part of the Forum participants will be given an opportunity to present their ideas and in the second half of the Forum participants will work together to develop academic papers that integrate the ideas.

Some specific (but not exclusive) research issues and questions are the following:

### ***Institutional Logics***

1. Case examples of the institutions that characterize various industries or markets and implications for marketing practice.
2. Social movements as forms of institutional entrepreneurship. What are the social movements that marketers ought to pay attention to and better understand?
3. The practices and institutional logic of marketing as a profession. Does it need to change, how is it changing, how does it need to change?
4. How legitimacy is obtained for emergent institutions? Can radical market offerings be viewed as a challenge to institutions?
5. How do planning logics, record keeping logics, and financial control logics shape how organizations adapt in a rapidly changing world?
6. What is the role of institutional maintenance in markets and marketing?
7. What traditional market and marketing institutions are submerging?
8. What is the role of money and credit (debt) as an institution in a high level market economy?

### ***Market Plasticity***

1. How could the market practices be deconstructed and/or categorized and how do various market practices contribute to shape markets?
2. What is the role of various market practices in different phases of market evolution?
3. How can market shaping actors engage in shaping activities?
4. What are the power consequences of different market forms and how do power relations impact on market change processes?
5. What are different ways of engaging with markets (to change or stabilize them)?
6. How can markets be used as solutions to societal challenges?

### ***Values and Symbols***

1. What is the role of values and symbols in market formation
2. What is the relative role of various actors (e.g., firms, customers, etc) in the institutionalizing of meaning to create symbols?
3. How can symbols be monitored to anticipate changing institutional structures and vice versa?
4. What are the implications for multi-stakeholder value creation when stakeholders have different values?
5. What is marketing's role in the creation of values?
6. What is the relationship among micro, meso, and macro levels of practices in the creation of values?

### ***Theorizing About Markets and Marketing***

1. How might different general level theories from the management disciplines and the social sciences inform our understanding of the processes and practices of social systems associated with markets and marketing?
2. How might the choice and use of middle-range theories better reflect the underlying ontological and epistemological assumptions of a general theoretical perspective of markets and marketing?
3. To what extent does the S-D logic provide a foundation for a general theory of markets and what theorizing process should be used to develop a general theory?
4. What role do bridging and transcending lexicons play in theorizing about markets and marketing?
5. What role do typologies of practices have to play in theorizing about markets and marketing?
6. How might general level theories inform new or novel methodological approaches to investigating the S-D logic?