

CALL FOR PARTICIPATION

4th FORUM ON MARKETS AND MARKETING FMM2014

June 16-19, 2014
CTF, Service Research Center
Karlstad University, Sweden

ORGANIZING COMMITTEE

Bo Edvardsson, CTF, Service Research Center, Karlstad University
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Robert F. Lusch, University of Arizona
Stephen L. Vargo, University of Hawaii

We invite expression of interest in participating in the *4th Forum on Markets and Marketing*, FMM2014.

Following the very successful inaugural *Forum on Markets and Marketing* (FMM2008), which was held at the University of New South Wales, equally successful forums (FMM2010 & FMM2012) have been held at the University of Cambridge, and the University of Auckland Business School. This 4th Forum, FMM2014, will build on the sound foundations of the previous Forums.

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 S-D logic. Accomplishing this purpose is facilitated by a small number of scholars actively engaging in dialogue and discussion, as well as occasional debate, over several days, rather than the formal presentation of research papers.

FMM2014 will begin on June 16 at noon with a half day doctoral student workshop. On the evening of June 16 the Forum will host a reception for all participants. The Forum ends on June 19 with a noon luncheon.

Building on previous FMM themes, including co-creation, resource integration, effectual logic, markets and practices, service systems, complex systems, and value, values, symbols, and outcomes, FMM2014 has chosen three themes along with suggested sub-themes:

1. Institutions and Institutional logics
 - a. Fostering or confronting institutional decline
 - b. Role of institutions in global marketing and market systems
 - c. Property rights including IPR
 - d. Competing or inconsistent institutional logics
 - e. Institutional trend analysis
 - f. Institutional entrepreneurship
 - g. Institutional maintenance
 - h. Intersection with structuration theory
2. Service ecosystems
 - a. Resiliency and agility in service ecosystems
 - b. Governance issues in service ecosystems
 - c. Customer (“consumer”) involvement/engagement
 - d. Relationship to stakeholder theory
 - e. Role of shared institutions
 - f. System viability (wellbeing, value)
 - g. Supply Chain Management from an service ecosystems perspective
 - h. Modeling large scale service ecosystems
 - i. Risk assessment in large scale service ecosystems
 - j. Language and sign systems
 - k. Performance contracting
 - l. Complex adaptive systems thinking
3. Service innovation
 - a. Open innovation frameworks
 - b. Customer involvement and user contribution systems
 - c. Virtual realities and service simulation
 - d. Human systems engineering
 - e. Intersection with institutions
 - f. ICT and service innovation
 - g. Virtual teams
 - h. Business reframing (business models)
 - i. Organizational culture
 - j. Role of cultural knowledge, T-Skills and related human resource issues
 - k. Roles of leaders in fostering service innovation
 - l. Applications and integration of effectuation theory

The format of the Forum builds on the FMM2012 experience from working in breakout groups in order to identify key learning’s from, and providing research agendas for each of the themes. FMM2014 will develop this format further with the aim of producing publishable papers.

To express interest in participating in FMM2014, please submit an abstract of no more than 500 words on one of the three major themes of the Forum. If the submission includes more than one author please identify the author who will be attending 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 welcome. Doctoral student desiring to participate should follow the same procedures for submission of an abstract as non-students; however, please indicate your student status and also provide a current resume. All accepted doctoral students are expected to attend and participate in the half-day doctoral student workshop on the afternoon of June 16. On a competitive basis, 3-4 doctoral students will be invited to be active participant in the entire Forum and will also be provided a waiver of the registration fee. Doctoral students selected for the workshop on June 16 but not selected for full participation, will be invited to *observe* the Forum discussions and dialogue and also to participate in all receptions, meals and social events.

Due to the small workshop nature of the Forum, participation is limited to a small group of scholars. Scholars participating in the Forum are expected to be present at the start and throughout the entire Forum.

Please submit your abstract by January 10, 2014. Scholars will be notified no later than February 15, 2014 of the status of their submission. Please submit abstracts to: Ingrid.Hansson@kau.se

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