

Forum on Markets and Marketing 12-15 June, 2022

Helsinki, Finland

Program

Day 1 (Sunday June 12, 2022)

Doctoral Symposium (for invited PhD candidates)

Location: Hotel Aleksanteri (Albertinkatu 34, Helsinki)
Meeting room 'Loft'

12:30-13:15 LUNCH
Gathering at the hotel lobby.

13:15-13:25 Welcome and introductions
Each presenter has 15-20 min to present their work, with further 15-20 min for feedback and discussion. The presentation can focus on the themes of the submitted abstract, or can be a broader summary of their own PhD research linked to S-D logic.

13:25-15:45 Presentations and discussion

13:25-14:00 *Ksenia Kosheleva: "The marketization of arts and culture: untangling institutional logics"*

14:00-14:35 *Kym Chappell: "Guanxi: From the Perspective of a Service-Dominant Culture"*

14:35-15:10 *Otto Rosendahl: "Luhmann's functionalism as a theory of value cocreation: Extending service-dominant logic with social systems theory"*

15:10-15:45 *Irene Di Bernardo: "How technology impact on human actors' well-being"*

15:45-16:00 Summary and conclusion

FMM 2022

18:00-20:00 Registration and Welcome Get-together

Restaurant Southpark (Bulevardi 40, Helsinki)

Opening of FMM 2022 over drinks and a light buffet. Located in Sinebrychoff park, within walking distance from conference venue & Hotel Aleksanteri.

Day 2 (Monday June 13, 2022)

Location:	Aalto EE main building (Runeberginkatu 14-16, Helsinki) Room ‘Nelimarkka’
08:30-9:00	REGISTRATION
09:00-09:10	Welcome and opening words
09:10-10:00	Keynote: Current State of S-D logic, aims of FMM2022 Professor Stephen L. Vargo Shidler College of Business, University of Hawaii
10:00-11:00	Ideas Session 1: Institutions (Moderator: Kaisa Koskela-Huotari)
10:00-10:20	<i>Hope Schau & Marie Taillard: “Sensemaking as Institutional Work: Reconciling Contested Definitions of Value”</i>
10:20-10:40	<i>Cristina Mele, Tiziana Russo Spina, Roberta Sebastiani & Daniela Corsaro: “Blockchain and the distributed trust: the emergence of new institutional arrangements”</i>
10:40-11:00	<i>Kym Chappel, Jodie Conduit & Henry Shi: “Guanxi: From the Perspective of a Service-Dominant Culture”</i>
11:00-11:20	COFFEE BREAK
11:20-12:20	Ideas Session 2: Ecosystems and emergence (Moderator: Suvi Nenonen)
11:20-11:40	<i>Kaisa Koskela-Huotari & Hans Kjellberg: “Exploring the interplay of orders of emergence and hierarchical levels of complexity within service ecosystems”</i>
11:40-12:00	<i>Debora Sarno, Francesco Polese & Jaqueline Pels: “The day after: from chaos to abduction in service ecosystem phase transitions”</i>
12:00-12:20	<i>Sven Molner: “The Microfoundations of Market Emergence: A Study in the Context of Science Entrepreneurship”</i>
12:20-13:20	LUNCH BREAK
13:20-14:40	Ideas Session 3: Market shaping, transformation and disruption (Moderator: Michael Kleinaltenkamp)
13:20-13:40	<i>Linda Peters & Suvi Nenonen: “Absence as an Enabler of Market-Shaping”</i>
13:40-14:00	<i>Suvi Nenonen, Hans Kjellberg & Kaj Storbacka: “Market formation and transformation – identifying research avenues”</i>
14:00-14:20	<i>Julia Fehrer & Heiko Wieland: “Is decentralized governance in service ecosystems the norm or the exception? Lessons learned from disruptive business models in the music industry”</i>
14:20-14:40	<i>Bo Edvardsson & Bård Tronvoll: “Service ecosystem solutions - A service ecosystem perspective on solutions for collaborating actors”</i>
14:40-15:00	COFFEE BREAK

15:00-16:20	Ideas Session 4: Service ecosystems - design and chaos (Moderator: Ingo Karpen)
15:00-15:20	<i>Angeline Nariswari & Kaisa Koskela-Huotari: "Service Ecosystems as Fractal Systems"</i>
15:20-15:40	<i>Lia Patricio & Kaisa Koskela-Huotari: "Designing for sustainable service ecosystem transitions"</i>
15:40-16:00	<i>Otto Rosendahl: "Luhmann's functionalism as a theory of value cocreation - Extending service-dominant logic with social systems theory"</i>
16:00-16:20	<i>Anna Viljakainen & Kirsi-Marja Hyytinen: "Exploring the transformation of city management through the lenses of service-dominant logic and evaluation"</i>
18:20	Walk from Hotel Aleksanteri to the dinner venue.
18:45	Group photo on the steps of Helsinki Cathedral (Senate Square).
19:00-22:00	Dinner at Sofia Helsinki Aleksanterinkatu 28, Helsinki.

Day 3 (Tuesday June 14, 2022)

Location:	Aalto EE main building, Runeberginkatu 14-16, Helsinki Room 'Nelimarkka'
9:00-10:20	Ideas Session 5: Sustainability (Moderator: Jodie Conduit)
9:00-9:20	<i>Bård Tronvoll & David Sörhammar: "A research agenda for a circular economy: A service ecosystems perspective"</i>
9:20-9:40	<i>Anu Helkkula, Jaqueline Pels & Eric Arnould: "From Markets towards Sustainable Markets and Service Ecosystems"</i>
9:40-10:00	<i>Samuel Petros Sebhatu & Bo Enquist: "Societal aspect of Service Management for Sustainable Business Transformation"</i>
10:00-10:20	<i>Helge Löbler: "(Social) Responsibility from a second order Cybernetics perspective. Similarities with the concept of viability in SDL"</i>
10:20-10:40	COFFEE BREAK
10:40-12:00	Ideas Session 6: Resources and value co-creation (Moderator: Helge Löbler)
10:40-11:00	<i>Mikael Gidhagen: "Resource Insight: Value Cocreation at Nano level"</i>
11:00-11:20	<i>Michael Kleinaltenkamp, Moritz J. Kleinaltenkamp & Ingo Karpen: "Entanglement and Resource Intra-activity: Advancing the Service-Dominant Logic through the Philosophy of Karen Barad"</i>
11:20-11:40	<i>Jennifer Chandler, Irene Ng, Melissa Akaka & Ilias Danatzis: "Data Sharing through Institutions, Property Rights, and Entitlements in Service Ecosystems"</i>
11:40-12:00	<i>Martina Gallarza & Irene Gil-Saura: "Reconciling SDL and Holbrook's Concept of Customer Value"</i>
12:00-13:00	LUNCH

- 13:00-14:00** **Ideas Session 7: Midrange theory & forward- thinking issues
(Moderator: Kaj Storbacka)**
- 13:00-13:20 *Peter Ekman, Christian Kowalkowski & Jimmie Røndell: “Artificial actor engagement and emergent service ecosystems”*
- 13:20-13:40 *Jodie Conduit & Elina Jaakkola: “Actor Engagement Practices for a Sustainable World”*
- 13:40-14:00 *Rod Brodie: “S-D Logic Becoming Mainstream: Issues and Challenges”*
- 14:00-17:00** **Working Session 1**
Based on the idea presentations, working sessions create an avenue for the formation of new research teams around common interests. The purpose of working sessions is to support the development of paper projects for *Journal of Service Management* special issue “Value Cocreation and Innovation in Service Ecosystems.”
- Coffee is served during the session.
- 18:10 Walk from Hotel Aleksanteri to the harbor.
- 18:30** **Private ferry cruise in Helsinki Archipelago**
Ferry departs from Hietalahti harbor (Sillilaituri, Hietalahden ranta).
- 19:30-22:20** **Dinner on Lonna Island**
- 22:30-22:45 Return to Helsinki (public ferry)

Day 4 (Wednesday June 15, 2022)

- Location:** **Aalto EE main building, Runeberginkatu 14-16, Helsinki
Room ‘Nelimarkka’**
- 9:00-10:30** **Working Session 2**
Finalization of research ideas for presentation.
- Coffee is served during the session.
- 10:30-11:55** **Working Session 3: Team presentations and input session (Moderators:
Steve Vargo, Elina Jaakkola, Valteri Kaartemo, Jaakko Siltaloppi)**
Short presentations of research ideas developed during the Forum.
- 11:55- 12:00** **Closing words and the conclusion of FMM 2022**
Closing remarks from FMM Organizing Committee.
- 12:00- 13:00** **LUNCH**