

# **CALL FOR PROPOSALS/ABSTRACTS**

*The Forum on Markets and Marketing:*

*Extending Service-Dominant Logic*

**December 4-6, 2008**

**Sydney, Australia**

A Collaborative Effort in conjunction with the  
*Australasian Marketing Journal, European Journal of  
Marketing, Journal of Macromarketing, Marketing  
Theory*

**Conference Co-Chairs:**

**Roger Layton, University of New South Wales**

**Robert Lusch, University of Arizona**

**Stephen Vargo, University of Hawaii**

**ABSTRACTS OF BETWEEN 500 AND 1000 WORDS  
ARE DUE MARCH 15, 2008**

**PLEASE SUBMIT TO: [fmmsdl@hawaii.edu](mailto:fmmsdl@hawaii.edu)**

The *Forum on Markets and Marketing: Extending Service-Dominant Logic*, will bring together scholars in marketing and related disciplines to address several meta-issues facing marketing in the hope of reframing the marketing discipline using and extending S-D logic into a macro, systems context. *The Forum* will result in a set of manuscripts published in late 2009 or early 2010 in four scholarly journals in marketing. The meta-issues addressed in *The Forum* and the special issues of the scholarly journals include:

1. Marketing, Markets and Value(s)
2. Markets and Marketing Systems
3. Grand or General Theory of Markets & Marketing

The general purpose is to encourage thought development and research on topics of such a broad and overarching nature that few individuals, working alone, have begun to tackle in a serious manner. *The Forum* will address these issues using a cross-disciplinary perspective wherever relevant.

A trinity of meta-issues centered on marketing and market systems, general or grand theory of markets and marketing, and the interface between marketing, markets and value(s), will comprise the *Forum on Markets and Marketing: Extending Service-Dominant Logic (FMM)* and special issues of scholarly marketing journals. Below is a brief summary of some of the possible sub-themes under each major topic:

## **MARKETING, MARKETS AND VALUE(S)**

1. Does the market and marketing influence individual, community and societal values? And vice versa?
2. How important is choice? When is more choice less desirable?
3. What is value from different stakeholder perspectives?
4. What should the relative emphasis in marketing be between value-in-exchange and value-in-use?
5. How does the concept of value inform the quality of life, global well-being and welfare discussions?
6. How does distributive justice apply in the allocation of costs/benefits in an on-going marketing system? Between marketing systems at differing levels of aggregation? Where there is co-creation of value by system participants?

## **MARKETS AND MARKETING SYSTEMS**

1. How does the logic of service-dominant exchange fit into the concept of a market and marketing system?
2. How can useful taxonomies of marketing systems be constructed?
3. Can the concept of a marketing system be used to bridge the gap between micro and macromarketing?
4. How does institutional, cultural and technology change influence the structure and dynamics of markets and marketing systems? At differing levels of aggregation and development?
5. Is the growth of a market and marketing system inevitable? Under what conditions will cooperation and/or competition within or among systems be likely? Is failure/collapse possible?
6. What research tools and methods are appropriate for understanding markets and marketing systems? How might the effectiveness and efficiency of a marketing system be measured?
7. How should the boundaries of a marketing system be specified? In multi-level systems? What are the implications for the study of externalities?

## **GRAND OR GENERAL THEORY OF MARKETS AND MARKETING (GTM)**

1. Is the time right for a grand or general theory of markets and marketing to emerge or be developed?
2. What organizing concepts could or should be used to create a grand or general theory of markets and marketing?
3. What should we expect from a grand or general theory of markets and marketing?
4. What can work in inter-disciplinary fields such as complex adaptive systems, agent based modeling, network theory, economic sociology, ecology and the “new” thinking in economics contribute to a grand or GTM?
5. Can a grand or general theory be developed that will provide insights into markets and marketing in societies with differing cultural settings and at all stages of development?
6. How are the concepts of markets, marketing and marketing systems inter-related? Can insights derived from the study of one area be usefully carried across to the others?

## **PARTICIPATION AND PUBLICATION**

*The Forum on Markets and Marketing* will be small in size to encourage intense dialog and conversation over several days. Thus no more than 21 papers will be presented across the areas identified above. After *The Forum*, Professor Stephen L. Vargo with input from the conference organizers and the editor or their designee of the *Australasian Marketing Journal*, *European*

*Journal of Marketing, Journal of Macromarketing, Marketing Theory* will select between 12 and 18 papers for further development and consideration for publication in the aforementioned journals. Professor Vargo will serve as the editor of the collection of articles appearing in the journals.

The lead author of accepted proposals/abstracts and no more than one additional author per paper are expected to attend *The Forum* and be an active participant of the entire forum.

Proposals/abstracts are due March 15, 2008 and selection of the participants for *The Forum* will occur no later than June 1, 2008. Completed manuscripts are due by October 20, 2008. Publication in the participating scholarly journals will occur in late 2009 or early 2010.

*The Forum* will be held from December 4-7, 2008 in Sydney, Australia which will follow the ANZMAC Conference in Sydney from December 1-3, 2008.

### **DOCTORAL STUDENT PARTICIPATION**

The conference co-chairs want to encourage doctoral student participation. Consequently there will be special competition to select the best doctoral student abstract/proposal for development into a full paper and presentation at The Forum. Doctoral student proposals/abstracts can have multiple authors but all must be currently enrolled doctoral students in marketing or related disciplines.