



# Forum on Markets and Marketing

*6 - 9 January 2024*

*The National Wine Centre of Australia  
"The Ferguson Room"  
Corner of Hackney Road and Botanic Road  
Adelaide SA 5000*

Hosted by:

Faculty of Arts, Business, Law & Economics  
The University of Adelaide

~~~~~

## Saturday, 6 January 2024

6.00 – 8.00pm

- Pre-Forum Event – Welcome Reception  
Venue: [Howling Owl](#) 10 Vaughan Place, Adelaide

## Sunday, 7 January 2024

8.30 – 9.00am

Registration | [National Wine Centre](#) | The Ferguson Room

9.00 – 9.05am

Welcome and opening of FMM 2024 – Jodie Conduit & Jonathan Baker

9.05 – 10.30am

Session 1: *Service-dominant logic 20 years on... And into the future.*

- Stephen Vargo keynote address – reflecting on *Service-dominant logic 2025*
- Commentaries on S-D logic – “Where to from here for S-D logic?”
  - Jaqueline Pels, Kaj Storbacka, Jodie Conduit
- Open discussion by all

10.30 - 11.00am

Morning Tea

11.00 – 12.30pm

Session 2: *Service ecosystems*

- *Disentangling the complexity of platform ecosystems through the lens of S-D logic* – Orhan (Baha) Dogan, Lia Patricio, & Steve Vargo
- *Orchestrating service ecosystem innovations for transformative value – The case of HunDRED.org* – Alexander Flaig & Fares Khalil
- *A service ecosystems approach to well-being* – Ange Nariswari, Heiko Wieland, & Melissa Akaka

12.30 – 1.30pm

Lunch

1.30 – 3.00pm

Session 3: *Sustainability*

- *Paradoxical tensions for sustainability transitions in service ecosystems* – Alessia Anzivino, Debora Sarno, & Roberta Sebastiani
- *Managing Waste: Sharing Responsibility in Practice Ecosystems* – Claudia Gonzalez Arcos, Alexandria Gain, & Pablo Aranda Valenzuela
- *Barriers to shaping sustainable markets* – Jonathan Baker & Julia Fehrer

3.00 – 3.30pm

Afternoon Tea

3.30 – 5.00pm

Session 4: *Shaping markets*

- *Market shaping tradeoffs* – Suvi Nenonen & Kaj Storbacka
- *Market shaping power* – Alexander Flaig, Heiko Wieland, Valtteri Kaartemo
- *Market shaping through visioning at the fuzzy front end* – Daniel Schepis, Stephan Modest, Sharon Purchase and Sudha Mani

## Forum on Markets and Marketing | 6- 9 January 2024

|               |                                                                                                                                                                                                                       |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6.30 – 9.30pm | <p><b>Forum dinner 1</b></p> <p>Venue: <a href="#">The Griffin Hotel</a>   38 Hindmarsh Square, Adelaide SA 5000</p> <p>6.30-7.00pm – Pre-dinner drinks on 1<sup>st</sup>-floor balcony</p> <p>7.00-9.30pm – Meal</p> |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Monday, 8 January 2024

9.00 – 10.30am

Session 5: Institutions & systems

- *Turning the negative into positive: Re-conceptualizing the importance of loss of sense-making and negative feedback loops* – Jacqueline Pels, Francesco Polese & Debora Sarno
- *Reconstructing hospitality: Organizational identity work through values-driven adaption* – Anna Hartman & Erica Coslor
- *Institutional misalignment in emergence: A value formation perspective* – Gediminas Lipnickas & Jonathan Baker

10.30 - 11.00am

- Morning Tea

11.00 – 12.30pm

Session 6: Research team speed-dating

- Time to mingle and discuss which projects you would like to lead/join/pursue

12.30 – 1.30pm

- Lunch

1.30 – 4.00pm

Session 7: Team work (Afternoon tea available 3.00-3.30pm)

4.00 – 5.00pm

*Teams report back in Ferguson Room*

- Title of your project, abstract, (method/data?)

|                |                                                                                                                                                                                   |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5.40pm         | <p><b>Forum dinner 2</b></p> <p>Bus departs Crowne Plaza for dinner venue</p>                                                                                                     |
| 6.00 – 10.00pm | <p>Venue: <a href="#">Penfolds Magill Estate</a>   78 Penfold Road, Adelaide</p> <p>6.00-6.45pm – Pre-dinner drinks on terrace</p> <p>7.00-10.00pm – Shared three-course meal</p> |
| 10.00pm        | Bus returns to Crowne Plaza                                                                                                                                                       |

### Tuesday, 9 January 2024

9.00 – 10.30am

Session 8: Team work

10.30-11.00am

- Morning tea

## Forum on Markets and Marketing | 6- 9 January 2024

---

|                   |                                                                                                                                                                                                        |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11.00am – 12.00pm | <i>Session 9: Teams report back in Ferguson Room</i> <ul style="list-style-type: none"><li>• Refined title, abstract, draft structure, method/data, anticipated contribution, target journal</li></ul> |
| 12.00-12.15pm     | <ul style="list-style-type: none"><li>• Final wrap-up</li><li>• FMM 2024 ENDS</li></ul>                                                                                                                |

### Important notes:

- All presentations in Sessions 2-5 are up to 20 minutes presenting PLUS up to 10 minutes discussion
- Please ensure slides are uploaded onto the computer desktop prior to the beginning of your session

For additional information please contact Jonathan Baker:

- [j.baker@adelaide.edu.au](mailto:j.baker@adelaide.edu.au)
- Mobile phone/WhatsApp: +61 493 417 612