

CALL FOR PARTICIPATION

***6th FORUM ON MARKETS AND MARKETING:
Further Advancing the Metatheory and Midrange Theory of Service-Dominant Logic
FMM2018***

December 12-15, 2018
University of Arizona
Tucson, AZ
USA

Program Committee

Hope Jensen Schau, University of Arizona

Stephen L. Vargo, University of Hawaii

Melissa Archpru Akaka, University of Denver

We invite expression of interest in participating in the 6th *Forum on Markets and Marketing*, FMM2018.

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, FMM2014) have been held at the University of Cambridge, the University of Auckland Business School, the CTF Service Research Center at Karlstad University, and in Venice, Italy (FMM2016). FMM2018 in Tucson, AZ 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 and extensions of S-D logic. Accomplishing this purpose is facilitated by a small number of invited scholars actively engaging in dialogue and discussion, as well as occasional debate, over several days, rather than the formal presentation of research papers.

FMM2018 will be held from December 12-15 at the University of Arizona, in honor of Robert L. Lusch, distinguished UA alum, former Department Head of Marketing and Executive Director of the McGuire Entrepreneurship Center.

Building on previous FMM themes, including cocreation, resource integration, effectual logic, markets and practices, institutions and institutional arrangements, service ecosystems, innovation, complex systems, value, values, symbols, and outcomes, FMM2018 is focused on three themes along with suggested sub-themes:

1. Institutions and Institutionalization
 - a. Institutional work
 - b. Market formation and shaping
 - c. Language and sign systems
 - d. Market culture
 - e. Customer (“consumer”) involvement/engagement
 - f. Reconciliation of institutional arrangements
 - g. The role of institutions in shaping identity
 - h. Institutional arrangements as assemblages
 - i. Forces of institutional maintenance and change
 - j. Relationship between institutions and practices
 - k. The interplay of institutional arrangement
 - l. The role of shared institutions

2. Service Ecosystems
 - a. The role of culture in service ecosystems
 - b. Market plasticity
 - c. Emergence of technology, markets, etc.
 - d. Issues related to the interplay of micro, meso, and macro levels
 - e. Resiliency and agility in service ecosystems
 - f. Governance issues in service ecosystems
 - g. System viability (wellbeing, value)
 - h. Modelling of service ecosystems, simulation
 - i. Markets as ecosystems
 - j. Complexity theory and complexity economics
 - k. Nature as service (ecosystem services)
 - l. Emic and etic views of value in service ecosystems
 - m. The formation of resource networks in service ecosystems

3. Midrange Theory and Forward-Thinking Issues
 - a. Midrange theory development
 - b. Sustainability
 - c. Social responsibility
 - d. Business models
 - e. Innovation – open, disruptive, etc.
 - f. Entrepreneurship and effectuation
 - g. Market and ecosystem strategy
 - h. Role of design and design thinking
 - i. The role of information technology and digitization – liquification, density, etc.
 - j. Computational linguistics, agent-based modelling and other methodological issues.

To express interest in participating in FMM2018, please submit an extended abstract (preferably in narrative, rather than structured format) of a proposed research thesis no more than 500 words (exclusive of references) on one of the three major themes of the Forum. If the proposal includes more than one of the major themes please indicate. 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. Abstracts of S-D logic based dissertation research are appropriate. All accepted doctoral students are expected to attend and participate in the half-day doctoral student workshop on the afternoon of December 12. 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 December 12 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 and, in some cases, the number of individual scholars invited from a single accepted abstract might be restricted. Scholars participating in the Forum are expected to be present at the start and throughout the entire Forum.

Please submit your abstract by July 31, 2018. Scholars will be notified no later than August 10, 2018 of the status of their submission.

**** Please submit abstracts to: janavoci@email.arizona.edu.**

Contact information:

Professor Hope Jensen Schau, University of Arizona
hschau@eller.arizona.edu

Professor Stephen L. Vargo, University of Hawaii
svargo@hawaii.edu

Assistant Professor Melissa Archpru Akaka, University of Denver
melissa.akaka@du.edu