



**ADELAIDE
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9th Forum on Markets and Marketing: Institutions, Service Ecosystems, and Emergence

7 to 9 January 2024

Presented by the Adelaide Business School, The University of Adelaide, South Australia

Program Committee

- [Jodie Conduit](#), University of Adelaide
- [Stephen L. Vargo](#), University of Oklahoma
- [Jonathan Baker](#), University of Adelaide
- [Julia Fehrer](#), University of Auckland

Purpose

We invite expressions of interest in participating in the *9th Forum on Markets and Marketing – FMM 2024*. 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. The forum explores the cross-disciplinary foundations and extensions of S-D logic, and develops both meta-theoretical and mid-range theory consistent with S-D logic's axioms and narrative. Rather than the formal presentation of research papers, FMM features a small number of invited scholars actively engaged in the presentation, dialogue, discussion, and occasional debate, of ideas related to the advancement of S-D logic.

Previous forums

Following the very successful inaugural *Forum on Markets and Marketing* at the University of New South Wales (2008), equally successful forums have been held at the University of Cambridge (2010), the University of Auckland Business School (2012), the CTF Service Research Center at Karlstad University (2014), the University of Warwick-in-Venice (2016), the University of Arizona (2018), and Aalto University (2022).

FMM 2024 will be held **7 to 9 January in Adelaide, South Australia**, organised by The University of Adelaide Business School. The Forum will be preceded by a **Doctoral Colloquium on 6 January 2024**.

Focus

Building on previous Forums focused on value cocreation, resource integration, markets, institutions, service ecosystems, and innovation, among others, FMM 2024 focuses on three broad themes along with suggested sub-themes:

- 1) Institutions, Institutionalization, and Markets**
 - a) Institutional work/fields/logics/infrastructure and inhabited institutionalism
 - b) Market shaping/creation/formation/plasticity
 - c) Markets as (service eco)systems
 - d) Market practices and culture
 - e) Reconciliation of multiple/competing institutional arrangements/logics
 - f) Paradox tensions in market systems
- 2) Systems Thinking and Service Ecosystems**
 - a) Complexity theory and complexity economics informing service ecosystems



- b) The role of culture and other institutional arrangements in service ecosystems
- c) Sustainable service ecosystems and ecosystem viability
- d) Governance issues in service ecosystems and service ecosystem innovation
- e) System adaptability and self-regulation
- f) Platform ecosystems

3) Emergent Processes and Properties

- a) Different ontological and epistemological perspectives of emergence
- b) Role of institutions in emergence
- c) Role of emergence in value cocreation
- d) Interplay of intentional shaping efforts and emergence
- e) Unintended (positive and negative) consequences of emergence
- f) Self-organization and decentralization
- g) Expanded conceptualizations of innovation and innovation processes
- h) Navigating quasi-predictable and unpredictable service-ecosystem characteristics

We encourage submissions that develop both meta-theoretical and mid-range theories (eg, actor engagement and experience, market shaping), and have application across a range of various contemporary issues (e.g., circular economy, social responsibility). Exploration of methodological issues (eg, computational linguistics, agent-based modeling) associated with these topics is encouraged.

Expressions of interest

Participation in FMM 2024 is by invitation only. To express your interest in participating:

- Email an abstract of a research idea or paper you would like to advance with other scholars to fmm2024@adelaide.edu.au.
- Submissions should relate to an idea or project in early stages of development that other scholars attending the forum might be interested to join. Please do not submit an abstract of a project that is well-developed or at an advanced stage.
- Your abstract should be no more than 500 words (excluding title, references, and author names and affiliations), preferably in narrative rather than structured format, and focused on one of the major themes of the Forum.
- Indicate in your cover email if the proposal relates to more than one of the major themes.
- If you submit with co-authors, please identify the author(s) who would like to attend the Forum in your cover email.

Due to the small workshop nature of the Forum, participation is limited to a small group of scholars and the number of individual scholars invited from a single accepted abstract may be restricted. We encourage idea submissions with three co-authors or fewer. Scholars participating in the Forum are expected to be present at the entire Forum. Papers coming out of the Forum will be considered for a special issue focused on the topics of the Forum. More information about the special issue will follow on the [FMM2024 website](#).

Doctoral consortium submissions

Doctoral students with a research program focused on S-D logic from any related academic disciplines (e.g., accounting, economics, engineering, information systems, management, marketing, health, sociology) are especially welcome.

- Doctoral students desiring to participate should follow the same procedures for submitting an abstract as non-students; however, please indicate your student status and provide a current resumé.
- 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 January 6. Accepted doctoral students are also invited to observe the main sessions of the Forum and participate in the discussions and social events at a reduced registration fee.
- On a competitive basis, 2-3 doctoral students will also be invited to present in the main sessions of the Forum.
- For doctoral consortium submissions, while it is acceptable for advisors to serve as co-authors, co-authorship of a DC submission will not assure an invitation to the advisor to the main forum.

Submissions

Please submit your abstract **by 31 July 2023** by emailing it as an attachment to fmm2024@adelaide.edu.au. Scholars will be notified no later than 21 August 2023 of the status of their submission.

If you have any questions, please send them to fmm2024@adelaide.edu.au, or contact members of the program committee.