



Forum on Markets and Marketing: Doctoral Colloquium

Saturday 6 January 2024

Nexus 10 Tower Level 7, Room 706, 12 Pulteney St Adelaide

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| 2.00-2.05pm | Welcome – Jodie Conduit & Jonathan Baker |
| 2.05-2.25pm | Presentation 1: Kym Chappell – <i>Institutional logic (mis)alignment of migrant entrepreneurs in Australia.</i> |
| 2.25-2.45pm | Presentation 2: Katrin Uude – <i>Engagement Dynamics in Service Ecosystems</i> |
| 2.45-3.05pm | Presentation 3: Judith Helmer – <i>Shaping markets through digital technologies: Focus on artificial intelligence shaping higher education institutions</i> |
| 3.05-3.50pm | Doctoral students paired with senior academics for deeper exploration <ul style="list-style-type: none">• Kym Chappell & Jaquie Pels• Katrin Uude & Julia Fehrer• Judith Helmer & Suvi Nenonen |
| 3.50-4.15pm | Final wrap-up and discussion |

Important notes:

- All presentations are up to 20 minutes INCLUDING 5 minutes of discussion
- Please ensure slides are uploaded onto the computer desktop prior to the beginning of the session

For additional information please contact Jonathan Baker:

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