On the Plasticity of Markets

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11.00am – 12noon
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Abstract:
There are signs of renewed interest in markets within marketing. Inspired and informed by economic sociology, researchers within the service-dominant logic and the markets-as-practice traditions have engaged in efforts to better understand how markets emerge and evolve. A central tenet in this research is that markets are continuously subject to multiple change efforts by various market actors, making them plastic, in the sense of being malleable. Firms actively alter market configurations by offering market propositions that illustrate their view on how the market should be configured and by engaging other actors in activities aimed at creating a shared market view.

Professor Storbacka presently holds the Chair of Marketing at Hanken School of Economics, after holding the Chair of Sales and Account Management at Nyenrode Business Universiteit at Breukelen in The Netherlands. He also serves as the Chairman of Vectia, a consultancy specialising in customer-oriented strategy development that he founded in 1994, and serves on the board of the Strategic Account Management Association (SAMA), a Chicago-based non-profit organisation focusing on knowledge development and exchange.

Presenter: Professor Kaj Storbacka