

**Track no. 7: The Transformation of Marketing Theory and Practice in the
Digital Era**
Knowledge, Technology and Services

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Introduction

The last decade has been marked by major developments in information and communication technology. New media channels, more advanced analytical software tools, relational databases and increased connectivity and data mobility are but some examples. These developments have caused a transformation of marketing practice by providing firms and customers radically new ways to interact that have until now only embryonically been captured in marketing theory. In order to explore these new possibilities many firms have begun experimenting with alternative processes of for instance market communication. Core to these new processes is the redefinition of the conventional role that firms, customers and third-party actors have in traditional marketing. For example, the previously enjoyed monopoly of market information that was in the hands of firms has dwindled and includes today both customer and third-party information providers. Customers are no longer considered by firms to be just passive recipients of information and users of products and services, rather the opposite. The traditional boundaries of the firm have therefore extended to include customers as important actors in the firm's knowledge development processes. The technological developments have therefore helped redefine the roles of these actors and pushed towards increased transparency in firms' dealings and increased involvement by customers and other parties.

These possibilities and challenges in marketing practice offer plenty of yet unexplored challenges in marketing theory. In many instances these challenges span several disciplinary areas such as knowledge management, business intelligence, new service development and innovation. The aim of this track is to identify, define, describe and analyze the

transformation of marketing theory and practice by highlighting both possibilities and challenges of the digital era through conceptual and empirical research.

Examples of Specific Themes

- ***Consumer insight***; how firms use information technology solutions to gain a deeper understanding of and knowledge about current and prospective customers.
- ***Wisdom of Crowds***; how firms use information technology solutions to harness the knowledge of the masses.
- ***Co-created product/service/innovation development***; how firms and customers can innovate together; opportunities and challenges.
- ***Open data***; how publically available information can be used to develop new value-adding services for customers.
- ***Social media***; how firms use social media strategically to engaged with customers and affect their opinions.
- ***Big Data and Business Analytics***; how firms use and analyze information by the help of ICT solutions to better understand their markets and customers
- ***Participatory consumer culture***; how customers create a culture surrounding products in the form of stories, applications and adaptations shared online.
- ***Internet based word-of-mouth***; how consumer evaluations of value-in-use spread among and are used by prospective customers.

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Information about the track leaders

Leon Michael Caesarius is assistant professor at the Department of Business Studies, Uppsala University, Sweden. His research focuses on ICT-enabled knowledge development strategies in firms and the scientification of marketing practice. His forthcoming book (with Jukka Hohenthal), *Knowledge-based Marketing*, focuses on the implications of ICTs for marketing practice. Caesarius has received two Best Paper Awards in international conferences, he has been a visiting scholar at Stanford University during 2006-2007 and a member of the board of the Swedish Research School in Management and Information Technology. In 2008 he received the Oscar Sillén Prize for Best Swedish Dissertation of the year. In 2009 he was awarded the Wallander Scholarship. In 2010 he was awarded Uppsala University's Pedagogic Prize for excellence in teaching. Caesarius is currently the Editor-in-Chief of Mercury Magazine, an English-language business magazine targeting business professionals. He has previously acted as track leader (track 5) at the NFF 2011 conference in Stockholm with associate professor Jan Lindvall.

Jukka Hohenthal is associate professor at the Department of Business Studies, Uppsala University, Sweden. His research focuses on exploring how the digital revolution affects marketing theory and practice. His forthcoming book (with Leon Michael Caesarius), *Knowledge-based Marketing*, focuses on the implications of ICTs for marketing practice. Hohenthal was awarded the Wallander Scholarship in 2001 and is the Deputy Editor of Mercury Magazine, an English-language business magazine targeting business professionals.