

# Market System Dynamics

## 6 ECTS READING LIST

### PART I. INTRODUCTION TO MARKETS AS SOCIAL SYSTEMS

#### 1. Introduction to Market System Dynamics

##### Core readings:

Giesler, Markus and Eileen Fischer (2017), "Market System Dynamics," *Marketing Theory*, 17 (1), pp. 3-8.

Smelser, Neil J. and Richard Swedberg (2010), "The Sociological Perspective on the Economy," in *Handbook of Economic Sociology*, ed. Neil J. Smelser and Richard Swedberg, Princeton University Press: Princeton. *From p. 4 (A comparison...) till p. 8 (The tradition...)*

##### Recommended readings:

Askegaard, Søren and Jeppe Trolle Linnet (2011), "Towards an Epistemology of Consumer Culture Theory: Phenomenology and the Context of Context," *Marketing Theory*, 11 (4), 381–404.

Else, Peter, Peter J. Curwen, (1990), *Principles of Microeconomics*, London: Routledge.

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#### 2. What is a market? Exchange systems and the social embeddedness of the economy

##### Core readings:

Block, Fred and Margaret R. Somers (2014), *The Power of Market Fundamentalism: Karl Polanyi's Critique*, Cambridge, Massachusetts: Harvard University Press. *From p. 30 (The Economy Is an Instituted Process) till p. 31 (Challenging the Concept of the Autonomous Economy: The Always and Everywhere Embedded Economy)*

Robert V Kozinets (2002), Can consumers escape the market? Emancipatory illuminations from Burning Man. *Journal of Consumer Research*; 29 (1), pp. 20-38.

##### Recommended readings:

Gibson-Graham, J.K. (2008), "Diverse Economies: Performative Practices for 'Other Worlds'," *Progress in Human Geography*, 32 (5), 613-32.

Holton, Robert J. (1992), *Economy and Society*, London: Routledge.

Ritzer, George and Don Slater (2001), "Editorial," *Journal of Consumer Culture*, 1 (1), 5-8.

Narotzky, Susana (2012), "Provisioning," in *A Handbook of Economic Anthropology*, ed.

James G. Carrier, Cheltenham: Edward Elgar. *From the beginning of the chapter till p. p. 84 (Political economy perspectives)*

Slater, Don and Fran Tonkiss (2001), *Market Society: Markets and Modern Social Thought*, Cambridge: Polity Press.

#### 3. Market emergence and change: An overview of key actors and drivers

##### Core reading:

Entwistle, Joanne (2000), *The Fashioned Body: Fashion, Dress, and Modern Social Theory*, Malden, MA: Polity Press. *From p. 81 (A sociological approach to fashion...) till p. 111 (the end of the chapter)*

### **Recommended readings:**

These are examples of different drivers of change in markets.

*For social drivers of market change:*

McKendrick, Neil (1982), "Commercialization and the Economy," in *The Birth of a Consumer Society: The Commercialization of Eighteenth-Century England*, ed. Neil McKendrick, John Brewer and J. H. Plumb, London: Europa, 7-194.

Wilhite, Harold (2008), *Consumption and the Transformation of Everyday Life: A View from South India*, Basingstoke: Palgrave Macmillan.

*For cultural drivers of market change:*

Campbell, Colin (1987), *The Romantic Ethic and the Spirit of Modern Consumerism*, Oxford: Basil Blackwell.

Lears, T. J. Jackson (1983), "From Salvation to Self-Realization: Advertising and the Therapeutic Roots of the Consumer Culture, 1880-1930," in *The Culture of Consumption: Critical Essays in American History*, ed. Richard Wightman Fox and T. J. Jackson Lears, New York: Pantheon Books.

*For political drivers of market change:*

Crouch, Colin (2009), "Privatised Keynesianism: An Unacknowledged Policy Regime," *The British Journal of Politics & International Relations*, 11 (3), 382-99.

Maclachlan, Patricia and Frank Trentmann (2004), "Civilising Markets: Traditions of Consumer Politics in Twentieth-Century Britain, Japan, and the United States," in *Markets in Historical Contexts: Ideas and Politics in the Modern World*, ed. Mark Bevir and Frank Trentmann, Cambridge: Cambridge University Press, 170-201.

*For an overview of different drivers:*

Pellandini-Simanyi, Lena (2014), How consumption norms change? In *Consumption Norms and Everyday Ethics*, Basingstoke: Palgrave Macmillan. Pp. 110-137.

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## **4. WORKSHOP I. Introduce your case!**

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## **5. Institutionalism and institutional entrepreneurship**

### **Core readings:**

*The Sage Handbook of Organizational Institutionalism*, ed. Royston Greenwood, Christine Oliver, Kerstin Sahlin and Roy Suddaby, London: SAGE Publications:

- Greenwood, Royston, Christine Oliver, Kerstin Sahlin, and Roy Suddaby: "Introduction," *From p. 2 (The Construction of Institutional Theory) till p. 7 (Early years) and from p.17 (Legitimacy) to p. 22 (Taking stock)*
- Thornton, Patricia and William Ocasio: "Institutional logics" *From p. 100 (Definitions of institutional logics) till 102 (till Precursors); and from p. 114 (Change in institutional logics) till p. 116 (Structural overlap)*

### **Recommended readings:**

Greenwood, Royson and Roy Suddaby (2006), "Institutional Entrepreneurship in Mature Fields: The Big Five Accounting Firms," *Academy of Management Journal*, 49 (1), 27-48.

Suddaby, Roy and Greenwood, Royston (2005). "Rhetorical Strategies of Legitimacy". *Administrative Science Quarterly*, 50(1), 35–67.

Hardy, Cynthia and Steve Maguire (2008), "Institutional Entrepreneurship," in *The Sage Handbook of Organizational Institutionalism*, ed. Royston Greenwood, Christine Oliver, Kerstin Sahlin and Roy Suddaby, London: SAGE Publications, pp. 198-217.

Perkmann, Markus and Andre Spicer (2007), "'Healing the Scars of History': Projects, Skills and Field Strategies in Institutional Entrepreneurship," *Organization Studies*, 28 (7), 1101-22.

van Bommel, Koen and Andre Spicer (2011), "Hail the Snail: Hegemonic Struggles in the Slow Food Movement," *Organization Studies*, 32 (12), 1717-44.

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## **6. Field theory**

### **Core readings:**

Pierre Bourdieu (1993), *Sociology in question*. London: Sage.

- Some Properties of Fields, *pp. 72-77*
- Haute Couture and Haute Culture, *pp. 132-138*

### **Recommended readings:**

Bourdieu, Pierre (1985), "The Market of Symbolic Goods," *Poetics*, 14 (1-2), 13-44.

Fligstein, Neil, Doug McAdam, and Neil Fligstein (2012), *A Theory of Fields*, New York: Oxford University Press.

Helmut K. Anheier, Jurgen Gerhards and Frank P. Romo (1995), "Forms of Capital and Social Structure in Cultural Fields: Examining Bourdieu's Social Topography". *American Journal of Sociology*, 100 (4): *pp. 862-865 (till: Segmentation refers to)*

Pellandini-Simanyi, Lena (2014), "Bourdieu, Ethics and Symbolic Power," *Sociological Review*, 62 (4), 651–74.

Rocamora, Agnès (2016), "Pierre Bourdieu: The Field of Fashion," in *Thinking through Fashion: A Guide to Key Theorists*, ed. Agnès Rocamora and Anneke Smelik, London: I.B. Tauris

## 7. Categories and categorizations

### Core readings:

Negro, G., Koçak, Ö. and Hsu, G. (2010), "Research on categories in the sociology of organizations", Hsu, G., Negro, G. and Koçak, Ö. (Ed.) *Categories in Markets: Origins and Evolution* (Research in the Sociology of Organizations, Vol. 31), Emerald Group Publishing Limited, Bingley, pp. 3-35.

### Recommended readings:

J.-P. Vergne, Tyler Wry (2014) "Categorizing Categorization Research: Review, Integration, and Future Directions". *Journal of Management Studies*. 51(1) 56-94.

Rosa, José Antonio, Porac, Joseph F., Runser-Spanjol, Jelena, Saxon, Michael S., 1999. Sociocognitive dynamics in a product market. *Journal of Marketing* 63, 64–77

Zhao, W. (2005). 'Understanding classifications: empirical evidence from the American and French wine industries'. *Poetics*, 33, 179– 200.

Hsu, G. and Hannan, M. (2005). 'Identities, genres, and organizational forms'. *Organization Science*, 16, 474– 490.

Zuckerman, E. W. (1999). 'The categorical imperative: securities analysts and the illegitimacy discount'. *American Journal of Sociology*.

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## 8. Performativity

### Core readings:

MacKenzie, Donald, Fabian Muniesa, and Lucia Siu (2007), "Introduction," in *Do Economists Make Markets? On the Performativity of Economics*, ed. Donald MacKenzie, Fabian Muniesa and Lucia Siu, Princeton: Princeton University Press, pp. 1-8 (Till In Chapter 3, Donald Mackenzie...)

Araujo, Luis, John Finch, and Hans Kjellberg (2010), "Reconnecting Marketing to Markets: An Introduction," in *Reconnecting Marketing to Markets*, ed. L. Araujo, J. Finch and H. Kjellberg, Oxford: Oxford University Press. p. 1- till Outline of the Chapters

### Recommended readings:

Araujo, Luis (2007), "Markets, Market-Making and Marketing," *Marketing Theory*, 7 (3), 211-26.

Araujo, Luis, John Finch, and Hans Kjellberg, eds. (2010), *Reconnecting Marketing to Markets*, Oxford: Oxford University Press.

Callon, Michel (1998), "Introduction: The Embeddedness of Economic Markets in Economics," in *The Laws of the Markets*, ed. Michel Callon, Oxford; Malden: Blackwell.

Jacobi, E. S., J. Freund, and L. Araujo (2015), "'Is There a Gap in the Market, and Is There a Market in the Gap?' How Advertising Planning Performs Markets," *Journal of Marketing Management*, 31 (1-2), 37-61.

Lamont, M., & Molnár, V. (2001). How Blacks Use Consumption to Shape their Collective Identity: Evidence from marketing specialists. *Journal of Consumer Culture*, 1(1), 31–45.

Pellandini-Simányi, Lena (2016), "Non-Marketizing Agents in the Study of Markets: Competing Legacies of Performativity and Actor-Network-Theory in the Marketization Research Program," *Journal of Cultural Economy*, 9 (6), 570-86.

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## 9. WORKSHOP II.

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## PART III. RECONNECTING CONSUMERS AND ORGANIZATIONS

### 10. Homology between consumer and producer fields: The theory of distinction

#### Core reading:

Bourdieu, Pierre (1984), *Distinction: A Social Critique of the Judgment of Taste*, London: Routledge & Kegan Paul. *Marked sections of Chapter 1, 2& 3*

#### Recommended readings:

Bourdieu, Pierre (1990), "Structures, Habitus, Practices," in *The Logic of Practice*, ed. Pierre Bourdieu, Cambridge: Polity, 52-65.

Calhoun, Craig (1993), "Habitus, Field, and Capital. The Question of Historical Specificity," in *Bourdieu: Critical Perspectives*, ed. Craig Calhoun, Edward LiPuma and Moishe Postone, Chicago: University of Chicago Press, 61-88.

Bourdieu, Pierre (1996), *The Rules of Art*, Cambridge: Polity Press.

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### 11. Consumer-driven institutional change

#### Core reading:

Scaraboto, D. and Fischer, E. (2013) 'Frustrated Fatshionistas: An Institutional Theory Perspective on Consumer Quests for Greater Choice in Mainstream Markets', *Journal of Consumer Research* 39(5): 1234–1257.

#### Recommended readings:

Kjeldgaard, Dannie, Søren Askegaard, Jannick Ørnstedt Rasmussen, and Per Østergaard, (2017) "Consumers' Collective Action in Market System Dynamics: A Case of Beer." 17(1), pp. 51-70.

Dolbec, Pierre-Yann and Eileen Fischer (2015), "Refashioning a Field? Connected Consumers and Institutional Dynamics in Markets " *Journal of Consumer Research*, 41 (6), 1447-68.

Giesler, Markus (2008), "Conflict and Compromise: Drama in Marketplace Evolution," *Journal of Consumer Research*, 34 (6), 739-53.

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### 12. Practice theory

#### Core reading:

Warde, Alan (2005), "Consumption and Theories of Practice," *Journal of Consumer Culture*, 5 (2), 131–53.

#### Recommended readings:

Warde, Alan (2014), "After Taste: Culture, Consumption and Theories of Practice," *Journal of Consumer Culture*, 14 (3), 279-303.

Shove, Elizabeth (2003), *Comfort, Cleanliness and Convenience: The Social Organization of Normality*, Oxford; New York: Berg.

Shove, Elisabeth (2010), "Beyond the ABC: Climate Change Policy and Theories of Social Change," *Environment and Planning A*, 42 (6), 1273-85.

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### **13. WORKSHOP III.**

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### **14. Concluding session**

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