

Contributors

Luis Araujo is a Professor of Industrial Marketing at Lancaster University Management School, UK. His research interests and publications are in the area of business markets, namely the boundaries of the firm and product-service systems. He is a co-editor with John Finch and Hans Kjellberg of *Reconnecting Marketing to Markets* (2010).

Frank Azimont is founder of the Market Shaping Institute, France. His research examines market practices where manufacturers and retailers are involved in the business of fast-moving consumer goods. His current work investigates categorization, calculative and metrological practices, and definitions of performance.

Ronika Chakrabarti is a lecturer in Marketing at Lancaster University Management School, UK. Her research interests, in line with 'market studies', seek to understand how a practice-based approach can inform market formation, bottom-up market design and representations and interventions for policy-making. To date, she has been engaged in collaborative research projects with local/international NGOs on poverty alleviation in disaster prone landscapes and ecological/socially responsible design for people at the Bottom of the Pyramid (BoP)/Subsistence Marketplaces. She is further interested in how markets are normalized and performed. Ronika has published in *Industrial Marketing Management*, *Journal of Advertising Research*, *International Journal of Human Resource Management* and *Production, Planning and Control*.

Franck Cochoy is Professor of Sociology at the University of Toulouse Jean-Jaurès and a member of CERTOP-CNRS, France. He works in the field of economic sociology, with a focus on the human and technical mediations that frame the relationship between supply and demand. He has conducted several projects and case studies in such areas as the role of marketing, packaging, self-service, trade press and so on. His most recent articles in English have appeared in the *Journal of Cultural Economy*, *Marketing Theory*, *Organization and Theory*, *Culture and Society*.

Simona D'Antone is Assistant Professor in Marketing and head of the Sustainable Sourcing in the Network Environment Research Chair

at KEDGE Business School, France. She graduated in Corporate Communication and Organizational Strategies and got her PhD in Marketing with distinction from the Sapienza University of Rome, Italy. She is a member of the IMP (Industrial Marketing and Purchasing) research group. Her main research interest is in cultural and social aspects of markets and consumption with specific focuses on: market shaping and its interaction with values and society, supply–demand interfaces, sustainable sourcing, anti-consumption, consumer well-being, branding.

Guus Dix is Lecturer in Social Philosophy at the Department of Philosophy of Maastricht University, the Netherlands. He studied philosophy and sociology at the University of Amsterdam. His thesis ‘Governing by carrot and stick: a genealogy of the incentive’ studies the mutual reinforcement of the production of social scientific knowledge about individuals and groups and the practices and institutions in which they are governed. In particular, he explores, from a Foucauldian perspective, the development of the ‘incentive’ as an object of knowledge and technique of power from the end of the nineteenth until the beginning of the twenty-first centuries.

Susi Geiger is an Associate Professor of Marketing at the University College Dublin Smurfit School of Business. Educated in Germany, France and Ireland, her research interests span the areas of economic sociology, industrial marketing and sales. At the moment, she is involved in a large-scale knowledge exchange project with a number of health technology companies, in a social enterprise research project and in an emerging markets project, considering issues of market making and market shaping in each setting. Susi has published widely in her areas of interest and sits on the editorial boards of *Industrial Marketing Management*, *Consumption Markets and Culture* and *Valuation Studies*.

Debbie Harrison is an Associate Professor of Inter-Organisational Relationships at BI Norwegian Business School, Oslo. Her research interests include the organizing of business networks, inter-organizational strategizing, and market design. Her recent research projects, focused on the intersection of innovation and market studies, include environmental equipment markets in the maritime industry. She has published her work in journals such as *Industrial Marketing Management*, *Research Policy* and *Journal of Business Research*.

Jürgen Hauber is project manager at the alliance of the associations for the promotion of schools in Tübingen, Germany. His research is focused on the practical organizing of different forms of coordination such as markets, networks and supply chains. In his thesis he examined the market practices to organize an exchange in interlinked markets. Currently, he

works on the coordination of local networks to improve the cultural education of educationally disadvantaged children and teenagers.

Linus Johansson Krafve is a PhD Candidate at the Department of Thematic Studies – Technology and Social Change, Linköping University, Sweden. His research interests concern economic valuation practices in the public sector and their effects on the relations in and between politics, administration and citizens. His dissertation is about the design of a primary care market in a Swedish county council.

Hans Kjellberg is an Associate Professor of Marketing at the Stockholm School of Economics, Sweden. His research focuses on the practical organizing of markets. His work on market practices includes journal articles in *Marketing Theory*, *Industrial Marketing Management* and *Journal of Cultural Economy*, the co-edited volume *Reconnecting Marketing to Markets* (2010) and the co-authored volume *Marketing Shares, Sharing Markets* (2012). Current projects include an interdisciplinary research program on the digitalization of consumption.

Alexandre Mallard is Director of the Centre de Sociologie de l'Innovation at the Ecole des Mines ParisTech, France. He carried out his first research in the field of sociology of science and technology. From 1997 to 2009, he worked at the social science laboratory of France Telecom Research and Development. He has led projects and surveys investigating the uses of Information and Communication Technology in the professional realm. He has conducted research on the study of selling activities, on very small businesses and on the rise of network interactions in the corporate environment. His current research interests concern the social inscription of innovation at the crossroads between economic sociology and political science.

Katy Mason is a Reader, Department of Markets, Marketing and Management, Lancaster University Management School, UK and an AIM Management Practices Fellow. Katy's research focuses on how managers make and shape markets, the market-making devices they use to enrol others, and the practices that create and transform market boundaries. Through a number of research projects, she has studied the power of market-making devices such as business models, market representations and expectations. Recent research into commissioning for the provision of UK health and social care, and market-making at the Bottom of the Pyramid (BoP) investigates how markets are imagined and made real. Katy's work has been published in *Journal of Management Studies*, *Industrial Marketing Management*, *Long Range Planning*, *Management Learning*, *European Journal of Marketing* and *Journal of Marketing Management*.

Winfred Ikiring Onyas is a Research Associate in the Department of Marketing at Lancaster University Management School, UK. Her research focuses on how markets and global value chains are shaped in developing countries. In particular, Winfred researches on the sites where markets overlap, involving multiple and often conflicting efforts to organize and shape them. Winfred is currently researching on mobile phone-enabled financial services in Africa. Her work is published in *Industrial Marketing Management*.

Chantal Ruppert-Winkel is head of the research group Renewable Energy Regions at the Centre for Renewable Energy University of Freiburg, Germany. She has a background in forest sciences and wrote her PhD on community forestry. Her research interests are the analysis of sustainable resource use at local and regional levels; socio-economic analyses of actor networks, institutions, organizational structures and leadership; and inter- and transdisciplinary research on the socio-ecological use of renewable energies. In 2011, she had a ten-month research stay at the Department of Environmental Science, Policy and Management, University of California, Berkeley.

Anmarie Ryan is a Lecturer in Marketing at the University of Limerick, Ireland. Her research interests span both an IMP approach to business marketing as well as the relationship between business and society from a more market studies perspective. Her work is published in *Industrial Marketing Management*, *Marketing Theory*, *Journal of Organisational Change Management* and *Journal of Marketing Management*. She has presented at a wide range of conferences and workshops, including the IMP conference, European Group of Organizational Studies Conference and Interdisciplinary Market Studies Workshop.

Robert Spencer is Head of the Marketing Department and Head of the Markets and Consumption research cluster at KEDGE Business School, France. He holds a DEA in Business Studies and a PhD from the University of Uppsala, Sweden. He is a member of the IMP (Industrial Marketing and Purchasing) research group, and sits on the editorial review board of several major international journals (*Industrial Marketing Management*, *Consumption, Markets and Culture*, *Marketing Intelligence and Planning*, *Journal of Purchasing and Supply Management*). His research activities cover a variety of fields, including market studies from a market making and shaping perspective, consumption, industrial marketing and purchasing, sustainable sourcing, and network theory.

Ingrid Stigzelius is a PhD candidate at Stockholm School of Economics within the Sustainability Research Group (SuRe), Sweden. Her area of

research is green consumption, with a particular focus on green food practices and the role of the consumer in the creation of organic food markets. Ingrid holds a Licentiate degree from the Department of Economics at SLU in Uppsala, where she studied the implementation of social and environmental standards.