

# Call for papers

*Paper Development Workshop*

**“From Margins to Mainstream:  
Novel Perspectives on the Emergence of  
Fields and Markets”**

**Helsinki, Finland | 25-26 May 2023**

**Hosted at  
Aalto University School of Business**



**Aalto University  
School of Business**

## Call for papers

How new ideas and technologies move from margins to mainstream and give rise to novel fields and markets is a vivid area of research in management and organization. Studies addressing field and market emergence have provided insight on, for example, the types of agency and entrepreneurship that underlie field development (Garud et al., 2014; Maguire et al., 2004), how new meanings and understandings take shape through negotiating and probing the field boundaries (Granqvist et al., 2013; Grodal, 2018; Navis and Glynn, 2010), how meanings are mobilized and form the foundations for collective action (Lounsbury et al., 2003; Weber et al., 2008), and how new industrial structures and policy support come about for emerging fields (Casasnovas, 2022; Georgallis et al., 2018).

To study such phenomena, scholars have distinguished between issue fields and exchange fields (Zietsma et al., 2017). Issue fields develop around movements and contests related to for example environmental degradation and social inequalities (Hoffmann, 1999; Lounsbury et al., 2003). Exchange fields and novel market categories, in turn, take shape around the trade of novel products or services based on novel technologies (Hilkamo & Granqvist, 2020; Shen et al., 2021) or societal trends for example around food and health (Hsu & Grodal, 2021; Siltaoja et al., 2020; Weber et al., 2008).

While arising in seemingly very different settings, the emergence of different types of fields and markets have common features. Such settings are characterized by extreme equivocality stemming from ambiguity of meaning, complexity of interactions, and uncertainty and open-endedness of developments and outcomes. Their broader acceptance requires shaping and mobilization of shared meanings and practices (Lounsbury & Crumley, 2007; Weber et al., 2008), settling conflicting temporalities (Augustine et al., 2019; Granqvist & Gustafsson, 2016) and fostering new principles for valuation (Khaire & Wadhvani, 2010). These are then inscribed into novel products, norms, and standards, rating, rankings and certifications (Lee et al., 2017) that gradually begin to provide stability.

The aim of this paper development workshop is to foster conversations across different phenomena and empirical settings which give rise to the emergence of markets and fields. Building broadly on the sociology of markets literature, we take stock of where we are and what are the opportunities for making use of novel lenses and methodological approaches. We call for papers that are in developmental or more advanced stage that can benefit from and contribute to the workshop and to the development of this field of scholarship.

The submissions can explore for example the following topics:

- Phenomena of market emergence that blends the boundaries of issue and exchange fields
- The role of time and temporality including expectations and utopias, sources of and coping with clashing temporalities, temporal structuring and coordination, and dynamics of hype
- Narrative and linguistic approaches to shaping, constructing and disseminating novel meanings
- The emergence of novel practices and routines
- Processes of valuation, valorization, commodification, destigmatization, and ranking
- The role of market intermediaries such as consultants, market research firms, analysts, etc.
- The relative power of actors and communities and their reproduction and change during field and market emergence
- Innovative methodologies to study emergence

## Workshop organization

This event is organized as a final workshop for the Academy of Finland project “From margins to mainstream – The emergence of quantum computing as a field of science and business” that has taken place during 2019-2023. The project has put together a globally unique and partly real-time dataset on the transition of quantum computing from labs to markets. The main results of the project are presented, and potentially some visits for quantum computer facilities and labs are organized after the workshop, upon interest.

The project and the workshop organizing team is led by Nina Granqvist, and the organizing team consists of Anne-Sophie Barbe, Oona Hilkamo, Lauri Horelli and Amber Geurts.

## Format

The workshop will feature keynotes and panel discussions to highlight the current and future directions in the research on field and market emergence. **Michael Lounsbury** (University of Alberta) and **Stine Grodal** (Northeastern University) give keynotes. The workshop is built around paper development sessions where the keynote speakers joined with **Henri Schildt**, **Nina Granqvist** (both Aalto University), and other professors and scholars act as discussants. The workshop will also feature panel discussions with practitioners from the emerging fields of science and technology, for example in quantum computing.

The aim of the workshop is to foster an intimate and collegial atmosphere to the development and exchange of ideas. Therefore, the workshop has a limited number of spaces, and the selection of papers will be based on **extended abstracts of a maximum of 1500 words. The deadline for the submission of extended abstracts is December 9, 2022.** Participants will be notified of decisions by 23 December 2022. Full paper submissions are expected during early May 2023.

## Workshop dates, location and fees

The workshop takes place at Aalto University in the Espoo campus close to Helsinki during 25-26 May 2023. The participation in the workshop is free of charge. The workshop participation includes refreshments during the day and the workshop dinner. Lunches are at the cost of the participants with several options at the campus.

## Submission information

Please submit your extended abstract by emailing it to Tiia Melander ([tiia.melander@aalto.fi](mailto:tiia.melander@aalto.fi)) by **9 December 2022** as a pdf or a Word document. Please indicate your and the names of co-authors in the body of email, and which author will attend the workshop. Please note in the email if the attending author is a PhD student or faculty member. For further information please contact Anne-Sophie Barbe ([anne-sophie.barbe@aalto.fi](mailto:anne-sophie.barbe@aalto.fi)).

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