



UC Business School Ecosystems Symposium

Call for Papers:

Ecosystems – A Transdisciplinary Approach

Symposium Location:	Room 236; UC Business School, University of Canterbury (UC), Meremere Building, University Drive, Ilam, Christchurch, New Zealand
Location Google Maps Link:	Meremere Building , UC Business School
Symposium Dates:	Wed, 10 April – Fri, 12 April 2024
Organiser & Advisory Committee:	The Marketing & Tourism Group, UC Business School
Symposium Co-Chairs:	Jörg Finsterwalder, Chris Chen, Sussie Morrish, and Girish Prayag
Symposium Email:	ecosystems@canterbury.ac.nz
Symposium Webpage:	UC BS Ecosystems Symposium
Symposium LinkedIn:	UC Marketing & Tourism Group
Registration Fees:	NZ\$ 275.00 (Academics); NZ\$ 150.00 (PG Students)
Registration Link:	Humanitix



Introduction

The *Marketing and Tourism Group* at the University of Canterbury has a longstanding interest in application of systems thinking in marketing, consumption, and tourism studies (Aquino *et al.*, 2018; Finsterwalder & Kuppelwieser, 2020; Hall, 2022; Huang *et al.*, 2022; Kemper & Ballantine, 2020; Kennedy, 2017; Ozanne *et al.*, 2018; Morrish *et al.*, 2020; Prayag, 2023; Veer *et al.*, 2021). This symposium provides a forum in which the development, application, and appropriateness of the ecosystem concept in a business and consumer studies context and beyond is rigorously examined and discussed. It aims at answering the following question:

How can employing and applying the concept of ecosystems assist with solving society's big challenges or wicked problems?

The notion of an ecosystem has long been present in indigenous conceptions of life and being in the world (McGregor *et al.*, 2020; Pierotti & Wildcat, 2000). For Māori as the indigenous people of Aotearoa New Zealand, there is a view of being part of an environmental ecosystem and an interdependence between the system and humans in the form of reciprocal relationships entailing caring for the land and caring for the people (Harmsworth & Awatere, 2013).

This also equates to ecosystem's original meaning as referred to an interacting community of organisms and their environment (DeAngelis & Waterhouse, 1987; De Meester *et al.*, 2019; Kraft *et al.*, 2015) which has been one of the basic building blocks of ecology and the environmental sciences (Bowman & Hacker, 2023; Leibold, 1995; McCallen *et al.*, 2019; Orians, 1975). However, in recent years the term has come to be used as a means of describing non-biological interacting systems and complex networks, particularly in relation to entrepreneurship, innovation, business, and policy (Daymond, 2023; Hall, 2016; Holgersson *et al.*, 2022; Jacobides *et al.*, 2018; Malecki, 2018; Moore, 1993; Ratten, 2020; Shipilov & Gawer, 2020). The adaption of biological science thinking to the social sciences and to business studies especially is, of course, not new. Business students talk about businesses adapting to their environment and evolving, while the life cycle concept also has biological connections (Beinhocker, 2006; Osland, 1991). The notion of resilience,



popularised especially because of the impacts of the COVID-19 pandemic, has also been drawn from ecological theory (Hall *et al.*, 2017; Roundy *et al.*, 2017). There is therefore an entire lexicon of ecological and biological thinking in marketing and business studies (Baum *et al.*, 1994; Lewin, 1999; Seidel & Greve, 2017; Statt, 2004). Yet, questions are increasingly being asked about the appropriateness of applying the ecosystem idea outside of natural science context and if it is a useful analogue or whether it provides a rigorous theoretical framework or, as Fuller *et al.* (2019) suggested, is it potentially another buzzword marked by ‘semantic overstretch’? Therefore, does the ecosystem concept provide a solid bridge between the social and natural sciences or is it just another example of academic fashion?

Symposium Format

The symposium format is a blend of presentations, panel sessions and research paper workshops. Due to its transdisciplinary focus **Day 1 and 2** are dedicated to an overview of the different conceptualisations and viewpoints relating to ecosystems as well as short “snapshot” presentations of current research projects. **Day 3** is an optional workshop day (self-catered) where teams of symposium participants can get together to work on shaping papers to be submitted to a journal.

Symposium Outline

DAY 1: WED, 10 April 2024

- 09:00 am – 09:05 am: Symposium Opening / Mihi by UC Māori
- 09:05 am – 09:10 am: Symposium Opening by Professor Paul Ballantine, Amo Matua / Executive Dean, UC Business School
- 09:10 am – 09:20 am: Symposium Opening by Symposium Co-Chairs
- 09:20 am – 09:40 am: *Snapshot Keynote 1: A Science Perspective of Ecosystems* (Professor Jason Tylanakis, School of Biological Sciences, Faculty of Science, UC)
- 09:40 am – 10:00 am: *Snapshot Keynote 2: A Health Sciences Perspective of Ecosystems* (Associate Professor Arindam Basu, School of Health Sciences, Faculty of Health, UC)



10:00 am – 10:20 am: *Snapshot Keynote 3: An Engineering Perspective of Ecosystems* (Dr Tom Logan, Civil and Natural Resources Engineering, Faculty of Engineering, UC)

10:20 am – 11:00 am: *Morning Tea*

11:00 am – 11:20 am: *Snapshot Keynote 4: A Social Science Perspective of Ecosystems* (Professor C. Michael Hall, UC Business School)

11:20 am – 11:40 pm: *Snapshot Keynote 5: A Marketing and Tourism Perspective of Ecosystems* (Marketing & Tourism Group)

11:40 am – 12:15 pm: Expert Panel on Ecosystems with Keynote Speakers (Chair: Jörg Finsterwalder)

12:15 pm – 1:30 pm: *Finger Food Lunch*

1:30 pm – 5:00 pm: Paper Snapshots (Individual Presentations (10 min) of Work-in-Progress Papers on Ecosystems plus Feedback (5 min)):

Ecosystems and Tourism & Hospitality

1:30 pm – 1:45 pm: Slot 1: Locality in the Promoted Sustainability Practices of Michelin-Starred Restaurants (Yuying Huang, Michael Hall, and Chris Chen)

1:45 pm – 2:00 pm: Slot 2: Coupling in Tourism: Review and Prospect (Yaling Liu, Michael Hall, and Girish Prayag)

2:00 pm – 2:15 pm: Slot 3: The beekeeper, the bush, and the bee: reciprocity with the more-than-human in honey tourism-scapes (Pauline Marie)

Ecosystems and Humans

2:15 pm – 2:30 pm: Slot 4: Addressing the human/nature dichotomy and its implications for business ecosystems research (Kerryn Lyes)

Ecosystems and Wellbeing

2:30 pm – 2:45 pm: Slot 5: An Ecosystem Approach to Collaborative Care (Millie Yun Su and Caroline Lim)

2:45 pm – 3:00 pm: Slot 6: Transforming Lives: Not-for-Profit Community Services (Nitha Palakshappa and Sarah Dodds)

3:00 pm – 3:30 pm: *Afternoon Tea*



3:30 pm – 3:45 pm: Slot 7: Exploring service ecosystem-based approaches to enhance wellbeing among cruise ship hospitality employees ([Ilayaraja Subramanian](#) and Jörg Finsterwalder)

3:45 pm – 4:00 pm: Slot 8: Unmasking Vulnerability and Wellbeing: Challenges and Resources of LGBTIAQ+ Members in Service Roles ([Md H Asibur Rahman](#), Jörg Finsterwalder, Nadeera Ranabahu, Arindam Basu, and Ari Nicholson)

Entrepreneurship and the Ecosystem

4:00 pm – 4:15 pm: Slot 9: Towards an Entrepreneurial Ecosystem Perspective on Export Promotion ([Eldrede Kahiya](#))

4:15 pm – 4:30 pm: Slot 10: Cultivating entrepreneurs and innovators: From an ecosystem perspective ([Claire Bi](#) and Cheryl Brown)

4:30 pm – 4:45 pm: Slot 11: The Emergence of Community-Centric Social Entrepreneurial Ecosystems in Tourism (Richard Aquino)

4:45 pm – 5:00 pm: Slot 12: Fostering Entrepreneurial Ecosystems in Kuwait: A Shift from Government to Private Sector Engagement ([Areej Alhouli](#), Sussie Morrish, and Michael Hall)

5:00 pm – 5:30 pm: Free Time / Walk to Welcome Function Venue

5:30 pm – 8:00 pm: Welcome Drinks and Nibbles, [John Britten Building](#), UC Campus, 69 Creyke Road, Ilam, Christchurch

DAY 2: THU, 11 April 2024

Ecosystems and Food & Wine

9:00 am – 9:15 am: Slot 13: Veterans' Alcohol Use within an Ecological Systems Perspective ([Ann-Marie Kennedy](#), Kerryn Lyes, Julia Carins, and Ekant Veer)

9:15 am – 9:30 am: Slot 14: Understanding Wine Consumers' Ecosystem: A Segmentation based on Wine Consumers' Knowledge (Sophia Zhou)

9:30 am – 9:45 am: Slot 15: Vineyard ecosystem and visual social media strategy ([Yanni Du](#), Sussie Morrish, and Anna Earl)



9:45 am – 10:00 am: Slot 16: Food Security Ecosystem Dynamics in Bangladesh (Sayed Ahmed, Anna Earl, and Sussie Morrish)

10:00 am – 10:15 am: Slot 17: To what extent do food policies in Aotearoa New Zealand support the transition to healthy, sustainable diets? (Jan Hales, Joya Kemper, Samantha White, and Ekant Veer)

10:15 am – 10:30 am: Slot 18: Exploring Regenerative Agriculture: Stakeholder Insights and Embeddedness (Haley Jones, Joya Kemper, Denise Conroy, and Samantha White)

10:30 am – 10:45 am: Slot 19: The Circular Food Economy and Gen Z: A Study of Food Consumption and Redistribution Practices in Aotearoa New Zealand (Salman Yousaf, Jörg Finsterwalder, Lucie Ozanne, and Denise Conroy)

10:45 am – 11:30 am: Morning Tea

Interactive Sessions:

11:30 am – 12:00 am: *Ecosystems and Entrepreneurship* (Session Chair: Eldrede Kahiya, Discussants: Nitha Palakshappa, Richard Aquino, and Sussie Morrish)

12:00 am – 12:30 pm: *Ecosystems and Sustainability* (Session Chair: C. Michael Hall; Discussants: Sarah Dodds, Ann-Marie Kennedy, and Lucie Ozanne)

12:30 am – 1:00 pm: *Ecosystems and Resilience* (Session Chair: Girish Prayag and Lucie Ozanne; Discussants: Kseniia Zahrai, C. Michael Hall, and Jörg Finsterwalder)

1:00 pm – 2:00 pm: Finger Food Lunch

2:00 am – 2:30 pm: *Ecosystems and Food & Wine* (Session Chair: Sussie Morrish; Discussants: Anna Earl, Paul Ballantine, and Chris Chen)
Session Sponsor: Local Food Systems Research Cluster, UC Business School

2:30 pm – 3:25 pm: Synthesis, Open Discussion of Topics, and Preparation for Day 3

3:25 pm – 3:30 pm: Closing of Plenary Sessions of Symposium (Jörg Finsterwalder)

3:30 pm – 4:00 pm: Afternoon Tea



4:00 pm – 6:00 pm: Free Time / Travel Time to Dinner Venue (Four UC EVs available for Transport)

6:00 pm – 8:30 pm: **Symposium Dinner @ Original Sin, 76 Hereford Street, Christchurch, New Zealand (www.originalsin.co.nz)**

DAY 3: FRI, 12 April 202

10:00 am – 11:00 am: Morning Tea (Self Catered in UCBS Common Room/236)

11:00 am – 12:30 am: Teams in Break-Out Rooms

12:30 pm – 1:30 pm: Lunch (Self Catered on Campus)

1:30 pm – 3:00 pm: Teams in Break-Out Rooms

3:00 pm – 3:30 pm: Afternoon Tea (Self Catered in UCBS Common Room/236)

3:30 pm – 5:00 pm: Status Quo and Next Steps in Rm 236

Sponsors

- **Local Food Systems Research Cluster, UC Business School**
- **Research Committee, UC Business School**
- **Department of Management, Marketing and Tourism, UC Business School**
- **UC Business School**

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