The Temporality of Practices, Markets and Value

Inaugural Dissertation

Submitted to attain the academic degree

Doctor rerum politicarum
(Doktor der Wirtschaftswissenschaften)

at the

ESCP Business School Berlin

by

M.Sc., Nicole Bulawa

born on January 31st, 1990, in Aachen, Germany

Berlin

2023

Doctoral examination committee

Head: Prof. Dr. Florian Lüdeke-Freund

Examiner: Prof. Dr. Frank Jacob

Examiner: Prof. Dr. Michael Ehret

Date of disputation: 21st June 2024

Acknowledgements

My supervisor, Prof. Dr. Frank Jacob

My special thanks go to my doctoral supervisor, Prof. Dr. Frank Jacob, for his continuous support and mentorship during my doctorate. I am particularly grateful for the freedom you gave me in choosing my research topic, allowing me to fully explore my research interests.

Second examiner, Prof. Dr. Michael Ehret

I would also like to thank Prof. Dr. Michael Ehret for taking the time to be my second examiner.

Research stay host, Professor Katy Mason

I sincerely thank Professor Katy Mason for hosting me at Lancaster University and for the insights I gained during my time there.

The people at ESCP Business School

Thanks to the people of ESCP Business School who made my doctoral time very memorable – especially Kea, David, Christin, Sabine and Martina. I also extend my appreciation to my second supervisor, Prof. Dr. Robert Wilken, for the excellent cooperation.

My family and friends

My heartfelt gratitude goes out to my family and friends. It takes a village to finish a Ph.D. – Thanks for being my village.

My Husband, Timo

A special acknowledgment goes to my husband, Timo, for his unwavering support and encouragement. Without you, it would have been far less fun.
You are my (volcanic) rock.

List of Publications

Title	Authors	Publication type	VHB	Status	Points
The unfolding of mobility practice trajectories by swapping cars for autonomous vehicles	Bulawa, N. & Jacob, F.	Journal article	C	Revision requested in: *Marketing Theory*	0.75
Should the wheel be reinvented? Market-referencing in the electric vehicle infrastructure market	Bulawa, N., Mason, K. & Jacob, F.	Journal article	B	Revision requested in: *Journal of Business Research*	0.67
More than a snapshot: dynamic value-in-use emergence in e-services	Bulawa, N. & Jacob, F.	Journal article	B	Published in: *Electronic Markets*	1
The role of value-in-use for selling e-services	Bulawa, N. & Hartwig, K.	Book chapter	—	Published in: *Serving the customer. The role of selling & sales*	—
Co-creation und Wertorientierung im Verkauf	Jacob, F., Hartwig, K., Bulawa, N.	Book chapter	—	Published in: *Perspektiven des Dienstleistungs -managements*	—
				Sum	**2.42**

Notes

The above manuscripts were all written during my doctoral studies at ESCP Business School – only the research projects highlighted in grey count toward the doctoral thesis. In accordance with the ESCP Business School doctoral regulations of 2019 (starting year of the doctorate), the following criteria apply: first, the doctoral thesis must comprise at least three manuscripts. Second, the essays must attain the publication stages of "conditionally accepted", "revise and resubmit" and "under review". Third, a score of 2.0 must be achieved with all selected essays. This score results from the journal ranking according to the 'VHB-JOURQUAL 3', which is divided by the total number of all co-authors. The 'VHB-JOURQUAL 3' differentiates between A, B, C and D journal levels. The following points are awarded for each level: A – 3.0 points, B – 2.0 points, C – 1.5 points and D – 0.0 points.

Table of Contents

List of Tables

List of Figures

List of Abbreviations

AC	Alternating current
AVs	Autonomous vehicles
BEIS	Department for Business, Energy and Industrial Strategy
B2B	Business-to-Business
CEO	Chief Executive Officer
CP	Charging point
DC	Direct current
EMAC	European Marketing Academy Conference
e-services	Electronic services
EV	Electric vehicle
1^{st}-oI	First-order implication
GO-System	Guarantees of Origin System
LLA	Language learning application
M	Manuscript
N/A	Not applicable
OZEV	Office for Zero Emission Vehicles
PE	Practice element
PT	Practice theory
SAE	Society of Automotive Engineers
TL	Temporal lens
UK	United Kingdom
US	United States
ViU	Value-in-use

1. Introduction

1.1. The growing importance of practices, markets and value

In the late twentieth century, the social sciences underwent a practice turn – brought about by the pioneering work of Bourdieu in 'outline of a theory of practice' (1977) and in 'the logic of practice' (1990), Giddens 'theory of structuration' (1979, 1984), Lave's account of learning as a practice (e.g., Lave & Wenger, 1991) and Taylor's input on 'social theory as practice' (1985). These contributions have led to a body of interrelated theories that regard practices as the key to understanding the social world and thus, laying the ground for contemporary practice theorists ranging from Reckwitz (2002, 2016), Schatzki (2001, 2016), Shove and colleagues (Shove & Pantzar, 2007; Shove et al., 2012), and Warde (2005, 2014), among others (Barnard, 2021; Schatzki, 2018).

The so-called 'practice turn' has spread to many fields, being adopted by economists, sociologists, historians and political scientists who aim to understand social phenomena by studying their composition and activities (Schatzki, 2018). Thereby, adhering to the idea that aspects such as market structures, organisations and consumer behaviour can be studied by looking at their practices. Practices are routinized acts of doing and their entities, covering things said and done, ways of thinking or feeling, and physical items and their use (Reckwitz, 2002).

Taking on a practice perspective yields a number of benefits: first of all, attention is being paid to real-world phenomena. By analysing situated routinized acts and their components, practice theorists aim to fathom what is happening in the social world and translate it to the theoretical realm to develop recommendations for practitioners – strengthening ties between theory and managerial practice (Mason et al., 2015). In this sense, a practice theoretical approach circumvents concerns whether or not real-world activities and processes are captured.

Further, practices are considered as a means of social change; meaning that major changes are achieved through the transformation of established activities and their composition. In detail, this pertains to established laws, codes of exchange, infrastructure in place, etc. (Grin et al., 2010). Thus, making it a useful way to capture market transformation; for instance, by depicting how markets are actively altered by market actors, but also by fathoming how these transformation processes come about and lead to a market's current form (Kjellberg & Helgesson, 2007a).

Consumption practices, herein referred to as use, can also bring about social change. As Hargreaves' (2011) research highlights, shifting to sustainable use practices cannot be achieved by changing attitudes or belief systems alone, it also requires altering deep-rooted activities or 'routine practices' to bring about change. In line with this, attention should be paid to the temporal changes of practices and their components – how they are repeated, discontinued and altered.

Practices are also laying the ground for value-in-use[1] emergence. More specifically, for value to emerge, practices, or as value researchers say 'use', must precede (Vargo & Lusch, 2004, 2008). Because of its implications for customer loyalty, satisfaction and retention, value is an important marketing concept for scientists and practitioners alike (Bruns & Jacob, 2016). Thereby, forming an ever-growing field of research over the last 20 years. Like practices, value is dynamic and unfolds over time; although, its dynamic development has received little attention so far (Medberg & Grönroos, 2020).

[1] Hereafter, the term value is used predominantly. Except when the term refers to the contents of manuscript three or the full term 'value-in-use' helps to demarcate other value conceptualisations.

Against this background, this dissertation is dedicated to the study of the temporality of practices, markets and value. In this work, temporality refers to the dynamic unfolding of these concepts as part of use practice change, market emergence, and long-term value emergence. Each of which is examined as part of an independent research project using a process perspective and different temporal lenses. The next section discusses the research gaps that the studies in this dissertation aim to fill.

1.2. Research motivation to explore the temporality of practices, markets and value

Despite the growing body of research on practices, markets and value, there are still unanswered questions that can expand our understanding of their dynamic unfolding. Although they are interconnected, practices, markets and value form their own research strands with different levels of maturity in terms of temporality – providing this thesis' research motivation.

Being the most advanced in terms of temporality, practice research offers a research area dedicated to practice dynamics or practice trajectories. Thus, recognising the need to go beyond static manifestations of practices and their entities. However, more research is needed to understand their unfolding. This is due to the incredible variety of compositions that practices and their entities can display over time. Exploring these complex connections is an unresolved quest for practice research (Nicolini, 2012; Shove et al., 2012); in particular, tracing the course of practices as they develop in the form of practice trajectories is yet to be done. The illumination of the so-called interspace of practices through their temporal representation is an important step towards actively shaping use processes as it reveals their opportunities for change.

Looking at market transformations, a growing field of research has emerged that offers a new action space for companies. In particular, research into the functioning and processes of markets has gained traction. Yet, there are still ambiguities about the emergence of markets, such as how market practices are transferred from an originating to a newly emerging market, herein referred to as market-referencing. Market-referencing provides guidance to market actors in new and unfamiliar settings and thus contributes to a new market's stability and legitimacy (Chiles et al., 2004; Sprong et al., 2021).

Although value is regarded as one of the central concepts in marketing research and practice (Edvardsson et al., 2011; Woodruff, 1997), dynamic studies of value have received little attention so far. Despite the basic premise that value is evolving, Medberg and Grönroos (2020) rightly recognized that value is considered dynamic but it is not studied as such. Nevertheless, an examination of value over time is necessary in order to reinforce it throughout the course of a use process (Kleinaltenkamp et al., 2012). Compared to B2B studies (e.g., Flint et al., 2002; Razmdoost et al., 2019), the dynamic emergence of value from a consumer perspective has received little attention so far.

Beyond the temporality of practices, markets and value, this dissertation addresses additional research gaps through its respective independent research projects. One of which concerns the way in which practices are captured. To quote Shove et al. (2012, p. 8) in relation to practice dynamics: "*At a minimum, we need to find ways of describing and analysing processes like these while also accounting for more faithful, more consistent forms of reproduction*." Thus, highlighting the need for appropriate methods to capture and analyse practice dynamics. Due to a prevailing focus on past practice dynamics and a disregard of conceivable future practice dynamics, there is a need for new research methods that capture conceivable practice trajectories. Having those, offers opportunities to analyse and shape conceivable forms of the future (Chatterton & Newmarch, 2017).

Moreover, I argue that our understanding of markets should be broadened. While the theoretical groundwork for market practices was laid by authors like Kjellberg and Helgesson (2006, 2007a) with their market practice classification, there is still a need to substantiate them empirically. By transferring identified market practice classes and their components to real markets and through providing practical examples of their manifestations, guidance and insights to other market researchers are offered.

Lastly, this dissertation is also motivated by the fact that value-in-use research in the field of electronic services (e-services) is predominantly based on an examination of service quality (e.g., Cho & Menor, 2010; Heinonen, 2004, 2006), rather than on goals that are often pursued by consumers in their use. As other studies have shown, a goal orientation in consumption processes offers helpful insights by enabling a more holistic view on use (Hamilton & Price, 2019).

On these grounds, the following research objectives are pursued by the individual manuscripts:

- Exploring the mechanisms involved in the unfolding of conceivable mobility practice trajectories and developing a research method to capture them (Manuscript one: the temporality of practices).
- Identifying the mechanisms of practice adoption through market-referencing and enhancing current market practice understanding by outlining electric vehicle (EV) charging infrastructure practice manifestations (Manuscript two: the temporality of markets).
- Illustrating the dynamic course of value-in-use emergence and how it is influenced by locomotion and assessment from self-regulation (Manuscript three: the temporality of value).

By adopting a process perspective and depicting the temporal structures between elements, modifications, forms of stabilisation, and mechanisms within conceivable use practices, market emergence and value creation (Langley & Tsoukas, 2010), we contribute to an improved understanding of temporality within these interrelated research strands. In this respect, this dissertation offers an empirically grounded investigation of real-world phenomena and serves as a connecting piece between theory and practice (Mason et al., 2015).

From a managerial perspective, this dissertation endorses societal transformation. Firstly, through enabling conceivable practice trajectories to be grasped that offer action spaces to shape the future. Secondly, by providing guidance on how emerging markets can be established with the help of original market practices. Thirdly, by showing how nascent market practices in emerging markets offer levers for market improvement. And lastly, by outlining how long-term value emergence can be fostered within e-services.

The remainder of the dissertation is organized as follows: chapter two presents the theoretical underpinnings of social practices, markets and value, as well as their linkages and temporal considerations. Chapter three outlines the research approach of all manuscripts describing how all research objectives and questions were approached methodologically. Chapter four presents each manuscript in its totality. Finally, a general discussion concludes with a summary of the main findings and an overview of the theoretical and practical implications, followed by limitations and future research opportunities.

2. Theoretical underpinnings

2.1. Social practices

The theoretical foundation for social practices forms practice theory, of which there is not one but a wealth of social theories. Practices built the basis for scientific inquiry; aiming to comprehend what social phenomena are composed of and how these components are interrelated. Practice theory therefore highlights a social phenomena's structure and places less emphasis on its primary cause (Fuentes et al., 2019; Reckwitz, 2002). Contrasting to other theories in the social sciences, practice theory argues that recurring patterns of behaviour explain social actions and interaction rather than norms or sums of individual-level actions (Araujo & Kjellberg, 2009).

A growing importance is being given to practice theory, which is being applied more and more in the social sciences and in business (Fuentes et al., 2019; Warde, 2014). The consideration of practices has found particular resonance in the literature on markets (e.g., Araujo & Mason, 2021; Kjellberg et al., 2012) and how they are purposefully altered (e.g., Brei & Tadajewski, 2015; Fernandes et al., 2019; Palo et al., 2020). Further, emphasis has been placed on how practices determine everyday life (e.g., Fuentes et al., 2019; Hand & Shove, 2007) and how practices and value emergence are interconnected (e.g., Echeverri & Skålén, 2011; Frow et al., 2016; McColl-Kennedy et al., 2015).

There are many definitions of the term 'practice'. For instance, Schatzki (2001, p. 87), describes practices as "…*temporally evolving, open-ended set of doings and sayings linked by practical understandings, rules, teleoaffective structures, and general understandings*." Alternatively, Reckwitz (2002, p. 249) specifies practices as "… *a routinized type of behaviour which consists of several elements, interconnected to one other: forms of bodily* *activities, forms of mental activities, 'things' and their use, a background knowledge in the form of understanding, know-how, states of emotion and motivational knowledge*." In other words, practices comprise the following components: acts, knowledge, ability and understanding of actors and how these are implemented with the help of objects, subsequently referred to as material.

All of these practice components serve as a basis for enquiry aimed at understanding the social world. Hence, adopting a practice perspective comes with a tendency to focus on the mundane of everyday life (Reckwitz, 2002; Schatzki, 2001). To guide empirical studies, practice elements are often divided into several categories. There are two predominant approaches that either differentiate between understandings, procedures, engagements and performance or alternatively, between material, meaning and competences. The first classification was introduced by Warde (2005) referring to Schatzki's (1996) division of practices into two levels: practices-as-entities (practice components) and as-performances (practice conduct). The practices-as-entities level consists of 'understandings' which refer to knowing what actions to take; 'procedures' which describe regulations, directives, protocols, procedures or the like; and 'engagements' which describe the higher ends at which the practices are aimed at. The 'practices-as-performances' level outlines the act of doing a practice. In contrast, the second approach distinguishes between 'material' encompassing objects, their inherent properties and technologies; 'meaning' describing the deeper sense/purpose behind a practice and associated thoughts; and 'competences' include the abilities, know-how and the skills necessary to perform a practice (Shove et al., 2012). In this work, a combination of both approaches is pursued. The categorisation of Shove et al. (2012) is being followed since it has proven useful in former studies (e.g., Mylan, 2015; Spurling, 2022) and in manuscript one. At the same time, this categorisation is to be further extended by performance to reach a holistic practice understanding; one that encompasses the components and conduct of practices and thus, combines material, meaning, competences and performance.

Schatzki's (1996) division into practices-as-entities and as-performances has not only proven useful in guiding empirical research but also in understanding practice change. Change processes can take place either at the entities level in terms of the practice structure or at the performance level in terms of its conduct. The first entities or structural level emphasises how various practice elements are configured and connected (Shove & Pantzar, 2005). The structure thereby serves two purposes: it helps actors to identify and classify practices. It also specifies how these practices are to be carried out. The second level pertains to the performance of practices − which is recurring. For one, the repeat performance of practices is necessary for the constant reformation of practice element linkages (Evans et al., 2012; Reckwitz, 2002). For another, maintaining patterns of conduct or upholding the way something is done creates meaning and dictates the prevailing norm (Shove, 2010). Their performance determines whether practices are stabilised in their existing form or altered, be it through 'adjustments, improvisations or experiments' (Warde, 2005, p. 141). The structure and performance levels of practices are reciprocally connected and thus interdependent (Cetina et al., 2005). The following section illustrates how social practices can be classified.

2.2.Social practice classification

In general, three classes of social practices are commonly acknowledged within the literature, namely 'use practices', 'organisational practices' and 'market practices'. The first class 'use practices' refers to practices undertaken by consumers as part of their usage or consumption process (Storbacka & Nenonen, 2021; Warde, 2005). Examples are driving a car, exercising or doing laundry. Research focusing on use practices is concerned with everyday life, often focussing on a more sustainable way of living (e.g., Barr, 2015; Gram-Hanssen, 2011; Stigzelius, 2017).

The second classification pertains to ‘organisational practices’ referring to practices carried out within an organisation for its upkeep and functioning. Typical organisational practices occur within marketing, human resource management, or production, among others (Möller et al., 2020; Nenonen & Storbacka, 2020). While some researchers focus on this discipline as a whole (e.g., Corradi et al., 2008; Nicolini, 2012), others focus on organisational processes as in management control, communication or organisational learning (e.g., Ahrens & Chapman, 2004; Gherardi, 2001; Mason & Leek, 2012), or practices as part of individual business units (e.g., Makkonen et al., 2012; Skålén & Hackley, 2011).

Lastly, ‘market practices’ embrace activities linked to a market’s performance and function. These are commonly divided into practices for market exchange, practices representing a market or its structure and normalising practices that are setting out rules and conventions (Kjellberg & Helgesson, 2006). A practice lens is used to help understand markets and their structure and how they are actively shaped by market actors (e.g., Araujo, 2007; Holmes et al., 2021; Mason et al., 2013). An overview of the classification of social practices can be found in Figure 1. This dissertation examines two of three classes of social practices, namely market practices (manuscript 2) and use practices (manuscript 1). Since organisational practices are not part of this dissertation’s focus, they are not addressed separately. Next, the adopted markets-as-practices perspective is described.

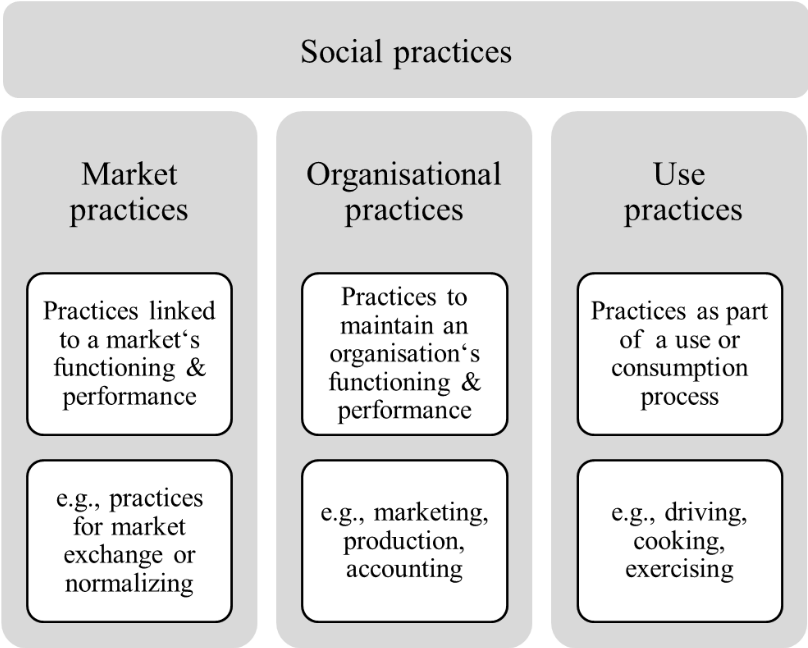


Figure 1: Overview of social practice classes

2.2.1. Markets-as-practices and their making

Adopting a markets-as-practice perspective recognises markets as mutable and configurable entities being constituted by market practices (Callon et al., 2002; Callon & Muniesa, 2005), being committed to the unfolding of markets as an ever-changing entity. So studying markets-as-practices comes down to studying the reciprocal relation of market structure and market processes as it unfolds. In this way, emphasis is placed on the study of market processes 'in the making'; thus, making a case for research advocating temporal considerations rather than focussing on single moments (Araujo et al., 2008). In this case, the outcome of market (making) processes is not priorly defined as in terms of a 'desirable or perfect market', instead attention is paid to the activities that contribute to market-making and the market forms that emerge from them (Callon, 2009).

Markets-as-practices studies typically adopt a micro-perspective that gets to the 'nitty-gritty' of market activities by looking at practice configurations and performances in a granular manner (Andersson et al., 2008). The variety in the temporal and structural configuration of practices that form a market render their mapping and understanding difficult; which is also due to their potential to contradict one another. Yet the heterogeneity of practices is indicative of the multiplicity of real-life market spaces (Geiger et al., 2012). By studying market actors and their actions in real-life settings, a practice-based view generates hands-on knowledge that truly reflects the market and its making. In this sense, practice studies bring theory and practice closer together and thus contribute to the transformation of markets and society (Goffman, 1974; Hagberg & Kjellberg, 2009).

In accordance with the literature, markets are formed through practices that go beyond mere marketing practices (Kjellberg & Helgesson, 2007a). Instead, market-making research turns to market practices. Market practices are interrelated practices by which markets function. As such, they play a twofold-role: first, as a stabilising mechanism by establishing and anchoring a market's momentary state. Second, market practices also modify markets due to their dynamic nature (Araujo et al., 2008). In line with other studies (e.g., Azimont & Araujo, 2007; Ottosson et al., 2020), the market practice classes model of Kjellberg and Helgesson (2006, 2007a) is used to understand how market practices are differentiated. Overall, there are three interrelated classes of market practices, comprising exchange, representational, and normative practices. Each class is explained in more detail below.

Exchange practices describe activities that are required for or in support of transactions. These may occur prior, during and after a transaction takes place. Further, establishing transaction conditions also fall under this category. Examples pertain to price setting, product comparisons or the distribution of goods (Alderson & Cox, 1948). The second category representational practices aims to depict a market's structure or its operating principles; making markets as an abstract entity more tangible. For instance, market-specific terminology or trade associations serve as market representations. Lastly, normalising practices depict market rules/regulations, established norms and prevailing (voluntary) standards. Thus, they provide guidelines on a market's desired functioning and indicate acceptable behaviour. Examples include reforms as well as rules of competition. This category also includes intended market objectives that are to be achieved by means of market-making (Araujo et al., 2008; Hagberg & Kjellberg, 2009; Kjellberg & Helgesson, 2007a, 2007b). An outline of the classes of market practices can be found in Figure 2. The next section takes a closer look at the making of markets.

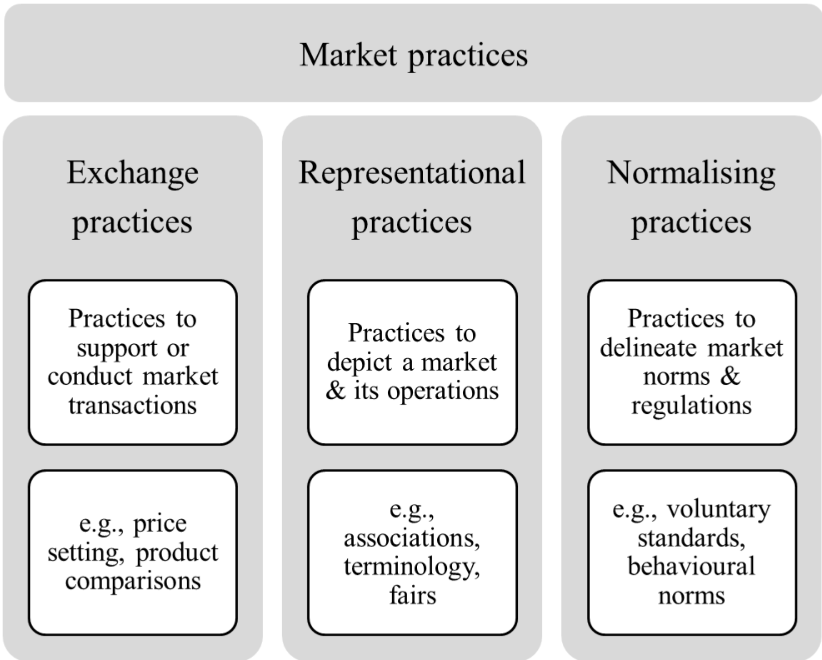


Figure 2 : Overview of market practice classes

Market-making

The act of market-making refers to the active intervention of market actors to modify a market or its entities towards value creation (Diaz Ruiz et al., 2020; Nenonen et al., 2014). Market actors therefore have the ability to actively drive or hinder market change (Diaz Ruiz & Kowalkowski, 2014; Mason & Spring, 2011). Markets offer the 'action space' for actors (e.g., companies) that intend to actively shape their business environment; underlining the role of markets from a managerial perspective. While actors have the ability to actively shape a market, doing so remains challenging. For one, existing markets are subject to severe dynamics. For another, new markets or market spaces are constantly emerging, as shown by the Low Emission Vehicle market space which newly emerged from the automotive market (Pinkse et al., 2014). The practical relevance of market-making as a challenging ‘action space’ for actors has given rise to a growing field of research (Sprong et al., 2021). On these grounds, studies on the fundamentals of market-making emerged covering its theoretical underpinnings and language shifts (e.g., Diaz Ruiz, 2012; Nenonen & Storbacka, 2021; Pels et al., 2023); a consideration of specific market forms, such as sustainable, stigmatized or bottom of the pyramid markets (e.g., Fernandes et al., 2019; Mason et al., 2017; Ottosson et al., 2020); market conditions (e.g., Pedersen & Ritter, 2022; Peters et al., 2020); as well as research on an actor’s capabilities, efforts or intentionality (e.g., Hawa et al., 2020; Lipnickas et al., 2020; Nenonen et al., 2019); among others. In spite of this, a great amount of conceptual and empirical work remains to be done. Next, use practices are further illuminated.

2.2.2. Use practices

Use practices, also known as consumption practices, describe practices and their elements that are involved in usage processes. The basic idea is that in order to perform a use practice, an object is utilised by an agent who is devoted to the practice at hand and who has access to appropriate tools and resources. What objects are used or consumed, their form and how they are used are dictated by practice patterns and prevailing conventions. The term ‘agent’ rather than ‘user’ is adopted in accordance with the practice literature[2]. This approach moves away from individual accounts of use behaviour. Instead, focus is placed on the routinization and

[2] Agents are considered to be ‘carriers of practices’. The term is aligned with a non-focus on individuals in practice theory (Reckwitz, 2002).

social acceptance of use practices aiming to assist in the examination and structuring of use processes (Warde, 2005).

According to Schatzki (1996; 2001) use practices are divided into two categories covering ‘dispersed’ and ‘integrative’ practices. Dispersed practices are practices that serve as part of an integrative practice without being the primary focus of the activity. Typical dispersed practices include the act of imagining, questioning, explaining or investigating. These have no end goal of their own but their meaning is determined by the configuration and performance of the core/integrative practice. In contrast, integrative practices show a higher complexity and are carried out as part of specific social situations. Common examples pertain to shopping, driving or gardening (Harries & Rettie, 2016; Warde, 2005). A comparison of both use practice types can be found in Figure 3.

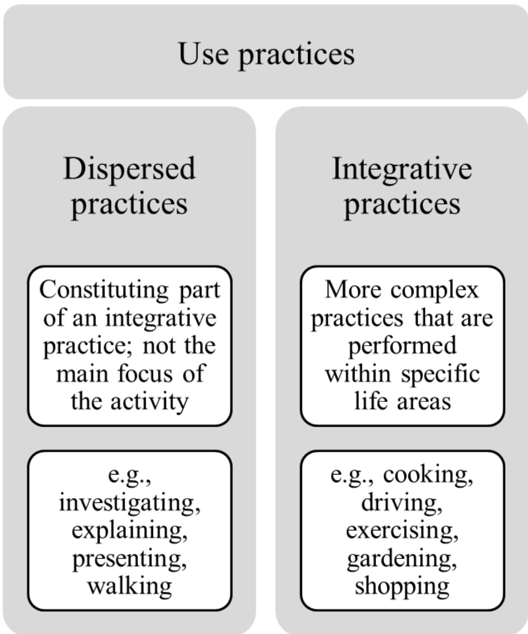


Figure 3: Overview of use practice classes

As integrative practices are more complex and can be situated in specific life spheres, their potential towards fostering a practice understanding is higher – explaining a stronger attention on integrative rather than dispersed practices among researchers (Harries & Rettie, 2016; Warde, 2005). Use practice research focuses on specific life areas such as private energy use (e.g., Galvin & Sunikka-Blank, 2016; Gram-Hanssen, 2010, 2011) or mobility (e.g., Spurling & McMeekin, 2014; Svennevik et al., 2021). Similar to market practice studies that exhibit ties to value research, research on the interspace between use practices and value emergence have also garnered interest. For a better understanding, the concept of value-in-use will be introduced hereafter followed by an outline of the linkages between social practices and the concept of value-in-use.

2.3. Value-in-use

The concept of value has evolved over time; thereby, going from a traditional view on value as in value to the firm or value resulting from exchanging monetary assets and goods to a conceptualisation of value-in-use. Value-in-use follows a process perspective that puts the beneficiary in the foreground. In accordance with this view, value-in-use is determined by a beneficiary and emerges in the course of a usage process (Gummerus, 2013). The emergence of value underlies self-set individual or collaborative activities/behaviour (Vargo & Lusch, 2004). In this sense, usage processes can be understood as consecutive user activities toward value emergence. Value considerations thus go from considerations of individual service/use encounters to long-lasting usage processes (Kleinaltenkamp et al., 2012).

Overall, there are different understandings of how value-in-use is assessed differentiating between means-end, benefit/sacrifice and phenomenological understandings (Gummerus & Pihlström, 2011). A means end assessment posits that consumers use services to achieve a desirable end state by following a hierarchical process from a product’s attributes, to its use, and its purpose (Gutman, 1982; Woodruff, 1997). In contrast, benefit/sacrifice assessments arise from balancing various service quality dimensions (Zeithaml, 1988). Lastly, phenomenological value-in-use understandings are more holistic in nature referring to the co-creation of value from an overall service experience (Gummerus, 2013, see for more details).

In line with the manuscripts of this dissertation, a phenomenological understanding of value is adopted. More specifically, a goal oriented one in which a consumer's value perception relies on their goal achievement during usage (Macdonald et al., 2016). This goal-based conceptualization of value-in-use places the consequences of the use process in the foreground and not the service as such (Grönroos & Ravald, 2011). Further, this approach coincides also with the practice theoretical work of this thesis since meaning in practices is, among others, derived from their intended goals. Crossing the bridge between social practices and value-in-use research, both research strands and their linkages are contrasted next.

2.4. Linking social practice and value research

Alongside mere practice or value research, research on the interspace between practices and value has also garnered interest. This is not surprising since a value-in-use conceptualisation, envisages that use activities precede the emergence of value (Vargo & Lusch, 2004, 2008). Research on the interface of use practices and value-in-use have so far elaborated its theoretical foundation (e.g., Holttinen, 2010), how services are conceptualised as value co-creation practice bundles or experiences (e.g., McColl-Kennedy et al., 2015; Skålén & Gummerus, 2023), and the role of resource integration within value-co-creation practices[3] (e.g., Karlsson & Skålén, 2022; Kleinaltenkamp et al., 2012). Although less common, there are also early attempts towards fathoming value-in-use emergence from a markets-as-practices perspective (e.g., Korkman et al., 2010; Mazzucato & Ryan-Collins, 2022). After

[3] Deploying resources, such as knowledge, objects, etc. as part of the use process with the aim of fostering value-in-use (Vargo & Lusch, 2011).

all, the active shaping of markets is aimed at creating value (Diaz Ruiz et al., 2020; Nenonen et al., 2014). Despite a growing body of cross-cutting research, both research bodies use distinct terminology and constructs, which are contrasted in the following.

Agents vs. beneficiaries/actors

With the practice turn came a defocusing of the individual and thus a decentralization of actors. This move away from an individual-level analysis was accompanied with an emphasis on *agents* as opposed to actors. Agents are referred to as the 'carrier of practices'. As such, the agent serves as an intersection for the multitude of practices that are part of a carrier's life (Reckwitz, 2002). In contrast, value-in-use research refers to *beneficiaries* or *actors,* who are actively involved in the value emergence process and act as determinants of value. Here, no distinction is made between actor roles, such as customers or service providers, or whether they operate as individuals or groups (e.g., community, department, or organisation). In both fields, network considerations have been increasingly favoured rather than examinations of dyadic relationships (e.g., Anthony et al., 2020; Frow et al., 2014; Hui, 2012; Vargo & Lusch, 2016).

Material vs. service offering/operand resources

Both strands of research follow the assumption that agents or actors must be equipped with the necessary infrastructure/resources to perform usage (practices). Taking a practice perspective, the required infrastructure refers to the practice element material. Material refers to 'things', such as physical infrastructure and objects (Reckwitz, 2002). In translating this practice classification into value terminology, *material* could either correspond to the *service offering* itself as the foundational basis of exchange or to the *operand resources* that an actor applies. Operand resources are considered to be physically tangible and static resources

(Vargo & Lusch, 2004, 2019). While material and operand resources are both considered tangible, material is not deemed static.

Agencement vs. resource integration

In general, practice theory is very much concerned with the physical extension of action through material (Araujo & Kjellberg, 2009). To this end, a construct called '*agencement*' has been introduced, which describes the arrangement of material entities and agency − or simply sociotechnical arrangements. Some authors, such as Çalışkan and Callon (2009, 2010), no longer refer to agents at all, but use exclusively the construct of agencements. In this way, their work examines human and nonhuman elements and focuses on the abilities to act and the attachment of meaning to actions (Gherardi, 2016). Closest to this is *resource integration* in value research. Resource integration refers to the utilisation of resources (operant and operand) by actors as part of the value-in-use emergence process (Vargo & Lusch, 2011). Similar to agencement, human and nonhuman resources are applied in resource integration.

Mental & bodily activities vs. operant resources

Turning to *mental activities* in practice theory, they refer to various knowledge types, such as background and motivational knowledge or know-how. *Bodily activities* refer, for instance, to what an agent does or says (Reckwitz, 2002). Value research refers to these as *operant resources*, comprising dynamic and intangible resources. According to the literature, operant resources encompass knowledge and skills (physically and mentally) (Vargo & Lusch, 2004). An overview of the comparison of terms with examples is given in Table 1. After contrasting practice and value constructs, the next and concluding step in this literature review is dedicated to the temporality of practices, markets and value.

Table 1: Comparison of value and practice terminology

Value-in-use terminology		Practice theory terminology	
Description	**ViU term**	**PT term**	**Description**
Determinants of ViU emergence; actively involved in ViU process	***Actor/beneficiary***	***Agent***	'Carrier of practices' or intersecting entity for multiple practices
Dynamic and intangible resources (physical/mental skills, knowledge)	***Operant resources***	***Mental activities***	Knowledge types (background- or motivational knowledge, know-how)
		Bodily activities	What is being said or done
Static and physical resources (objects, natural resources)	***Operand resources***	***Material***	Physical objects/ infrastructure
Foundational exchange basis	***Service offering***		
Utilisation of operant resources (knowledge/skills) and operand resources (physical/static objects) within ViU emergence process	***Resource integration***	***Agencement***	Arrangements of human and nonhuman elements

ViU = Value-in-use; PT = Practice theory

2.5. The temporality of practices, markets and value

Time is omnipresent – integral to all phenomena. As a matter of human concern, it became a popular research topic that gained increasing importance from the early 20th century onward (Gore et al., 2021). Temporality research provides answers to questions about trajectories (e.g., Shove et al., 2012; Southerton et al., 2012), the speed and arrangement of practices and processes (e.g., Huy, 2001; Spurling, 2022), and personal experiences of time or time perception (e.g., Baker & Cameron, 1996; Conti, 2001), among others. Since research on temporality is rather broad and dispersed, it remains a difficult research field to grasp. To this end, a temporal framework by Ancona et al. (2001) is used which divides temporality research into three areas: conceptions of time, actors relating to time, and mapping activities to time; each of which is outlined below.

The first area ‘conceptions of time’ refers to the types of time and how time is socially constructed. Research on the types of time aims towards its definition or categorization, reaching from ‘clock time’ in which time is divided into small measurable units that are identical throughout and considered to be linear to ‘cyclical time’ in which events repeat themselves, such as a year’s seasons (Ancona et al., 2001). Despite there being many different types, time is often divided into objective and subjective time. ‘Clock time’, for instance, is considered an objective measure of time in which there is a ‘‘*succession of now-points*’’ (Joas, 1997, p. 171). In this case, past, present and future are distinct entities that cannot be altered. In contrast, subjective time usually assumes a connection between past, present and future (Shotter, 2006). While there are numerous subjective time understandings, Mead (1932) presumes that only the present offers the space for change that connects the past with the future. In this sense, the past is being reframed by the perception of the present. Whereas a reframed past shapes the present and opens up future possibilities (Hernes et al., 2013). Socially constructed time, which also belongs to the first area, describes the way time is construed by social groups and the meaning attached to it. Typical examples refer to working hours from nine to five, public holidays or family time (Ancona et al., 2001).

The second area of temporality research is called ‘actors relating to time’ and outlines temporal perception and personality. The introduction of the relative time phenomenon by Albert Einstein (1931) established that time is perceived according to ones frame of reference despite its physical nature. However, the concept and significance of temporal perception have caused much debate among psychologists, physicists, and philosophers. All in all, many different understandings of time perception have emerged. In line with Kant (1965), perceiving time is an inborn human quality that determines one’s life experience. A view that was further advanced by other existentialists, such as Heidegger or Husserl (Zimbardo & Boyd, 2015). In contrast, Lewin (1942) introduced the ‘life space model’ according to which previous and future events affect present actions. According to him, all temporal horizons are united at a given time. This approach has also been adopted and expanded by others (Zimbardo & Boyd, 2015). In comparison, temporal personality research focuses on the ways in which people use and deal with time. While temporal personality research also relies on an actor’s time perception, it takes other variables into account, such as the meaning of time and time orientation (linear vs. cyclical) (Ancona et al., 2001).

The last area and most important category for this thesis, relates to ‘mapping activities to time’. More specifically, events/activities are ordered and presented in their sequential flow. This pertains to the mapping of single or multiple activities, which may also transform in the process (Ancona et al., 2001). The depiction of activities in their sequential flow is characteristic for process studies; paying attention to alterations, activities, novelty or conditions. Further, process research typically accounts for the temporal connections between activities, outlining its complex interrelations and accounting for spatiotemporal specifics

(Langley & Tsoukas, 2010). Significant for this thesis is that all three manuscripts take a process perspective which ‘map activities to time’:

- Manuscript one is a futuristic study depicting conceivable mobility trajectories resulting from the shift of cars to autonomous vehicles (AVs).
- Manuscript two draws on the current state of the EV infrastructure market to reconstruct its imitation of market practices from the mineral car fuel distribution market.
- Manuscript three is a narrative study that maps value-based language learning practices over time and translates them into a non-linear process model.

By taking a process perspective, this thesis corresponds to the underlying assumptions of practice theory and value research, which generally recognise their dynamic nature. Nevertheless, literature gaps remain with regard to their progression. In accordance with Blue (2019), time in practices is commonly treated in three ways: first, as a subjective perception as part of practices; second, as a structuring force in practices that forms its spatiotemporal order; lastly, as a practice element in its own right. For this thesis the second way, depicting ‘time as a structuring force’, is most relevant. Manuscript one uses time as a structuring force to delve deeper into the subject of practice dynamics. Practice dynamics or practice trajectories are dedicated to the temporal and local movements of practices and their elements. To this end, single practice elements are analysed to fathom how they evolve – whether by changing existing elements, omitting them, or adding new elements (Watson, 2012). Practices are mobile and can be transferred to other spatiotemporal contexts through their embodiment. In the process, various practice manifestations and connections are formed which require further exploration (Nicolini, 2012; Shove et al., 2012). In comparison to existing studies that have looked at practice trajectories quantitatively or retrospectively, the manuscript takes a forward-looking approach and examines conceivable practice trajectories in the field of mobility. In doing so, the many unknowns of practice dynamics are further illuminated (Jones et al., 2014; Müggenburg et al., 2015).

Manuscript two also treats 'time as a structuring force' and investigates the phenomenon of market-referencing by examining the temporal landscape of the EV infrastructure market and how it relates to its original market for mineral car fuel distribution. By analysing EV infrastructure market practices in place and understanding how they mimicked existing market practices, mechanisms of emergent market formation can be identified. Thereby, contributing to our understanding on market dynamics, which so far concentrated on market legitimisation (e.g., Humphreys, 2010) or market-referencing consequences (e.g., Baker et al., 2019).

While research on value commonly refers to its dynamic character, its temporality is often not taken into account (Medberg & Grönroos, 2020). A notable exception pertains to Kowalkowski's conceptual work (2011) on the temporality of value propositions. Empirically, consumer-based value-in-use studies have addressed certain temporal aspects such as moments of use (Holmqvist et al., 2020) or freedom of use (Pura & Heinonen, 2008) with some initial work to understand the value-in-use process (e.g., Ravald, 2010). In contrast, processual research on value-in-use is more common in B2B research as described by Razmdoost et al. (2019) who examine the temporality of B2B value activities and Flint et al. (2002) who look into the evolution of B2B goal structures. Manuscript three, thus, aims to outline the value emergence process from a consumer stance to bridge the existing research gap.

In addition to depicting value and practice processes, each study has taken on a different temporal lens: moving from the future in manuscript one, to the present in manuscript two, and the past in manuscript three. As Langley and Tsoukas (2010, p. 11) put it: *"...process scholars may study their phenomenon by tracing it backward into the past (historical, retrospective studies), by following it forward into the future (ethnography, longitudinal case studies), by examining how it is constituted, or by doing all of these at the same time*.'' The following chapter describes the research design of the manuscripts in more detail.

3. Research outline

3.1. Manuscript outline

In total, this cumulative dissertation comprises three manuscripts dedicated to different facets of the temporality of practices, markets and value. One manuscript has been published in a peer-reviewed journal; the other two are still in the process of publication. An overview is given in Table 2. Each manuscript constitutes a stand-alone research project, as presented in chapter four. Prior to this, chapter three addresses each manuscript's research questions and -objectives, the research paradigm, chosen research contexts and research design choices.

Table 2: Manuscript overview

No.	Title	Authors	Publication type	VHB	Status	Points
Manuscript 1	The unfolding of mobility practice trajectories by swapping cars for autonomous vehicles	Bulawa, N. & Jacob, F.	Journal article	C	Revision requested in: *Marketing Theory*	0.75
Manuscript 2	Should the wheel be reinvented? Market-referencing in the electric vehicle infrastructure market	Bulawa, N., Mason, K. & Jacob, F.	Journal article	B	Revision requested in: *Journal of Business Research*	0.67
Manuscript 3	More than a snapshot: dynamic value-in-use emergence in e-services	Bulawa, N. & Jacob, F.	Journal article	B	Published in: *Electronic Markets*	1
					Sum	**2.42**

3.2. Overall research aim, objectives and research questions

Overall, all manuscripts seek to offer a temporal view of practices, markets and value to highlight their mechanisms of change. This dissertation thus extends research that focuses on temporal aspects in these interrelated fields – for which many mechanisms of change are still unclear, as in the case of practices and markets (Jones et al., 2014; Müggenburg et al., 2015), or whose dynamic nature is generally acknowledged but mainly statically examined, as in the case of value-in-use (Medberg & Grönroos, 2020). Beyond the overall objective of all manuscripts to go beyond static considerations, multiple research objectives are pursued by this dissertation, which are fulfilled by the individual manuscripts:

The first research objective is twofold and aims to better comprehend practice trajectories. On the one hand, the objective of manuscript one is to show the mechanisms at play in the course of practice trajectories. On the other hand, the study also strives to develop a research method to investigate practice trajectories. The research objective of manuscript two pertains to the broadening of market practice understanding by outlining market practice adoption mechanisms within market-referencing. As outlined in manuscript three, its research objective is to better grasp value-in-use by demonstrating its dynamic course and how this course is affected by self-regulation. An outline of all research objectives and research questions per manuscript is given in Table 3.

Table 3: Overview of the manuscript's research objectives and research questions

No.	Research objectives and research questions
Manuscript 1 *Unfolding of use practices*	<u>*Research objectives M1*</u> 1. Explore the mechanisms at play in conceivable mobility practice trajectories 2. Research method development to capture practice trajectories
	<u>*Research question M1*</u> How will conceivable mobility practice trajectories unfold with the introduction of autonomous vehicles?
Manuscript 2 *Mimicking of market practices*	<u>*Research objectives M2*</u> 1. Identify the mechanisms of practice adoption in market-referencing 2. Broaden market practice understanding by demonstrating practice manifestations
	<u>*Research question M2*</u> What are the underlying mechanisms of market-referencing?
Manuscript 3 *Dynamic value-in-use*	<u>*Research objectives M3*</u> 1. Demonstrate the dynamic course of ViU emergence 2. Illustrate how the course of ViU is affected by locomotion and assessment
	<u>*Research questions M3*</u> 1. How does locomotion affect dynamic ViU emergence in e-services? 2. How do assessment processes affect dynamic ViU emergence in e-services?

M = Manuscript

3.3. Research paradigm

A research paradigm is devoted to the fundamental beliefs of a researcher; describing how the world is viewed and how it ought to be studied (Guba & Lincoln, 1994; Patton, 1999). As Willis (2007, p. 8) put it, a research paradigm is: "…*a comprehensive belief system, world view, or framework that guides research and practice in a field.*" In this sense, a paradigm provides the rules and norms that are accepted and legitimized in research practice, the priorities that prevail, and guidance on how research practice should be conducted (Kuhn, 1970; Patton, 1990). In its components, a research paradigm covers ontological considerations of "What is reality?", epistemological considerations of "What is acceptable knowledge?", and methodological considerations of "How do we acquire knowledge?" (Kamal, 2019).

Ontological positions differ in whether social entities are considered objective and detached from the perception of social actors or whether the perception of social actors influences how social objects are perceived. In the course of this thesis, there is a *shift from constructivism* (manuscript three) *to performativity* (manuscript one − two). Constructivism acknowledges the influence of social actors on reality. In other words, social actors actively contribute to social phenomena, making reality subjective and dynamic (Brymann & Bell, 2011; Bunniss & Kelly, 2010). Accordingly, manuscript three explores how use activities, movements and assessment processes shape the value emergence process. In comparison, performativity is not about the individual actor who builds or constructs reality. Instead, performativity pursues the view that reality is created by the coming together and arrangement of various practices (Law, 2008). As such, this ontological orientation goes hand in hand with practice-based research. Thus, manuscript one and two focus on dynamic practice arrangements to understand shifts in mobility practices (manuscript one) and the phenomenon of market emergence (manuscript two). While ontological positions should not change easily, the change of positions adequately represents the researcher's shift in focus from value to practices and markets.

In epistemology, a distinction is made between the assumptions that knowledge must be experienced (as in interpretivism) or that it can be gathered (as in objectivism) (Kivunja & Kuyini, 2017). Thus, the connection between the researcher and the research object is addressed, and whether the focus is on understanding, in the sense that knowledge has to be experienced, or on explaining, in the sense that data can be collected (Brymann & Bell, 2011; Guba, 1990). In this dissertation, an *interpretative position* is adopted to enable the understanding of social phenomena. A detailed account of the research design is given in the next section.

3.4. Research design and method choices

Methodological choices concern the steps and procedures that are considered acceptable in knowledge generation. Just as ontological and epistemological questions are interrelated, so are methodological choices. The research design is not only based on a researcher's underlying beliefs but also on the questions that are to be investigated. In line with the exploratory and open-ended research questions that are posed in emerging research fields, such as future-oriented practices, market-shaping and value-in-use, a *qualitative research design* was considered most appropriate for all manuscripts. Qualitative research approaches are particularly useful in fathoming people's perspectives and experiences. As Merriam and Tisdell (2016, p. 6) put it: "*...how they construct their worlds, and what meaning they attribute to their experiences*." At the same time, qualitative research is also well suited to understand human activities (Schwandt, 2001). Beyond that, qualitative research designs allow the examination of temporal specifics in a research setting (Toulmin, 1990). The consideration of temporality is particularly important for the realisation of this thesis as the manuscripts aim to provide a process perspective while exhibiting different temporal orientations: from a focus on the future (manuscript one), to a focus on the present (manuscript two), to a focus on the past (manuscript three). Lastly, qualitative explorative research designs works best for research objectives, which delve into uncharted territory:

- Manuscript 1: demonstration of conceivable mobility practice trajectories by adopting a forward-looking perspective in contrast to retrospective examinations. Development of a research method to capture practice trajectories.
- Manuscript 2: adoption and empirical testing of self-referencing, a concept stemming from organisational transformation, in the context of market emergence. Identification of market-referencing mechanisms.
- Manuscript 3: examination of dynamic value-in-use emergence; diverging to existing static considerations. Demonstrate the role of self-regulation, using the concepts of locomotion and assessment, in the course of value emergence.

To answer all research questions adequately and to comply with the temporal orientation of each study, *empirical studies* were conducted for all manuscripts. The explorative character of qualitative research, thereby, allows certain flexibility in exploring new research fields. By addressing different research questions and temporal orientations, different research methods have been applied across the manuscripts. In the following, a summary of the method choices for each manuscript is given:

Manuscript one follows a qualitative exploratory research design with an inductive reasoning to investigate conceivable mobility practice trajectories and develop a research method to capture practice trajectories. Due to the forward-looking nature of the study, a theories-in-use approach is followed as it is well suited to broaden prevailing perspectives (Zeithaml et al., 2020). To realise the study, we evaluated different futurists' methods for their suitability in envisioning varying versions of the future and mapping trajectories (Inayatullah, 1990;

Stevenson, 2002). In response, we have taken Glenn's (2009) Futures Wheel as the basis for the development of the Futures Practice Wheel, which enables to capture practice trajectories. After some pre-testing, we conducted 20 Futures Practice Wheels with motorists. The data was analysed using Krippendorff's (1989, 2019) systematic approach for qualitative content analysis.

Manuscript two is a qualitative exploratory study that follows a theories-in-use approach and explores the mimicking of market practices from an existing to a newly emerging market. For this purpose, several data collection methods were combined, namely observation, interviews and document analysis. These methods are typically used within practice research as they allow for real-time practices to be investigated, that is, for present structures to be explored (Pickering, 1993). In detail, we conducted 20 hours of naturalistic observation at the biggest EV charging site in the UK which included 24 short interviews. Further, 17 semi-structured interviews were conducted with various market actors. Finally, more than 40 documents were analysed to bridge any gaps left by other data collection methods; which is common for document analysis (Bowen, 2009). Due to the exploratory nature of the research, which is based on some existing concepts, the data was analysed using Mayring's (2004, 2014) qualitative content analysis.

Manuscript three also follows a qualitative exploratory research design and investigates the value emergence process from a user perspective. For this purpose, 13 episodic interviews, a narrative interview technique, with language learning application users were conducted to reconstruct participants' past usage processes. The narrative interview technique was selected owing to its suitability to temporalize and reconstruct participants past experiences (Gore et al., 2021). Specifically, episodic interviews were chosen because they also allow questions to be asked during the narration to collect further insights on the value-in-use emergence process. The data was analysed by means of a structuralist qualitative analysis, suitable for narrative interviews (Bates, 2004; Flick, 1997; Jovchelovitch & Bauer, 2000). Following this approach, we first mapped the sequence of the individual components of the usage process and then summarised the concepts and categories thematically. Table 4 provides an overview of all methodological choices per manuscript.

Every manuscript was presented at doctoral colloquia, workshops/seminars and international conferences to ensure their further improvement and dissemination in the research community. Manuscript one was presented at two doctoral colloquia hosted by ESCP Business School and the University of Trier in 2020; which was followed by presentations at the 7^{th} Naples Forum on Service in Capri, Italy and at the European Marketing Academy Conference (EMAC) in 2021 (digital format). Manuscript two was presented at the Shaping Markets Workshop in Linköping, Sweden and in a Brownbag Seminar at Lancaster University, UK. Lastly, manuscript three was presented at the International Market Studies Workshop in Edinburgh, UK in 2023.

Table 4: Overview of the manuscript's methodological choices

No.		Methodological choices
Manuscript 1	*Research approach*	• Qualitative: inductive, exploratory • Theories-in-use approach • Research context: German motorists
	Sampling	• Theoretical sampling: 20 interviews with German motorists
	Data collection	• Development of the Futures Practice Wheel based on the Futures Wheel by Glenn (2009)
	Data analysis	• Qualitative content analysis following Krippendorff (1989, 2019) to examine the thematic focus, appearance/disappearance of practice elements, and sequence of conceivable mobility trajectories
Manuscript 2	*Research approach*	• Qualitative: exploratory • Theories-in-use approach • Research context: the EV charging infrastructure market in the UK
	Sampling	• Theoretical sampling: 17 EV charging infrastructure market actors
	Data collection	• 20 hours of naturalistic observation at a UK charging site • 17 semi-structured in-depth interviews • Analysis of more than 40 documents
	Data analysis	• Qualitative content analysis following Mayring (2004, 2014) to examine practice manifestations in the market, market-referencing principles and their form /MaxQDA • Cohen's Kappa intercoder reliability
Manuscript 3	*Research approach*	• Qualitative: exploratory • Research context: language learning applications
	Sampling	• Purposive sampling: 13 language learning application users
	Data collection	• 13 episodic (narrative) interviews
	Data analysis	• Qualitative content analysis following a structuralist analysis (Jovchelovitch & Bauer, 2000) by examining the narrative's sequence and categorize its components in terms of episodes, assessments, and movements /MaxQDA

3.5. Research contexts

A research context describes the "…*surroundings associated with phenomena which help to illuminate that phenomena, typically factors associated with units of analysis above those expressly under investigation*" (Cappelli & Sherer, 1991, p. 56). Thus, a research context should help to achieve deeper situational insights. Beyond that, placing data in context, a process known as contextualization supports the comprehensibility of results and aims to prevent their misuse (Gummesson, 2005). Consequently, research contexts should be carefully chosen. On the grounds that each manuscript aimed towards answering specific research questions with varying temporal orientations from future, present, to past, the choice was made to select various research contexts; ensuring their suitability across all manuscripts.

The first manuscript focuses on identifying conceivable mobility practice trajectories from a user perspective and on the development of a practice trajectory research method. By taking a *projective research perspective*, a product or service was needed that is not yet established, but is presently used in a precursor stage. The chosen research context addressed the transition from manually driven vehicles to AVs. The automotive market is considered a key market in Germany since it accounts for more than 20% of the total domestic industry revenue (Germany Trade and Invest, 2022). Meanwhile, concerns are being raised as to whether Germany can keep up with international competitors in the AV race (The Economist, 2021). The context allows current driving practices to be understood as a basis for sequencing conceivable mobility trajectories.

In the second manuscript, the mechanisms of market-referencing were to be identified, referring to the mimicking of market practices from an originating to a newly formed market. In addition, market practice understanding should be broadened by outlining practice manifestations. In this case, the EV charging infrastructure market in the UK was selected as a suitable research context. With a study *focus on the present*, a currently emerging market was needed that is actively shaped by different market players. As the first country to introduce a definitive ban on internal combustion engine vehicles (Department for Environment, Food & Rural Affairs, 2017), the EV infrastructure market in the UK was in upheaval. Further, the market has so far been approached from a technological view (e.g., Giménez-Gaydou et al., 2016; Pagany et al., 2019), leaving many opportunities for market(ing) research. The chosen context allowed identifying which market practice classes in the new EV charging infrastructure market were adopted from the originating market for mineral car fuel distribution.

The third manuscript aimed to fathom past usage processes to demonstrate the unfolding of value-in-use and outline the role of self-regulation in its course. To this end, we have chosen language learning applications as the research context. By taking a *retrospective perspective*, an already established service was needed that is being used for some time. Beyond that, the service should be goal-oriented (in line with our definition of value-in-use), have a lengthy usage process (to enable the examination of its dynamics [Medberg & Grönroos, 2020]), require a user's active participation, and be customisable (to foster individual value-in-use emergence). The selection process was guided by previous value-in-use studies (e.g., Bruns & Jacob, 2014; Hartwig & Jacob, 2018). By focusing on language learning application users, we were able to depict the dynamic value emergence process with all its components.

The next chapter presents all three manuscripts. Each manuscript begins with a summary table and an abstract and ends with a separate list of references. All referrals to tables, figures and numbers are thus manuscript specific. The appendices of the manuscripts can be accessed digitally. The citation styles of the manuscripts are in line with the peer-reviewed journal where the manuscript was published or submitted.

4. Manuscripts

4.1. Manuscript 1: the unfolding of mobility practice trajectories by swapping cars for autonomous vehicles

---

Co-authors:	Frank Jacob
Journal:	Marketing Theory
Journal ranking (VHB-JOURQUAL3):	C
Publication status:	Revision requested
Availability:	From the authors upon request

4.2. Manuscript 2: should the wheel be reinvented? Market-referencing in the electric vehicle infrastructure market

---

Co-authors:	Katy Mason, Frank Jacob
Journal:	Journal of Business Research
Journal ranking (VHB-JOURQUAL3):	B
Publication status:	Revision requested
Availability:	From the authors upon request

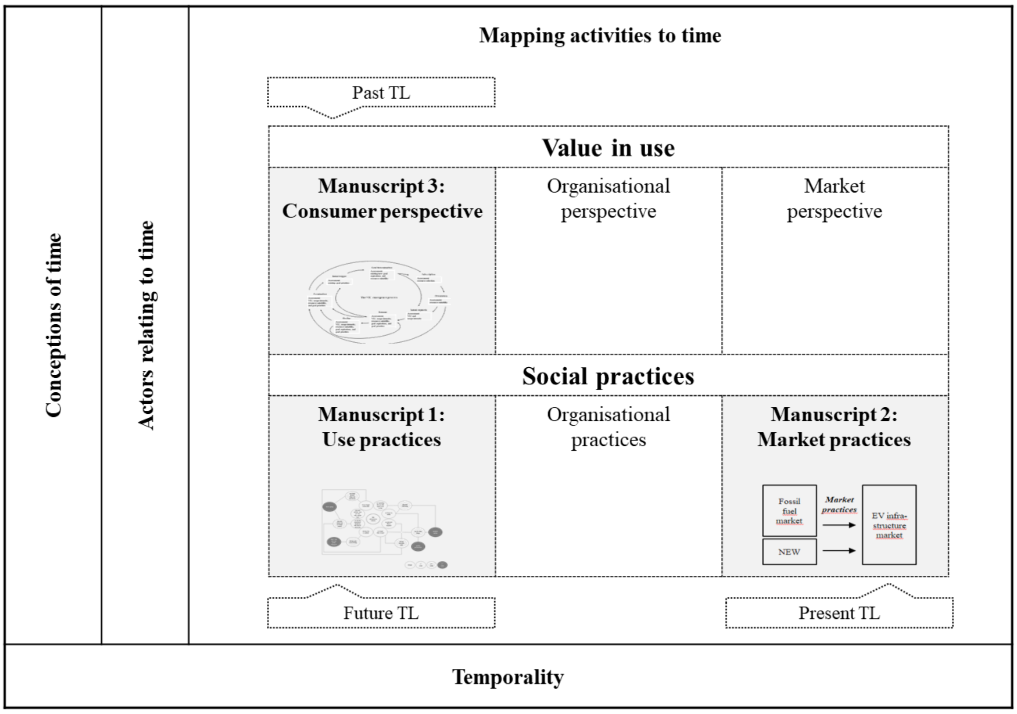
4.3. Manuscript 3: more than a snapshot: dynamic value-in-use emergence in e-services

Co-authors:	Frank Jacob
Journal:	Electronic Markets
Journal ranking (VHB-JOURQUAL3):	B
Publication status:	Published
Availability:	https://doi.org/10.1007/s12525-021-00502-2

5. General discussion

The overall aim of this work is to shed light on the temporality of practices, markets and value. More specifically, this thesis examined these concepts by means of a process perspective in various technology-based research contexts. This thesis thus aims to provide insights into temporal dimensions of practices, at the individual and market level, and value; going beyond momentary snapshots. Figure 4 presents a thematic classification of all manuscripts within this thesis.

The contribution of this thesis stems from several elements: taking a temporal perspective, adding to the literature on practice, market and value dynamics; developing a new research method to capture practice trajectories; and bridging the gap between practice and theory in marketing – each of which is described in more detail in section 5.2. Prior to this, the main findings of the manuscript's research questions are outlined.



TL = Temporal lens

Figure 4: Thematic classification of the manuscripts

5.1.Main results

The main results are described according to their respective research questions.

Research question 1: How will conceivable mobility practice trajectories unfold with the introduction of autonomous vehicles?

To answer the research question, Glenn's (2009) Futures Wheel method was adapted and tested in the context of mobility practice trajectories. With the help of the Futures Practice Wheel, a total of five practice trajectory mechanisms could be identified, which can be classified into the following main topics: alignment, evaluation and linkages.

The first two mechanisms relate to the 'alignment' of autonomous driving with the conceivable practice trajectory. In the first mechanism, the conformity of practices determines whether they are omitted (not suitable or necessary for autonomous driving) or whether they are transferred to the AV (compliant with autonomous driving). According to the second mechanism, the elimination of practices leads to space that can be filled alternatively. This can be done by intensifying existing practices, by introducing new practices or by resituating practices from areas other than driving.

Within 'evaluation', it becomes apparent that conceivable practice elements are being assessed. First, desirable conceivable practices can often be traced back to constrained or strenuous manual driving practices. Second, conceivable non-desirable practices can influence their performance intensity and lead to the introduction of compensatory practices.

Finally, 'linkages' address the role each successive trajectory stage serves: from delineating existing and conceivable practices (first-level), to linking situated and subordinate practices (second-level), to implications within one's sociotechnical environment (third to fourth-level). By taking a projective perspective on practice trajectories this study offers a new angle to discern the interspace of practices and its pathways.

Research question 2: What are the underlying mechanisms of market-referencing?

By analysing the mimicking of market practices from the mineral car fuel distribution market to the emerging EV infrastructure market, market-referencing mechanisms across three thematic areas were identified: market-referencing alignment with a new market space, market-referencing practice arrangements, and market-referencing emergence.

The first area 'market-referencing alignment with a new market space' encompasses three mechanisms that describe a direct takeover of market practices, an adaptation of market practices or an introduction of new market practices. Two conditions must be met for a direct takeover: first, the market practice needs to fit the new market space and its functions. Secondly, the market practice must be deeply embedded, easily copied, or spanning markets. In contrast, market practices are adapted (by being extended or modified) if a highly-specific original market practice does not correspond to the new market space. Lastly, new market practices are introduced to foster the transformation of a market or to circumvent market dysfunctions.

Mechanisms in 'market-referencing practice arrangements' address the role of market-referencing types (such as takeover, extended takeover, modified takeover and extended modified takeover) when they are combined. By incorporating existing market practices in their original form (takeover) to adapted market practice elements, market stabilisation can be fostered. At the same time, the combination of different market-referencing types leads to the definition of a new market structure.

Lastly, 'market-referencing emergence' describes the occurrence of market practices without the active steering of market actors; these are rather driven by necessity. Overall, the manuscript has uncovered market-referencing mechanisms and expanded the literature by identifying several market-referencing types.

Research question 3: How does locomotion affect dynamic ViU emergence in e-services?

Research question 4: How do assessment processes affect dynamic ViU emergence in e-services?

In the following, both research questions of manuscript three will be answered concurrently as locomotion and assessment operate in conjunction in the value emergence process. The analysis revealed an eight-stage value emergence process: (1) initial trigger, (2) goal determination, (3) subscription, (4) orientation, (5) initial euphoria, (6) routine, (7) decline, and (8) termination. The circular value emergence process is non-deterministic and thus allows for variations along the way.

The course of the value emergence process depends on locomotion and assessments, two underlying concepts of self-regulation. In this case, assessments do not only refer to value-in-use but to three objects: goals, resources and usage. 'Goals' are assessed regarding their priority and the desired level of goal achievement. The assessment of 'resources' pertains to their selection process and to their suitability towards goal achievement. Lastly, 'usage' is evaluated in terms of its intensity. As in self-regulation, locomotion can take place independently of assessments, e.g., if there is only one subsequent stage in the value emergence process. In the case of a crossroad, the evaluation of the assessment objects determines which subsequent stage the user moves to. The study thus shows that goals, resources and usage influence the course of value emergence through their ongoing assessment.

5.2. Theoretical contributions

In answering the research questions of this thesis, several theoretical contributions are made. In general, this thesis advances the field of temporality research, a field whose importance has not wavered over the last 30 years (Gore et al., 2021). This is done in two ways: firstly, by mapping activities to time and secondly by adopting temporal lenses that correspond to the research questions at hand. By looking at the components, course, and mechanisms of practices, markets and value, this thesis contributes to our existing practice, market and value dynamics understanding. By expanding empirically the state of knowledge in the field of mapping activities to time (Ancona et al., 2001), this work taps into existing knowledge gaps in use practice dynamics (manuscript one and three) that arise from predominantly static conceptions of human action (Greene & Rau, 2018). In terms of market dynamics, this thesis (manuscript two) outlines how the macro level structure of a market is being stabilised by micro level processes (Sprong et al., 2021). As Alderson and Cox (1948) noted early on, it takes market structure and process understanding to form adequate marketing theory. Beyond that, this thesis shows that practice-based approaches are suitable for studying change processes; countering existing scepticism in academia, which results from the tendency of practice theories to focus on the stabilisation of small and immediate actions (Geels, 2010; Watson, 2012).

In addition to mapping activities to time, each manuscript assumes a distinct temporal lens from the future (manuscript one), to the present (manuscript two), to the past (manuscript three). To address this, different research methods were used in the manuscripts that reflect the temporality of the subject matter. In doing so, this thesis adheres to an alignment between a study’s research design and temporal orientation (Gore et al., 2021). Although this method choice does justice to temporal considerations, it moves away from common practice research methods that typically examine change when it occurs (Pickering, 1993). This dissertation, thus, extends prevailing methodological approaches that disregard other temporal orientations. As manuscripts one and three show, retro- or prospective temporal considerations can also provide valuable insights into practice and value dynamics. The following paragraphs discuss in greater detail the theoretical contributions to the individual subject areas of practice theory, market emergence and value research.

Within practice theory's school of thought, several research contributions are made. The first contribution is of methodological nature by developing an interpretative futurist research method to capture conceivable practice trajectories: the Futures Practice Wheel. At times, research on temporality requires new research methods that deviate from common approaches (Ancona et al., 2001). By doing so, practice researchers are given a tool which allows them to gradually map practice trajectories whilst also enabling them to take a forward-looking perspective on practices − an outlook that is still rarely used. This opens up new opportunities for futurist practice research. To do justice to this research contribution, we have met Offermann et al.'s (2010) criteria for designing research methods.

Second, this thesis contributes to our practice dynamics understanding, pertaining to market and use practices. From a use practice perspective, this thesis offers a different angle on fathoming practice trajectories by adopting a forward outlook contrasting common backward (e.g., Shove & Pantzar, 2005) or quantitative studies (Greene & Rau, 2018). Further, the empirical investigation of practice trajectories sets out to bridge two research gaps: First, by highlighting the mechanisms at play during the unfolding of mobility practices, many of which are still unknown (Jones et al., 2014; Müggenburg et al., 2015). Second, by illuminating the interspace of practices and their temporal arrangements; two research areas that are not yet well understood and in need of more research (Nicolini, 2012; Shove et al., 2012).

Our market emergence understanding is expanded by applying an organisational transformation framework on referencing to capture the mimicking of market practices from an established to an emerging market. By doing so, we extend the existing theory in terms of different types of market-referencing, which have not been outlined before. Beyond this, different criteria than those found in the literature were identified to determine whether practices are adopted in a new market space (Chiles et al., 2004; Plowman et al., 2007).

This thesis also illuminates the interspace between use and market practices. By looking at use and market practices, inferences can be drawn about one another. As manuscript one shows, conceivable use practices allow inferences to be drawn about desirable or imperfect market practices. As shown in manuscript two, users are involved in the emergence of new market practices or as part of market exchange processes; thus, generating insights into use activities. Consequently, linkages between different practice classes are shown on a surface level allowing for more in-depth considerations.

In the area of value research, the research contribution of this thesis lies in demonstrating the dynamic course of value emergence. Thereby, empirical evidence is presented for the widely accepted dynamic nature of value (Medberg & Grönroos, 2020). Manuscript one, thus, reinforces Day's (1999, p. 70) notion on 'value-cycles' by outlining the non-deterministic process of value emergence. Further, the continuous assessment in the value emergence process underpins a value-in-use conceptualisation as opposed to value understandings with one-off assessments, e.g., when exchanging goods for money (Gummerus, 2013). By analysing the process as well as its objects of assessments and movements, the study acknowledges the complexity and particularities of the research context; a common approach in process research (Langley & Tsoukas, 2010).

By conducting three empirical studies on actual practices towards mobility evolution, market transformation and value emergence, this thesis outlines real-world phenomena and helps fathoming them. Each manuscript thus fosters the convergence of marketing theory and practice. Consistent with the performative ontology of this work, research plays a role in shaping reality (Mason et al., 2015). Following this logic, each research project separately contributes to our perception of reality on: how autonomous mobility takes place as part of future everyday life, how the EV infrastructure market manifested in its current form, and how value evolves for consumers. The development of new research methods also takes part in the making of realities, as in manuscript one (Browne et al., 2014). The Futures Practice Wheel, as a new research method, steers how the future of autonomous driving is perceived based on current behaviour, and thus shapes the conceivable possibilities that the future holds. The following section discusses the scope of action for management practice that results from these theoretical insights.

5.3.Managerial implications

Based on the empirical work of this thesis, implications for practice can also be derived spanning several areas, such as conceivable mobility practice trajectories, the transformation of society/markets and fostering value emergence.

Conceivable mobility practice dynamics

With the aid of the Futures Practice Wheel, practitioners are able to shape the future as of now. Through a step-by-step analysis of mobility practice trajectories, lessons are learned about how current and conceivable driving practices differ, how this affects the social sphere, and which practices link driving and social life. By analysing how current and conceivable driving practices differ, insights are gained into which practices are being dropped, added, or intensified. On these grounds, practitioners may introduce new practice spaces outside of autonomous driving where otherwise eliminated practices are carried on, e.g., dedicated tracks for manual driving maintained for entertainment purposes. Simultaneously, the existing driving space can be reshaped to cater for new or intensified practices. Instead of providing a space for active driving, AVs then provide space for interaction, carrying out hobbies, or work. Further, practitioners can better understand the implications of autonomous driving on the social world by looking at successive trajectory implications (third or fourth level) of the Futures Practice Wheel. Tracing the trajectory, preceding practices serve as levers for practitioners to reinforce subsequent positive implications or avoid negative ones; be it through market exchange conditions, infrastructure or normative measures.

Societal/market transformation

There are several starting points for the transformation of society/markets towards greater sustainability. In this work, use practices as well as market practices were identified, using mobility as an example. Starting with use practices, conceivable use practices can provide valuable pointers on how society can be transformed with emphasis on the mobility turn towards AVs. As shown by the data, drivers differentiate between conceivable desirable and undesirable mobility practices. In this case, conceivable desirable mobility practices provide hints on existing strenuous or restrictive use practices. Thus, providing action spaces to improve current mobility; either by reducing its barriers/restrictions or by enhancing its effortlessness. At the same time, conceivable undesirable mobility practices also offer an action space for prospective developments; either by circumventing negative practice implications, e.g., by making AVs more sustainable through the use of low-emission fuels, or alternatively, by developing alternative offers which do not carry these negative implications, such as alternative ways of transportation.

Turning to market practices, manuscript two offers important insights into how actors can actively change emerging markets and contribute to their stabilisation. Manuscript two shows that it is advisable to adopt deep-rooted market practices from an original market to a new market space, such as dedicated top up locations for EVs as a pendant to petrol stations. At the same time, market practices that function across markets can also be easily transferred to emerging markets since they are not solely market-specific. Examples in the EV infrastructure market pertain to the use of media coverage, market research or project funding to stabilise the market. Lastly, easily copied market practices should also be taken over if they are suited to the new market space. The rationale here is simple: the direct transfer from established markets contributes to the stabilisation and legitimisation of markets and provides guidance for market actors on how to navigate unknown situations.

There are cases where it is not advisable to adopt existing practices. One case is when there is no market fit, e.g., due to technical developments. Another case where practices should not be taken over is when the emerging market space or parts of it should be differentiated from its originating market. In the EV infrastructure market, for example, the move from fossil fuels to electric charging is intended to provide a more sustainable mobility solution.

Lastly, by introducing new market practices, a new market order can be established. By actively adding new practices to the market, actors can co-determine and shape the new market order towards value emergence. New market practices, especially emergent ones, provide clues about market imperfections in the original but also newly emerging market. Consequently, these can be used as starting points for market transformation and improvement.

Value emergence

In the field of value emergence, especially for language learning applications, practitioners should focus on engaging clients in value-added practices that are part of their lifeworld. To this end, the service offering should correspond to the intended goals and practices of the user. One way to achieve this is to offer tailored services that accompany the user along their value emergence process and are geared to skill level and intensity of use. Other important features pertain to a service offering's usability, design, quality and fun of use. It is these features that determine whether value based practices are hindered or encouraged. This means that language learning applications should be user-friendly, well-structured, contain pedagogical quality content and be playful.

By analysing a consumer's practices, their assessments and subsequent movements, practitioners can identify the value emergence stage the user is undergoing and devise a suitable action plan. From a marketing communication perspective, measures should be designed in accordance with the phases of value emergence. For instance, before the app is used, a user's goal setting is the main focus followed by their search for a suitable app. Therefore, communication measures should appeal to a user's goal and the app's capability to support its attainment. After registration, new users should be guided through the interface and be familiarized with the app's workings. During use, a user's assessment processes should be supported as this defines whether value emerged or not. This can be done via rewards for completed learning units, milestones and via comparative metrics among peers, also known as value-auditing processes that help visualize the user's progress (Macdonald et al., 2016). In the decline stage, countermeasures should be introduced to increase the value emergence potential, e.g., through reminders or suggestions for adapting the learning programme. In termination, insights should be gained to further develop the service offer and its value emergence potential.

5.4. Limitations and future research opportunities

Each of the manuscripts has been conducted according to prevailing standards of scholarly work in an effort to rigorously explore practices, markets and value. Despite these efforts, research projects invariably carry limitations. Although each manuscript has its own limitations, this section discusses overarching limitations, along with the opportunities they offer for further research.

For all research projects, research contexts were carefully chosen according to the research questions at hand. However, each study focuses on one research context only. In combination with the qualitative and explorative nature of the work, the results cannot be transferred or generalised to other contexts (Brymann & Bell, 2011). On this basis, further studies spanning multiple research contexts would contribute to the transferability of the results. Manuscript one's study design should be tested more in depth to solidify the applicability of the Futures Practice Wheel as a new research method to capture practice trajectories. Using different respondents and research settings can help to better assess the method's contribution to knowledge discovery and its constraints. The transferability of manuscript two would benefit from examining the mimicking of market practices of EV infrastructure markets across the globe; thus, accounting for their different set-ups. Alternatively, it may be useful to investigate market-referencing across different markets. For manuscript three, extending the study with different e-service contexts or by contrasting it with dynamic value emergence from a B2B perspective would generate further insights. To enable all studies to be replicated and extended, each manuscript contains explicit descriptions of the study design and conduct, sampling procedures, data collection and data analysis.

Each study aimed to sample participants who bring relevant insights to the study topic by using theoretical and purposive sampling. Both sampling strategies start with the selection of participants based on predefined variables, so that each participant makes information-rich contributions (Coyne, 1997). Thus, in each study, participants with different predefined characteristics were recruited. As theoretical sampling was applied in manuscript two and three, respondents were recruited gradually following the data analysis. Despite striving to diversify the samples as much as possible and to adhere to acceptable sample sizes according to the literature (Guest et al., 2006; Zeithaml et al., 2020), some samples may be considered too homogeneous or could be expanded in size. With regard to demographic data, both user studies (Manuscript one, manuscript three) do not draw on participants over the age of 50, so that no insights from older participants were gathered. Manuscript three also solely focuses on

German drivers; hence, the results may differ in another cultural context owing to the culture-specific nature of practices (Rouse, 2007). Finally, the sample in manuscript two comprises various EV infrastructure market actors. Even though many actor groups are included in the study (from EV charging operator/manufacturer, energy supplier, etc.), the composition of the sample was also determined by accessibility. Thus, some market actors are less represented than others, such as technical staff or the government.

While appropriate and sound research methods were selected or even developed to fit the temporal lens and process perspective of each study, all studies were carried out in a specific time frame. Manuscript one fathoms conceivable practices that have not yet taken place. In contrast, manuscript two illuminates the EV infrastructure market in its current state. Lastly, manuscript three relies, due to its outlook on the past, on narrative accounts. Consequently, there were no longitudinal studies with multiple measuring points which would provide valuable insights from a process perspective and extend each study's respective outlooks. Therefore, the examination of practice, market and value dynamics with the help of longitudinal studies is sensible to get a more nuanced view on their progression over time.

While this dissertation is dedicated to the temporality of practices, markets and value, each manuscript has a clear thematic focus and can be placed within practice or value research. Accordingly, each study has been dedicated to a particular phenomenon and examined it in one of these research domains. What has not been covered within this thesis is the examination of the interspace between practice and value research, which also offers an exciting research area. Based on the studies presented herein, further contributions could be made by investigating the links between practice and value dynamics or by outlining how value manifests for market actors through market-referencing mechanisms.

In summary, this thesis enhances our understanding of the dynamic unfolding of practices, markets and value. By illuminating their components, trajectories and mechanisms, an empirical foundation is established that offers both theoretical insights and practical applications. This, in turn, paves the way for future studies that expand our knowledge on the temporality of practices, markets and value moving beyond previous limitations.

References

Ahrens, T., & Chapman, C. S. (2004). Accounting for flexibility and efficiency: a field study of management control systems in a restaurant chain. *Contemporary Accounting Research*, *21*(2), 271–301. https://doi.org/10.1506/VJR6-RP75-7GUX-XH0X

Alderson, W., & Cox, R. (1948). Towards a theory of marketing. *Journal of Marketing*, *8*(2), 137−152. https://doi.org/10.1177/002224294801300201

Ancona, D. G., Okhuysen, G. A., & Perlow, L. A. (2001). Taking time to integrate temporal research. *Academy of Management Review*, *26*(4), 512–529. https://doi.org/10.2307/3560239

Andersson, P., Aspenberg, K., & Kjellberg, H. (2008). The configuration of actors in market practice. *Marketing Theory*, *8*(1), 67–90. https://doi.org/10.1177/1470593107086485

Anthony, K. E., Reif-Stice, C. E., Iverson, J. O., & Venette, S. J. (2020). Belonging in practice: using communities of practice theory to understand support groups. In H. D. O'Hair, & M. J. O'Hair (Eds.), *The handbook of applied communication research* (pp. 765–779). John Wiley & Sons. https://doi.org/10.1002/9781119399926.ch42

Araujo, L. (2007). Markets, market-making and marketing. *Marketing Theory*, *7*(3), 211–226. https://doi.org/10.1177/1470593107080342

Araujo, L., & Kjellberg, H. (2009). Shaping exchanges, performing markets: the study of marketing practices. In P. Maclaran, M. Saren, B. Stern &, M. Tadajewsk (Eds.), *The SAGE handbook of marketing theory* (pp. 195–218). http://dx.doi.org/10.4135/9781446222454

Araujo, L., Kjellberg, H., & Spencer, R. (2008). Market practices and forms: introduction to the special issue. *Marketing Theory*, *8*(1), 5–14. https://doi.org/10.1177/1470593107086481

Araujo, L., & Mason, K. (2021). Markets, infrastructures and infrastructuring markets. *AMS Review*, *11*, 240–251. https://doi.org/10.1007/s13162-021-00212-0

Azimont, F., & Araujo, L. (2007). Category reviews as market-shaping events. *Industrial Marketing Management*, *36*(7), 849–860. https://doi.org/10.1016/j.indmarman.2007.05.012

Baker, J., & Cameron, M. (1996). The effects of the service environment on affect and consumer perception of waiting time. An integrative review and research propositions. *Journal of the Academy of Marketing Science*, *24*, 338–349. https://doi.org/10.1177/0092070396244005

Baker, J. J., Storbacka, K., & Brodie, R. J. (2019). Markets changing, changing markets: Institutional work as market shaping. *Marketing Theory*, *19*(3), 301–328. https://doi.org/10.1177/1470593118809799

Barnard, A. (2021). The practice turn: towards practice-based doctorates. *Work Based Learning e-Journal International*, *10*(1), 157–174.

Barr, S. (2015). Beyond behaviour change: social practice theory and the search for sustainable mobility. In E. Huddart Kennedy, M. J. Cohen, & N. Krogman (Eds.), *Putting sustainability into practice: applications and advances in research on sustainable consumption* (pp. 91–108). https://doi.org/10.4337/9781784710606

Bates, J. A. (2004). Use of narrative interviewing in everyday information behavior research. *Library & Information Science Research*, *26*(1), 15–28. https://doi.org/10.1016/j.lisr.2003.11.003

Blue, S. (2019). Institutional rhythms: combining practice theory and rhythmanalysis to conceptualise processes of institutionalisation. *Time & Society*, *28*(3), 922–950. https://doi.org/10.1177/0961463X17702165

Bourdieu, P. (1977). *Outline of a theory of practice* (17th ed.) Cambridge University Press. https://doi.org/10.1017/CBO9780511812507

Bourdieu, P. (1990). *The logic of practice*. Stanford University Press. https://doi.org/10.1515/9781503621749

Bowen, G. A. (2009). Document analysis as a qualitative research method. *Qualitative Research Journal*, 9(2), 27–40. https://doi.org/10.3316/QRJ0902027

Brei, V., & Tadajewski, M. (2015). Crafting the market for bottled water: a social praxeology approach. *European Journal of Marketing*, *49*(3/4), 327–349. https://doi.org/10.1108/EJM-03-2013-0172

Browne, A., Medd, W., Anderson, B., & Pullinger, M. (2014). Method as intervention: Intervening in practice through quantitative and mixed methodologies. In Y. Strangers, & C. Maller (Eds.), *Social Practices, Intervention and Sustainability* (pp. 179–195). Routledge.

Bruns, K., & Jacob, F. (2014). Value-in-use and mobile technologies. *Business & Information Systems Engineering*, *6*(6), 349–359. https://doi.org/10.1007/s12599-014-0349-x

Bruns, K., & Jacob, F. (2016). Value-in-use: antecedents, dimensions, and consequences. *Marketing: ZFP–Journal of Research and Management*, *38*(3), 135–149. https://doi.org/10.15358/0344-1369-2016-3-135

Bryman, A., & Bell, E. (2011). *Business research methods* (3rd ed.). Oxford University Press.

Bunniss, S., & Kelly, D. R. (2010). Research paradigms in medical education research. *Medical Education*, *44*(4), 358–366. https://doi.org/10.1111/j.1365-2923.2009.03611.x

Çalışkan, K., & Callon, M. (2009). Economization, part 1: shifting attention from the economy towards processes of economization. *Economy and Society*, 38(3), 369–398, https://doi.org/10.1080/03085140903020580

Çalışkan, K., & Callon, M. (2010). Economization, part 2: a research programme for the study of markets. *Economy and Society*, *39*(1), 1–32. https://doi.org/10.1080/03085140903424519

Callon, M. (2009). Civilizing markets: Carbon trading between in vitro and in vivo experiments. *Accounting, Organizations and Society*, *34*(3–4), 535–548. https://doi.org/10.1016/j.aos.2008.04.003

Callon, M., Méadel, C., & Rabeharisoa, V. (2002). The economy of qualities. *Economy and Society*, *31*(2), 194–217. https://doi.org/10.1080/03085140220123126

Callon, M., & Muniesa, F. (2005). Economic markets as calculative collective devices. *Organization Studies*, *26*(8), 1129–1250. https://doi.org/10.1177/0170840605056393

Cappelli, P., & Sherer, P. D. (1991). The missing role of context in OB: the need for a mesolevel approach. In L. L. Cummings, & B. M. Staw (Eds.), *Research in organizational behavior* (pp. 55–110). JAI Press.

Cetina, K., Schatzki, T., & von Savigny, E. (2005). *The practice turn in contemporary theory*. Routledge.

Chatterton, T., & Newmarch, G. (2017). The future is already here: it's just not very evenly distributed. *Interactions*, *24*(2), 42–45. https://doi.org/10.1145/3041215

Chiles, T. H., Meyer, A. D., & Hench, T. J. (2004). Organizational emergence: The origin and transformation of Branson, Missouri's musical theaters. *Organization Science*, *15*(5), 499–519. http://dx.doi.org/10.1287/orsc.1040.0095

Cho, Y. K., & Menor, L. J. (2010). Toward a provider-based view on the design and delivery of quality e-service encounters. *Journal of Service Research*, *13*(1), 83–95. https://doi.org/10.1177/1094670509350490

Conti, R. (2001). Time flies: investigating the connection between intrinsic motivation and the experience of time. *Journal of Personality*, *69*(1), 1–26. https://doi.org/10.1111/1467-6494.00134

Corradi, G., Gherardi, S., & Verzelloni, L. (2008, April 5–6). *Ten good reasons for assuming a 'practice lens' in organization studies.* The Third European Conference on Organizational Knowledge, Learning and Capabilities, Athens, Greece.

Coyne, I. T. (1997). Sampling in qualitative research. Purposeful and theoretical sampling: merging or clear boundaries? *Journal of Advanced Nursing*, *26*(3), 623–630. https://doi.org/10.1046/j.1365-2648.1997.t01-25-00999.x

Day, G. S. (1999). *The market driven organization: understanding, attracting, and keeping valuable customers*. Simon and Schuster.

Department for Environment, Food & Rural Affairs (2017). UK plan for tackling roadside nitrogen dioxide concentrations: detailed plan. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/633270/air-quality-plan-detail.pdf.

Diaz Ruiz, C. A. (2012). Theories of markets: insights from marketing and the sociology of markets. *The Marketing Review*, *12*(1), 61–77. https://doi.org/10.1362/146934712X13286274424316

Diaz Ruiz, C. A., Baker, J. J., Mason, K., & Tierney, K. (2020). Market-scanning and market-shaping: why are firms blindsided by market-shaping acts? *Journal of Business & Industrial Marketing*, *35*(9), 1389–1401. https://doi.org/10.1108/JBIM-03-2019-0130

Diaz Ruiz, C. A., & Kowalkowski, C. (2014). Market representations in industrial marketing: could representations influence strategy? *Industrial Marketing Management*, *43*(6), 1026–1034. https://doi.org/10.1016/j.indmarman.2014.05.015

Echeverri, P., & Skålén, P. (2011). Co-creation and co-destruction: a practice-theory based study of interactive value formation. *Marketing Theory*, *11*(3), 351–373. http://dx.doi.org/10.1177/1470593111408181

Edvardsson, B., Tronvoll, B., & Gruber, T. (2011). Expanding understanding of service exchange and value co-creation: a social construction approach. *Journal of the Academy of Marketing Science*, *39*, 327–339. https://doi.org/10.1007/s11747-010-0200-y

Einstein, A. (1931). Relativity: The special and general theory. Crown Publishers.

Evans, D., McMeekin, A., & Southerton, D. (2012). Sustainable consumption, behaviour change policies and theories of practice. In *The habits of consumption: COLLeGIUM: Studies across Disciplines in the Humanities and Social Sciences, 12*, (pp. 113–129). Open Access Book Series of the Helsinki Collegium of Advanced Studies. University of Helsinki.

Fernandes, J., Mason, K., & Chakrabarti, R. (2019). Managing to make market agencements: The temporally bound elements of stigma in favelas. *Journal of Business Research*, *95*, 128–142. https://doi.org/10.1016/j.jbusres.2018.10.006

Flick, U. (1997). The episodic interview: small scale narratives as approach to relevant experiences. *LSE Methodology Institute Discussion Papers – Qualitative Series 5.*

Flint, D. J., Woodruff, R. B., & Gardial, S. F. (2002). Exploring the phenomenon of customers' desired value change in a business-to-business context. *Journal of Marketing*, *66*(4), 102–117. https://doi.org/10.1509/jmkg.66.4.102.18517

Fuentes, C., Hagberg, J., & Kjellberg, H. (2019). Soundtracking: music listening practices in the digital age. *European Journal of Marketing*, *53*(3), 483–503. https://doi.org/10.1108/EJM-10-2017-0753

Frow, P., McColl-Kennedy, J. R., Hilton, T., Davidson, A., Payne, A., & Brozovic, D. (2014). Value propositions: a service ecosystems perspective. *Marketing Theory*, *14*(3), 327–351. https://doi.org/10.1177/1470593114534346

Frow, P., McColl-Kennedy, J. R., & Payne, A. (2016). Co-creation practices: Their role in shaping a health care ecosystem. *Industrial Marketing Management*, *56*, 24–39. https://doi.org/10.1016/j.indmarman.2016.03.007

Galvin, R., & Sunikka-Blank, M. (2016). Schatzkian practice theory and energy consumption research: time for some philosophical spring cleaning? *Energy Research & Social Science*, *22*, 63–68. https://doi.org/10.1016/j.erss.2016.08.021

Geels, F. W. (2010). Ontologies, socio-technical transitions (to sustainability), and the multi-level perspective. *Research Policy*, *39*(4), 495–510. https://doi.org/10.1016/j.respol.2010.01.022

Geiger, S., Kjellberg, H., & Spencer, R. (2012). Shaping exchanges, building markets. *Consumption Markets & Culture*, *15*(2), 133–147. https://doi.org/10.1080/10253866.2012.654955

Germany Trade and Invest (2022). Industry overview: the automotive industry in Germany [White Paper] https://www.gtai.de/resource/blob/64100/8fc3cff5774c2ec699172cd823a0ec0e/20220711_IO_Automotive_WEB.pdf

Gherardi, S. (2001). From organizational learning to practice-based knowing. *Human Relations*, *54*(1), 131–139. https://doi.org/10.1177/0018726701541016

Gherardi, S. (2016). To start practice theorizing anew: The contribution of the concepts of agencement and formativeness. *Organization*, *23*(5), 680–698. https://doi.org/10.1177/1350508415605174

Giddens, A. (1979). *Central problems in social theory: action, structure, and contradiction in social analysis*. Red Globe Press London. https://doi.org/10.1007/978-1-349-16161-4

Giddens, A. (1984). *Elements of the theory of structuration. The constitution of society*. University of California Press.

Giménez-Gaydou, D. A., Ribeiro, A. S., Gutiérrez, J., & Antunes, A. P. (2016). Optimal location of battery electric vehicle charging stations in urban areas: a new approach. *International Journal of Sustainable Transportation*, *10*(5), 393–405. https://doi.org/10.1080/15568318.2014.961620

Glenn, J. C. (2009). The futures wheel. In: J. C. Glenn, & T. J. Gordon (Eds.), *Futures research methodology version 3.0*. The Millennium Project.

Goffman, E. (1974). *Frame analysis: an essay on the organization of experience*. Northeastern University Press. https://doi.org/10.2307/2106908

Gore, J., Clift, B. C., Gustafsson, S., Bekker, S., Batlle, I. C., & Hatchard, J. (2021). Introduction: of time and qualitative research. In B. C. Clift, J. Gore, S. Gustafsson, S. Bekker, I. Costas Batlle, & J. Hatchard (Eds.), *Temporality in qualitative inquiry: theories, methods, and practices* (pp. 1–21). Routledge.

Gram-Hanssen, K. (2010). Standby consumption in households analyzed with a practice theory approach. *Journal of Industrial Ecology*, *14*(1), 150–165. https://doi.org/10.1111/j.1530-9290.2009.00194.x

Gram-Hanssen, K. (2011). Understanding change and continuity in residential energy consumption. *Journal of Consumer Culture*, *11*(1), 61–78. https://doi.org/10.1177/1469540510391725

Greene, M., & Rau, H. (2018). Moving across the life course: a biographic approach to researching dynamics of everyday mobility practices. *Journal of Consumer Culture*, *18*(1), 60–82. https://doi.org/10.1177/1469540516634417

Grin, J., Rotmans, J., & Schot, J. (2010). *Transitions to sustainable development: new directions in the study of long term transformative change*. Routledge. https://doi.org/10.4324/9780203856598

Grönroos, C., & Ravald, A. (2011). Service as business logic: implications for value creation and marketing. *Journal of Service Management*, *22*(1), 5–22. https://doi.org/10.1108/09564231111106893

Guba, E. G. (1990). *The paradigm dialog*. Sage Publications Inc.

Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. In N. K. Denzin, & Y. S. Lincoln (Eds.), *Handbook of qualitative research* (pp. 105–117), Sage Publications Inc.

Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? An experiment with data saturation and variability. *Field Methods*, *18*(1), 59–82. https://doi.org/10.1177/1525822X05279903

Gummerus, J. (2013). Value creation processes and value outcomes in marketing theory: strangers or siblings? *Marketing Theory*, *13*(1), 19–46. https://doi.org/10.1177/1470593112467267

Gummerus, J., & Pihlström, M. (2011). *Journal of Retailing and Consumer Services*, *18*(6), 521–533. https://doi.org/10.1016/j.jretconser.2011.07.002

Gummesson, E. (2005). Qualitative research in marketing: road-map for a wilderness of complexity and unpredictability. *European Journal of Marketing*, *39*(3/4), 309–327. https://doi.org/10.1108/03090560510581791

Gutman, J. (1982). A means-end chain model based on consumer categorization processes. *Journal of Marketing*, *46*(2), 60–72. https://doi.org/10.1177/002224298204600207

Hagberg, J., & Kjellberg, H. (2009). *Who's doing what? Exploring market practices and practitioners*. 25th IMP-conference, Marseille, France. IMP Group.

Hamilton, R., & Price, L. L. (2019). Consumer journeys: developing consumer-based strategy. *Journal of the Academy of Marketing Science*, *47*, 187–191. https://doi.org/10.1007/s11747-019-00636-y

Hand, M., & Shove, E. (2007). Condensing practices: Ways of living with a freezer. *Journal of Consumer Culture*, *7*(1), 79–104. https://doi.org/10.1177/1469540507073509

Hargreaves, T. (2011). Practice-ing behaviour change: Applying social practice theory to pro-environmental behaviour change. *Journal of Consumer Culture*, *11*(1), 79–99. https://doi.org/10.1177/1469540510390500

Harries, T., & Rettie, R. (2016). Walking as a social practice: dispersed walking and the organisation of everyday practices. *Sociology of Health & Illness*, *38*(6), 874–883. https://doi.org/10.1111/1467-9566.12406

Hartwig, K. L., & Jacob, F. (2018). How individuals assess value-in-use: theoretical discussion and empirical investigation. *Marketing ZFP–Journal of Research and Management*, *40*(3), 43–62. https://doi.org/10.15358/0344-1369-2018-3-43

Hawa, J., Baker, J., & Plewa, C. (2020). Composing markets: A framework of intentionality in market-shaping. *Journal of Business Research*, *121*, 47–57. https://doi.org/10.1016/j.jbusres.2020.08.013

Heinonen, K. (2004). Reconceptualizing customer perceived value: the value of time and place. *Managing Service Quality: An International Journal*, *14*(2/3), 205–215. https://doi.org/10.1108/09604520410528626

Heinonen, K. (2006). Temporal and spatial e-service value. *International Journal of Service Industry Management*, *17*(4), 380–400. https://doi.org/10.1108/09564230610680677

Hernes, T., Simpson, B., & Soderlund, J. (2013). Managing and temporality. *Scandinavian Journal of Management*, *29*(1), 1–6. http://dx.doi.org/10.1016/j.scaman.2012.11.008

Holmes, T., Fernandes, J., & Palo, T. (2021). 'Spatio-market practices': conceptualising the always spatial dimensions of market making practices. *AMS Review*, 1–20. https://doi.org/10.1007/s13162-021-00203-1

Holmqvist, J., Ruiz, C. D., & Peñaloza, L. (2020). Moments of luxury: hedonic escapism as a luxury experience. *Journal of Business Research*, *116*, 503–513. https://doi.org/10.1016/j.jbusres.2019.10.015

Holttinen, H. (2010). Social practices as units of value creation: theoretical underpinnings and implications. *International Journal of Quality and Service Sciences*, *2*(1), 95–112. https://doi.org/10.1108/17566691011026621

Hui, A. (2012). Things in motion, things in practices: How mobile practice networks facilitate the travel and use of leisure objects. *Journal of Consumer Culture*, *12*(2), 195–215. https://doi.org/10.1177/1469540512446873

Humphreys, A. (2010). Megamarketing: the creation of markets as a social process. *Journal of Marketing*, *74*(2), 1–19. https://doi.org/10.1509/jm.74.2.1

Huy, Q. N. (2001). Time, temporal capability, and planned change. *Academy of Management Review*, *26*(4), 601–623. https://doi.org/10.2307/3560244

Inayatullah, S. (1990). Deconstructing and reconstructing the future: predictive, cultural and critical epistemologies. *Futures*, *22*(2), 115–141. https://doi.org/10.1016/0016-3287(90)90077-U

Joas, H. (1997). G.H. Mead: A contemporary re-examination of his thought. The MIT Press.

Jones, H., Chatterjee, K., & Gray, S. (2014). A biographical approach to studying individual change and continuity in walking and cycling over the life course. *Journal of Transport and Health*, 1, 182–189. https://doi.org/10.1016/j.jth.2014.07.004

Jovchelovitch, S., & Bauer, M. W. (2000). Narrative interviewing. In M. W. Bauer, & G. Gaskell (Eds.), *Qualitative researching with text, image and sound* (pp. 57–74). Sage Publications Inc.

Kamal, S. S. L. A. (2019). Research paradigm and the philosophical foundations of a qualitative study. *PEOPLE: International Journal of Social Sciences*, *4*(3), 1386–1394. https://dx.doi.org/10.20319/pijss.2019.43.13861394

Kant, I. (1965). Critique of pure reason. St. Martin's Press.

Karlsson, J., & Skålén, P. (2022). Learning resource integration by engaging in value cocreation practices: a study of music actors. *Journal of Service Theory and Practice*, *32*(7), 14–35. https://doi.org/10.1108/JSTP-09-2021-0193

Kivunja, C., & Kuyini, A. B. (2017). Understanding and applying research paradigms in educational contexts. *International Journal of Higher Education*, *6*(5), 26–41. https://doi.org/10.5430/ijhe.v6n5p

Kjellberg, H., & Helgesson, C. F. (2006). Multiple versions of markets: Multiplicity and performativity in market practice. *Industrial Marketing Management*, *35*(7), 839–855. https://doi.org/10.1016/j.indmarman.2006.05.011

Kjellberg, H., & Helgesson, C. F. (2007a). On the nature of markets and their practices. *Marketing Theory*, *7*(2), 137–162. https://doi.org/10.1177/1470593107076862

Kjellberg, H., & Helgesson, C. F. (2007b). The mode of exchange and shaping of markets: Distributor influence in the Swedish post-war food industry. *Industrial Marketing Management*, *36*(7), 861–878. https://doi.org/10.1016/j.indmarman.2007.06.006

Kjellberg, H., Storbacka, K., Akaka, M., Chandler, J., Finch, J., Lindeman, S., Löbler, H., Mason, K., McColl-Kennedy, J., & Nenonen, S. (2012). Market futures/future markets: Research directions in the study of markets. *Marketing Theory*, *12*(2), 219–223. https://doi.org/10.1177/1470593112444382

Kleinaltenkamp, M., Brodie, R. J., Frow, P., Hughes, T., Peters, L. D., & Woratschek, H. (2012). Resource integration. *Marketing Theory*, *12*(2), 201–205. https://doi.org/10.1177/1470593111429512

Korkman, O., Storbacka, K., & Harald, B. (2010). Practices as markets: Value co-creation in e-invoicing. *Australasian Marketing Journal*, *18*(4), 236–247. https://doi.org/10.1016/j.ausmj.2010.07.006

Kowalkowski, C. (2011). Dynamics of value propositions: insights from service-dominant logic. *European Journal of Marketing*, *45*(1/2), 277–294. http://dx.doi.org/10.1108/03090561111095702

Krippendorff, K. (1989). Content analysis. In E. Barnouw, G. Gerbner, W. Schramm, T. L. Worth, & L. Gross (Eds.), *International encyclopedia of communications* (pp. 403–407). Oxford University Press.

Krippendorff, K. (2018). *Content Analysis: An Introduction to Its Methodology*. Sage Publications Ltd.

Kuhn, T. S. (1970). *The structure of scientific revolutions* (2nd ed.). University of Chicago Press.

Langley, A., & Tsoukas, H. (2010). Introducing perspectives on process organization studies. In T. Hernes, & S. Maitlis (Eds.), *Process, sensemaking, and organizing* (pp. 1–27). https://doi.org/10.1093/acprof:oso/9780199594566.003.0001

Lave, J., & Wenger, E. (1991). *Situated learning: Legitimate peripheral participation*. Cambridge University Press.

Law, J. (2008). Actor network theory and material semiotics. In B. S. Turner (Ed.) *The new Blackwell companion to social theory* (pp. 141–158). Blackwell Publishing Ltd. https://doi.org/10.1002/9781444304992.ch7

Lewin, K. (1942). Time perspective and morale. In G. Watson (Ed.), *Civilian morale: Second yearbook of the Society for the Psychological Study of Social Issues* (pp. 48–70). Houghton Mifflin Company. https://doi.org/10.1037/13983-004

Lipnickas, G., Conduit, J., Plewa, C., & Wilkie, D. (2020). How much is enough? The role of effort in market shaping. *Journal of Business & Industrial Marketing*, *35*(9), 1441–1451. https://doi.org/10.1108/JBIM-03-2019-0132

Macdonald, E. K., Kleinaltenkamp, M., & Wilson, H. N. (2016). How business customers judge solutions: solution quality and value-in-use. *Journal of Marketing*, *80*(3), 96–120. https://doi.org/10.1509/jm.15.0109

Makkonen, H., Olkkonen, R., & Halinen, A. (2012). Organizational buying as muddling through: A practice–theory approach. *Journal of Business Research*, *65*(6), 773–780. https://doi.org/10.1016/j.jbusres.2010.12.015

Mason, K., Chakrabarti, R., & Singh, R. (2013). What are bottom of the pyramid markets and why do they matter? *Marketing Theory*, *13*(3), 401–404. https://doi.org/10.1177/1470593113489193

Mason, K., Chakrabarti, R., & Singh, R. (2017). Markets and marketing at the bottom of the pyramid. *Marketing Theory*, *17*(3), 261–270. https://doi.org/10.1177/1470593117702286

Mason, K., Kjellberg, H., & Hagberg, J. (2015). Exploring the performativity of marketing: theories, practices and devices. *Journal of Marketing Management*, *31*(1–2), 1–15. https://doi.org/10.1080/0267257X.2014.982932

Mason, K., & Leek, S. (2012). Communication practices in a business relationship: Creating, relating and adapting communication artifacts through time. *Industrial Marketing Management*, *41*(2), 319–332. https://doi.org/10.1016/j.indmarman.2012.01.010

Mason, K. & Spring, M. (2011). The sites and practices of business models. *Industrial Marketing Management*, *40*(6), 1032–1041. https://doi.org/10.1016/j.indmarman.2011.06.032

Mayring, P. (2004). Qualitative content analysis. In U. Flick, E. von Kardorff, & I. Steinke (Eds.), *A companion to qualitative research 1*(2) (pp. 266–269). Sage Publications Ltd.

Mayring, P. (2014). *Qualitative content analysis: theoretical foundation, basic procedures and software solution*. Beltz.

Mazzucato, M., & Ryan-Collins, J. (2022). Putting value creation back into “public value”: from market-fixing to market-shaping. *Journal of Economic Policy Reform*, *25*(4), 345–360. https://doi.org/10.1080/17487870.2022.2053537

McColl-Kennedy, J. R., Cheung, L., & Ferrier, E. (2015). Co-creating service experience practices. *Journal of Service Management*, *26*(2), 249–275. http://dx.doi.org/10.1108/JOSM-08-2014-0204

Mead, G. H. (1932). The philosophy of the present. Prometheus Books. https://doi.org/10.2307/2179709

Medberg, G., & Grönroos, C. (2020). Value-in-use and service quality: do customers see a difference? *Journal of Service Theory and Practice*, *30*(4/5), 507–529. https://doi.org/10.1108/JSTP-09-2019-0207

Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative Research: A Guide to Design and Implementation* (4th ed.). John Wiley & Sons.

Möller, K., Nenonen, S., & Storbacka, K. (2020). Networks, ecosystems, fields, market systems? Making sense of the business environment. *Industrial Marketing Management*, *90*, 380–399. https://doi.org/10.1016/j.indmarman.2020.07.013

Müggenburg, H., Busch-Geertsema, A., & Lanzendorf, M. (2015). Mobility biographies: a review of achievements and challenges of the mobility biographies approach and a framework for further research. *Journal of Transport Geography*, *46*, 151–163. https://doi.org/10.1016/j.jtrangeo.2015.06.004

Mylan, J. (2015). Understanding the diffusion of Sustainable Product-Service Systems: Insights from the sociology of consumption and practice theory. *Journal of Cleaner Production*, 97, 13–20. https://doi.org/10.1016/j.jclepro.2014.01.065

Nenonen, S., Kjellberg, H., Pels, J., Cheung, L., Lindeman, S., Mele, C., Sajtos, L., & Storbacka, K. (2014). A new perspective on market dynamics: market plasticity and the stability–fluidity dialectics. *Marketing Theory*, *14*(3), 269–289. https://doi.org/10.1177/1470593114534342

Nenonen, S., & Storbacka, K. (2020). On the marketness of markets and actor clout: market-shaping roles. *Journal of Service Management Research*, *4*(2–3), 170–184. http://dx.doi.org/10.15358/2511-8676-2020-2-3-170

Nenonen, S., & Storbacka, K. (2021). Market-shaping: navigating multiple theoretical perspectives. *AMS Review*, *11*(3-4), 336–353. https://doi.org/10.1007/s13162-021-00209-9

Nenonen, S., Storbacka, K., & Windahl, C. (2019). Capabilities for market-shaping: triggering and facilitating increased value creation. *Journal of the Academy of Marketing Science*, *47*, 617–639. https://doi.org/10.1007/s11747-019-00643-z

Nicolini, D. (2012). *Practice theory, work, and organization. An introduction*. Oxford University Press. http://dx.doi.org/10.19154/njwls.v5i3a.4837

Offermann, P., Blom, S., Levina, O., & Bub, U. (2010). Proposal for components of method design theories: increasing the utility of method design artefacts. *Business & Information Systems Engineering*, *2*, 295–304. https://doi.org/10.1007/s12599-010-0120-x

Ottosson, M., Magnusson, T., & Andersson, H. (2020). Shaping sustainable markets – A conceptual framework illustrated by the case of biogas in Sweden. *Environmental Innovation and Societal Transitions*, *36*, 303–320. https://doi.org/10.1016/j.eist.2019.10.008

Pagany, R., Ramirez Camargo, L., & Dorner, W. (2019). A review of spatial localization methodologies for the electric vehicle charging infrastructure. *International Journal of Sustainable Transportation*, *13*(6), 433–449. https://doi.org/10.1080/15568318.2018.1481243

Palo, T., Mason, K., & Roscoe, P. (2020). Performing a myth to make a market: The construction of the 'magical world' of Santa. *Organization Studies*, *41*(1), 53–75. https://doi.org/10.1177/0170840618789192

Patton, M. Q. (1990). *Qualitative evaluation and research methods*. Sage Publications Inc.

Patton, M. Q. (1999). Enhancing the quality and credibility of qualitative analysis. *Health Services Research*, *34*(5 Pt 2), 1189–1208.

Pedersen, C. L., & Ritter, T. (2022). The market-shaping potential of a crisis. *Industrial Marketing Management*, *103*, 146–153. https://doi.org/10.1016/j.indmarman.2022.03.008

Pels, J., Mele, C., & Spano, M. (2023). From market driving to market shaping: impact of a language shift. *Journal of Business & Industrial Marketing*, *38*(1), 155–169. https://doi.org/10.1108/JBIM-10-2021-0503

Peters, L. D., Nenonen, S., Polese, F., Frow, P., & Payne, A. (2020). Viability mechanisms in market systems: prerequisites for market shaping. *Journal of Business & Industrial Marketing*, *35*(9), 1403–1412. https://doi.org/10.1108/JBIM-04-2019-0139

Pickering, A. (1993). The mangle of practice: Agency and emergence in the sociology of science. *American Journal of Sociology*, *99*(3), 559–589. https://www.jstor.org/stable/2781283

Pinkse, J., Bohnsack, R., & Kolk, A. (2014). The role of public and private protection in disruptive innovation: The automotive industry and the emergence of low-emission vehicles. *Journal of Product Innovation Management*, *31*(1), 43–60. https://doi.org/10.1111/jpim.12079

Plowman, D. A., Baker, L. T., Beck, T. E., Kulkarni, M., Solansky, S. T., & Travis, D. V. (2007). Radical change accidentally: the emergence and amplification of small change. *Academy of Management Journal*, *50*(3), 515–543. https://doi.org/10.5465/amj.2007.25525647

Pura, M., & Heinonen, K., (2008). Exploring mobile service business opportunities from a customer-centric perspective. In W. W. Huang, Y. Wang, J. Day, (Eds.), *Global Mobile Commerce: Strategies, Implementation and Case Studies* (pp. 111–132). Idea Group, Inc. http://doi:10.4018/978-1-60566-054-7.ch180

Ravald, A. (2010). The customer's process of value creation. *Mercati e Competetitivitá*, *1*(1), 41–51. http://doi.org/10.3280/MC2010-001005

Razmdoost, K., Alinaghian, L., & Smyth, H. J. (2019). Multiplex value cocreation in unique service exchanges. *Journal of Business Research*, *96*, 277–286. https://doi.org/10.1016/j.jbusres.2018.11.046

Reckwitz, A. (2002). Toward a theory of social practices: a development in culturalist theorizing. *European Journal of Social Theory* *5*(2), 243–263. https://doi.org/10.1177/13684310222225432

Reckwitz, A. (2016). Practices and their affects. In A. Hui, T. Schatzki, E. Shove (Eds.) *The nexus of practice. Connections, constellations, practitioners* (pp. 126–137). Routledge. https://doi.org/10.4324/9781315560816

Rouse, J. (2007). Practice theory. In S. P. Turner, & M. W. Risjord (Eds.), *Philosophy of anthropology and sociology* (pp. 639–681). North Holland. https://doi.org/10.1016/B978-044451542-1/50020-9

Schatzki, T. (1996). *Social Practices: A Wittgensteinian Approach to Human Activity and the Social.* Cambridge University Press. https://doi.org/10.1017/CBO9780511527470

Schatzki, T. (2001). Introduction: practice theory. In T. Schatzki, K. Knorr-Cetina, & E. von Savigny (Eds.), *The practice turn in contemporary theory* (pp. 1–14). Routledge. https://doi.org/10.4324/9780203977453

Schatzki, T. (2016). Practice theory as flat ontology. In G. Spaargaren, D. Weenink, & M. Lamers (Eds.), *Practice theory and research: exploring the dynamics of social life* (pp. 28–42). Routledge. https://doi.org/10.4324/978131565690

Schatzki, T. (2018). On practice theory, or what's practices got to do (got to do) with it? In C. Edwards-Groves, P. Grootenboer, & J. Wilkinson (Eds.), *Education in an Era of Schooling*. Springer. https://doi.org/10.1007/978-981-13-2053-8_11

Schwandt, T. A. (2001). D*ictionary of qualitative inquiry* (2nd ed.). Sage Publications Inc.

Shotter, J. (2006). Understanding process from within: An argument for 'withness'-thinking. *Organization Studies*, *27*(4), 585–604. https://doi.org/10.1177/0170840606062105

Shove, E. (2010). Beyond the ABC: climate change policy and theories of social change. *Environment and Planning A*, *42*(6), 1273–1285. https://doi.org/10.1068/a42282

Shove, E., & Pantzar, M. (2005). Consumers, producers and practices: understanding the invention and reinvention of Nordic walking. *Journal of Consumer Culture*, *5*(1), 43–64. https://doi.org/10.1177/1469540505049846

Shove, E., & Pantzar, M. (2007). Recruitment and reproduction: the careers and carriers of digital photography and floorball. *Human Affairs*, 17, 154–167. https://doi.org/10.2478/v10023-007-0014-9

Shove, E., Pantzar, M., & Watson, M. (2012). *The dynamics of social practice. Everyday life and how it changes*. Sage Publications Inc. https://doi.org/10.4135/9781446250655

Skålén, P., & Gummerus, J. (2023). Conceptualizing services and service innovation: A practice theory study of the Swedish music market. *Journal of Service Research*, *26*(1), 83–102. https://doi.org/10.1177/10946705211062693

Skålén, P., & Hackley, C. (2011). Marketing-as-practice. Introduction to the special issue. *Scandinavian Journal of Management*, *27*(2), 189–195. https://doi.org/10.1016/j.scaman.2011.03.004

Southerton, D., Olsen, W., Warde, A., & Cheng, S. L. (2012). Practices and trajectories: A comparative analysis of reading in France, Norway, the Netherlands, the UK and the USA. *Journal of Consumer Culture*, *12*(3), 237–262. https://doi.org/10.1177/1469540512456920

Sprong, N., Driessen, P. H., Hillebrand, B., & Molner, S. (2021). Market innovation: A literature review and new research directions. *Journal of Business Research*, *123*, 450–462. https://doi.org/10.1016/j.jbusres.2020.09.057

Spurling, N. (2022). Lines: material cultures of future mobility. In C. López Galviz, & E. Spiers (Eds.), *Routledge handbook of social futures* (pp. 180–188). Routledge.

Spurling, N., & McMeekin, A. (2014). Interventions in practices: sustainable mobility policies in England. In Y. Strengers, & C. Maller (Eds.), *Social practices, intervention and sustainability beyond behaviour change (*pp. 78–94). Routledge.

Stevenson, T. (2002). Anticipatory action learning: conversations about the future. *Futures*, *34*(5), 417–425. https://doi.org/10.1016/S0016-3287(01)00068-4

Stigzelius, I. (2017). Producing consumers: agencing and concerning consumers to do green in everyday food practices. [Doctoral Dissertation, Stockholm School of Economics].

Storbacka, K., & Nenonen, S. (2021). Managerial levers of market-shaping strategies: An abductive inquiry. *Journal of Global Scholars of Marketing Science*, 31(3), 337–353. https://doi.org/10.1080/21639159.2020.1808836

Svennevik, E.M., Dijk, M., & Arnfalk, P. (2021). How do new mobility practices emerge? A comparative analysis of car-sharing in cities in Norway, Sweden and the Netherlands. *Energy Research and Social Science*, *82*, 102305. https://doi.org/10.1016/j.erss.2021.102305

Taylor, C. (1985). Social theory as practice. In C. Taylor (Ed.), *Philosophy and the Human Sciences. Philosophical Papers 2* (pp. 91–115). Cambridge University Press. https://doi.org/10.1017/CBO9781139173490.004

The Economist (2021, September 20). A troubled road lies ahead for German carmakers. The all-powerful automotive sector faces a challenging future. https://www.economist.com/special-report/2021/09/20/a-troubled-road-lies-ahead

Toulmin, S. (1990). *Cosmopolis: the hidden agenda of modernity*. University of Chicago Press.

Vargo, S. L., & Lusch, R., F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, *68*(1), 1–17. https://doi.org/10.1509/jmkg.68.1.1.24036

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of Marketing Science*, *36*(1), 1–10. https://doi.org/10.1007/s11747-007-0069-6

Vargo, S. L., & Lusch, R. F. (2011). It's all B2B… and beyond: Toward a systems perspective of the market. *Industrial Marketing Management*, *40*(2), 181–187. https://doi.org/10.1016/j.indmarman.2010.06.026

Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: an extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, *44*, 5–23. https://doi.org/10.1007/s11747-015-0456-3

Vargo, S. L., & Lusch, R. F. (2019). An Overview of Service-Dominant Logic. In S. L. Vargo, & R. F. Lusch (Eds.), *The SAGE Handbook of Service-Dominant Logic* (pp. 3–21). SAGE Publications.

Warde, A. (2005). Consumption and theories of practice. *Journal of Consumer Culture*, *5*(2), 131–153. https://doi.org/10.1177/1469540505053090

Warde, A. (2014). After taste: culture, consumption and theories of practice. *Journal of Consumer Culture*, *14*(3), 279–303. https://doi.org/10.1177/1469540514547828

Watson, M. (2012). How theories of practice can inform transition to a decarbonised transport. *Journal of Transport Geography*, *24*, 488–496. https://doi.org/10.1016/j.jtrangeo.2012.04.002

Willis, J. (2007). *Foundations of qualitative research. Interpretive and critical approaches*. Sage Publications Inc.

Woodruff, R. B. (1997). Customer value: the next source for competitive advantage. *Journal of the Academy of Marketing Science*, *25*, 139–153. https://doi.org/10.1007/BF02894350

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, *52*(3), 2–22. https://doi.org/10.1177/002224298805200302

Zeithaml, V. A., Jaworski, B. J., Kohli, A. K., Tuli, K. R., Ulaga, W., & Zaltman, G. (2020). A theories-in-use approach to building marketing theory. *Journal of Marketing*, *84*(1), 32–51. https://doi.org/10.1177/0022242919888477

Zimbardo, P. G., & Boyd, J. N. (2015). Putting time in perspective: a valid, reliable individual-differences metric. In M. Stolarski, N. Fieulaine, & W. van Beek (Eds.), *Time perspective theory: review, research and application* (pp. 17–55). Springer. https://doi.org/10.1007/978-3-319-07368-2_2