



24TH-25TH JUNE 2025

THE BRIGHT SIDE OF MARKETS

WORKSHOP



UNIVERSITY
OF TURKU



MASHIN
Special Interest Group



MarketVision

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THE BRIGHT SIDE OF MARKETS

Building on the success of the Shaping Markets workshop held in Linköping in 2022, we continue to bring together market-shaping scholars to address the grand challenges of our time.

The purpose of this workshop is to present and exchange ideas on how markets can be shaped to achieve positive environmental, social, and economic outcomes.

If you wish to participate, please submit a letter of intent (max. 200 words) outlining your research idea, its alignment with the workshop's theme and author details to alexander.flaign@utu.fi. Questions can be sent to the same address.

Chairs:

Aino Halinen

Suvi Nenonen

Valtteri Kaartemo

Alexander Flaig

Location: Turku, Finland

Date for letter of intent: 31.01.2025

Notification of acceptance: 14.02.2025

Date for extended abstract: 31.05.2025

Fee: approx. 300€



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