



World Marketing Summit 2014

Thriving in the 21st Century Through Marketing

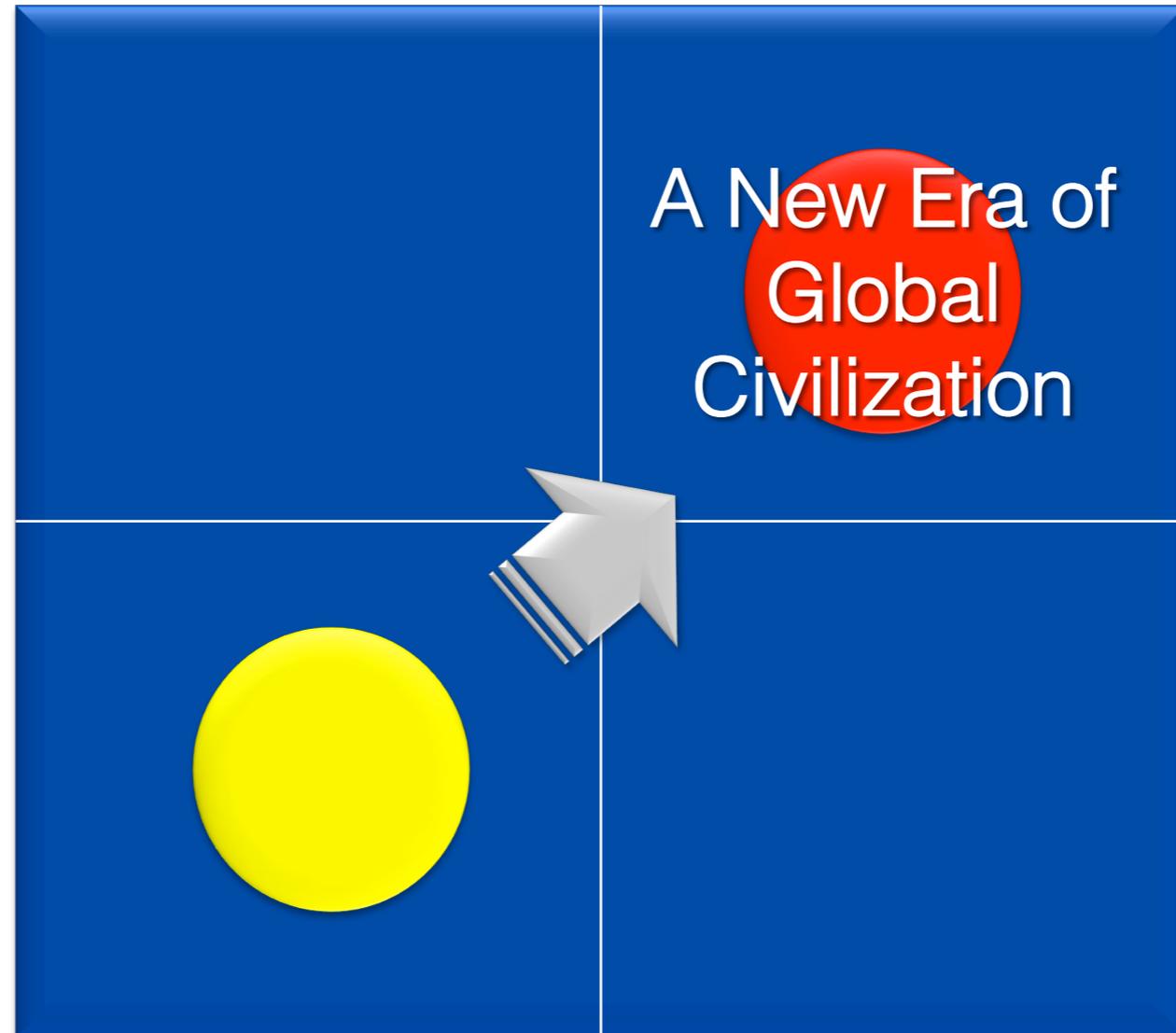
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Sasin Graduate Institute of Business Administration
Chulalongkorn University

A New Era of Global Civilization

Post Carbon-
Based Society

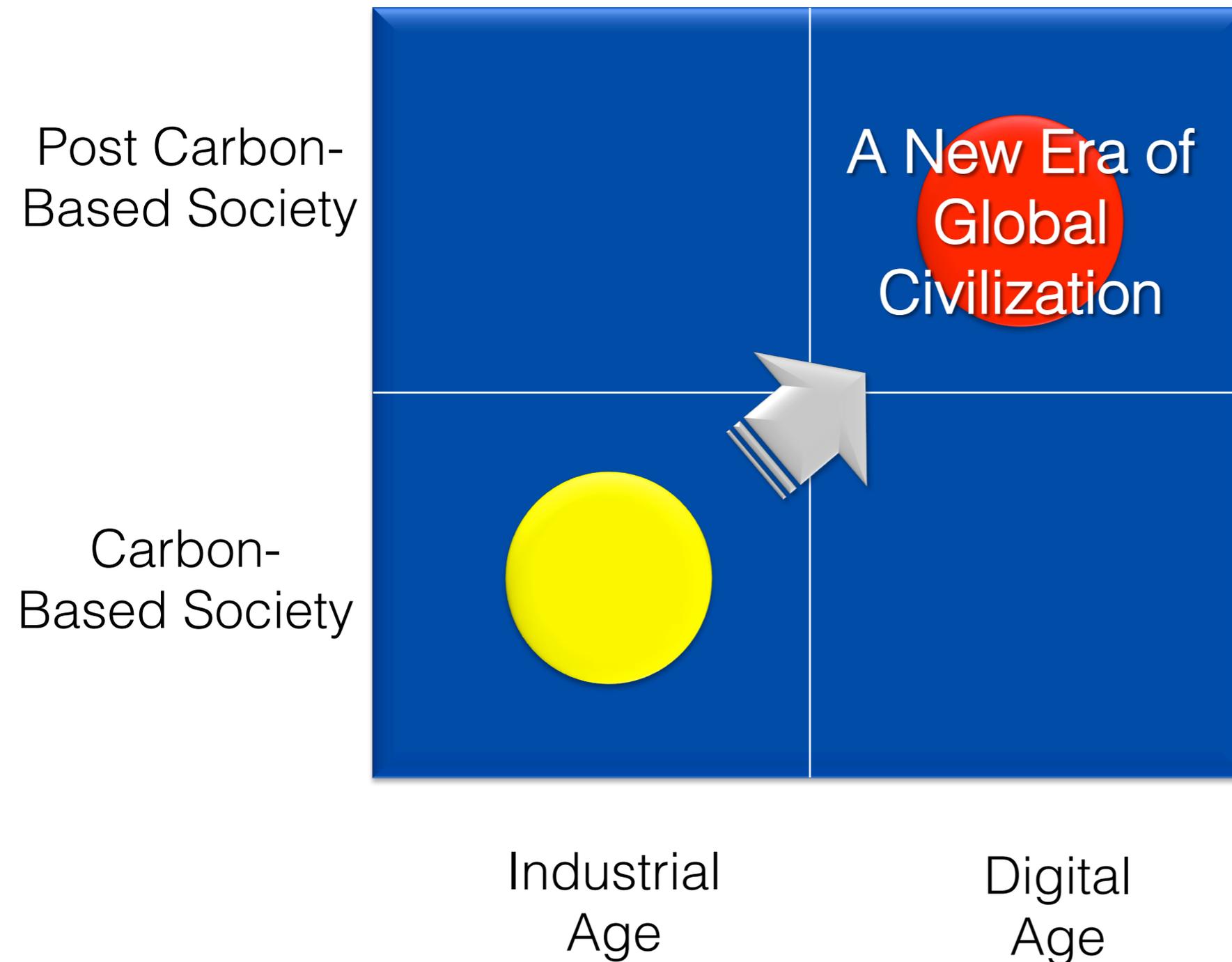
Carbon-
Based Society



Industrial
Age

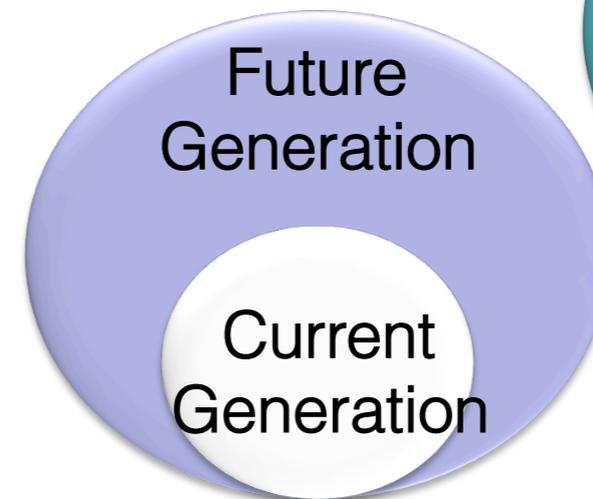
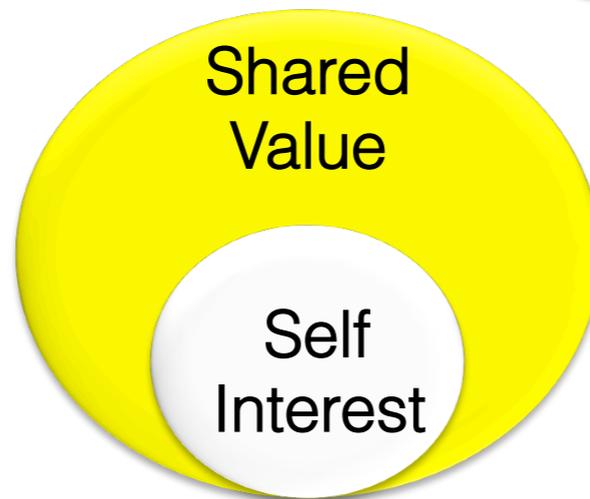
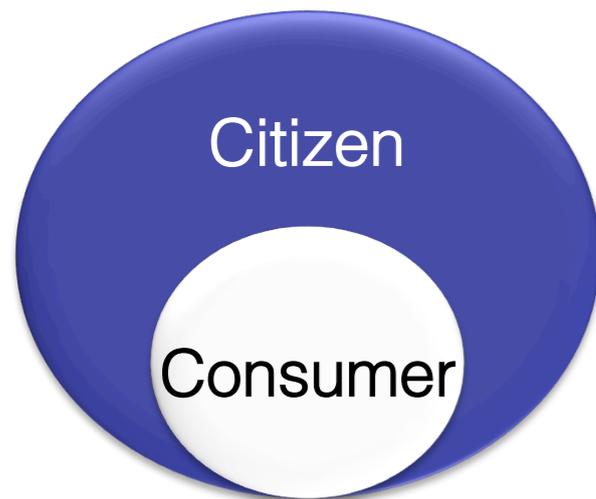
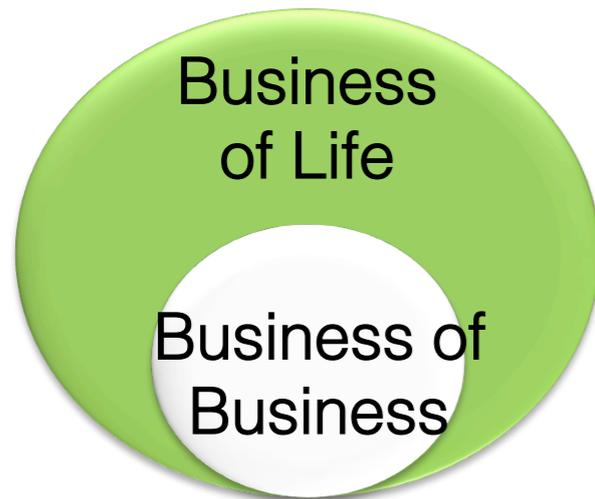
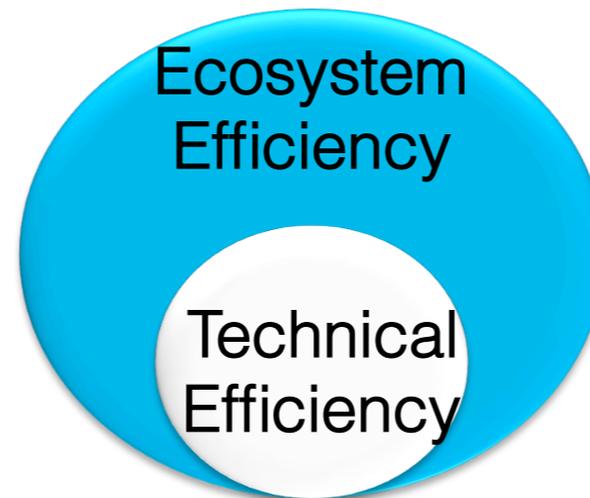
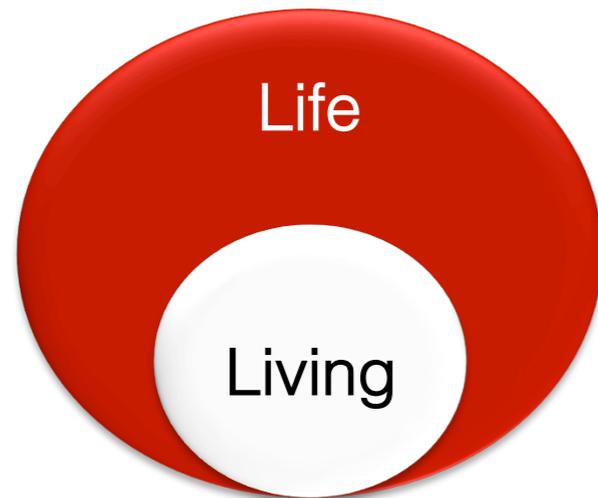
Digital
Age

Challenging Issues



- What should the capitalist system be like in the new era of global civilization?
- What role should marketing play in order for us to thrive in the 21st century?

Reorienting the Emphasis of Capitalism



New Forms of Capitalism in the Making

Past Centuries

The 21st Century

Individual Nation's Capitalism

Globally Connected Capitalism

Ego-Centric Capitalism

Eco-Centric Capitalism

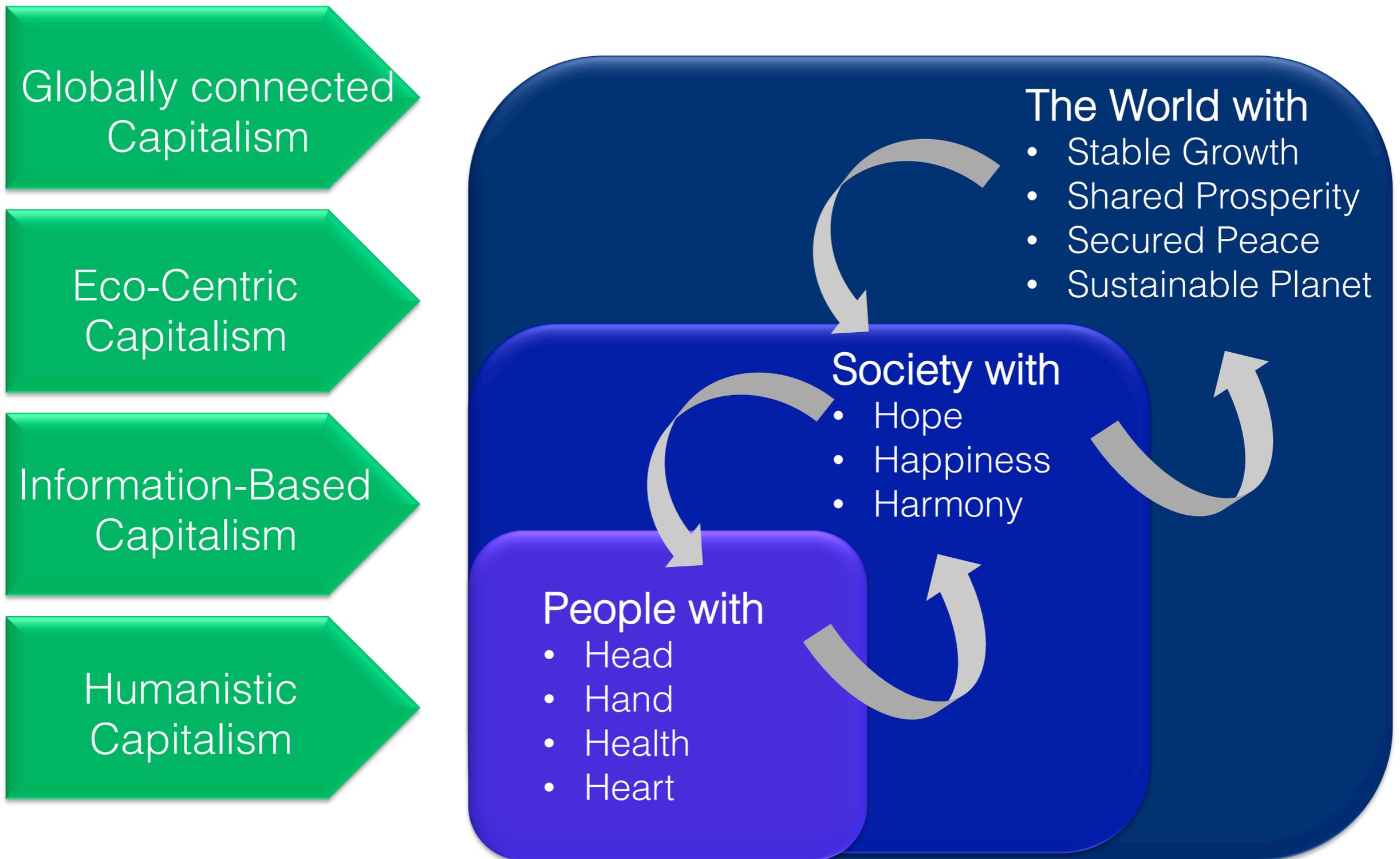
Incentive Based Capitalism

Information-Based Capitalism

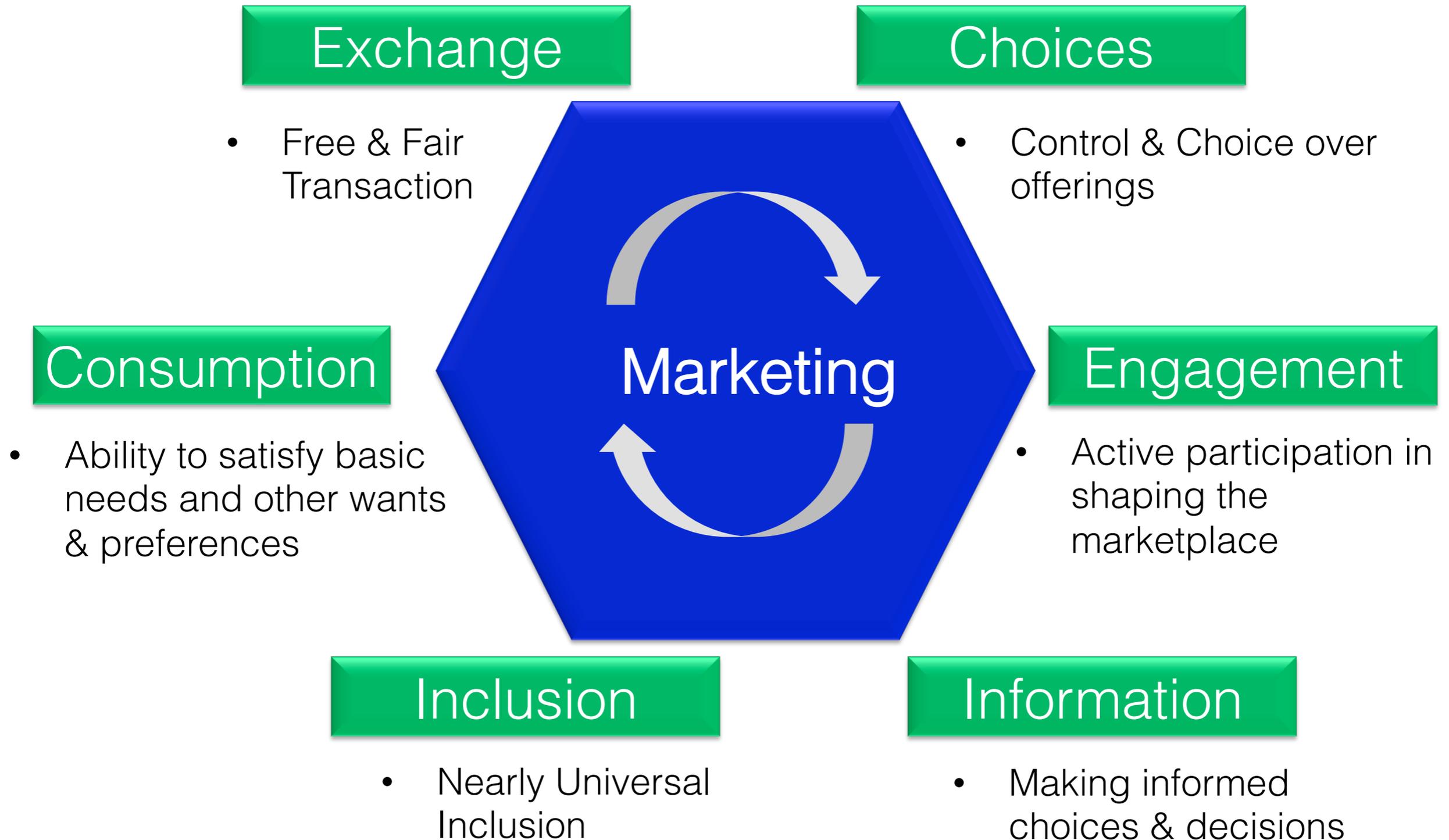
Materialistic Capitalism

Humanistic Capitalism

Creating a Better World through the New Capitalism



In the 20th century, marketing had played a vital role in advancing the capitalist system



The New Market Space

For Others

Contribution

With Others

Co-Creation

Giving

For Self

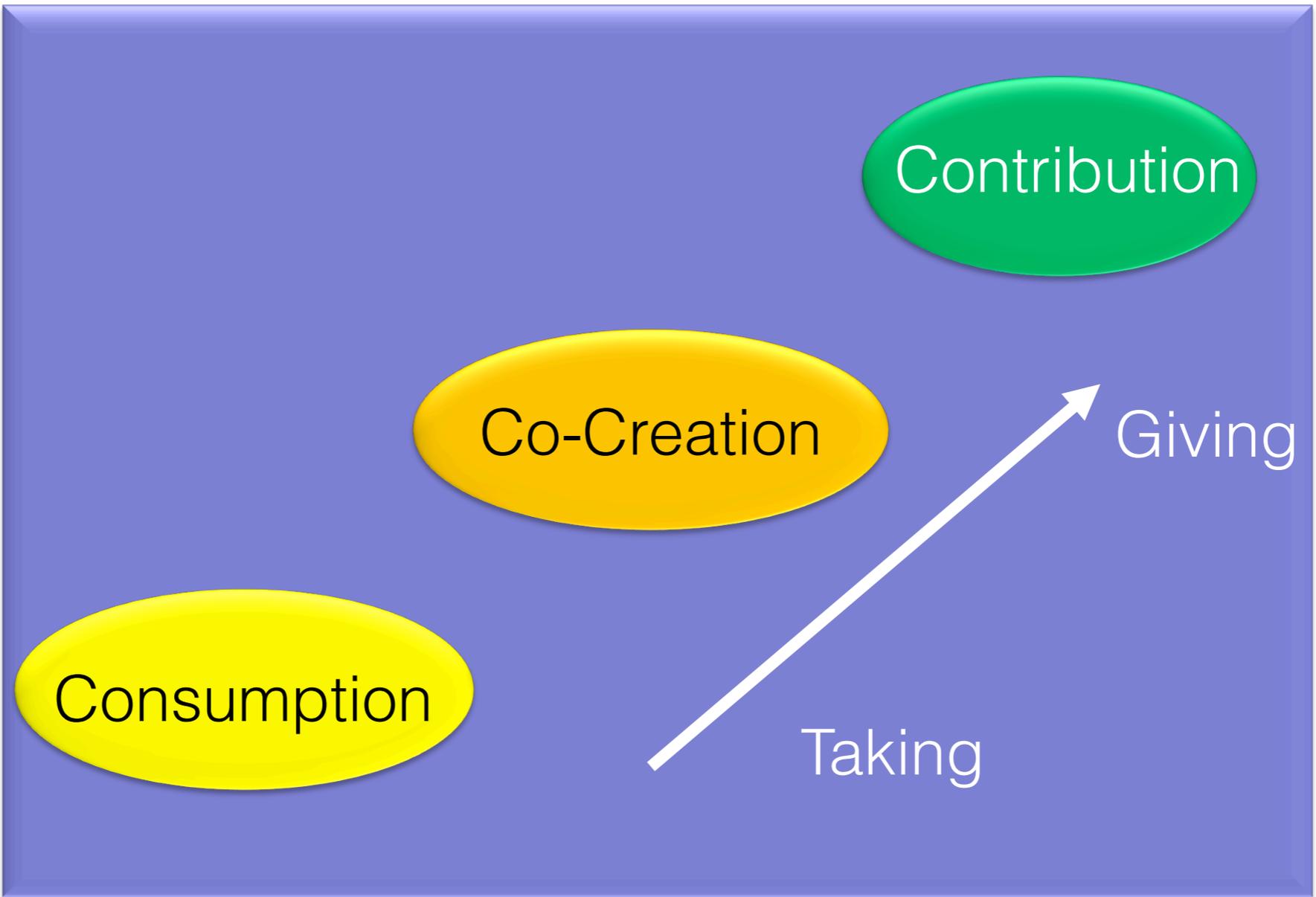
Consumption

Taking

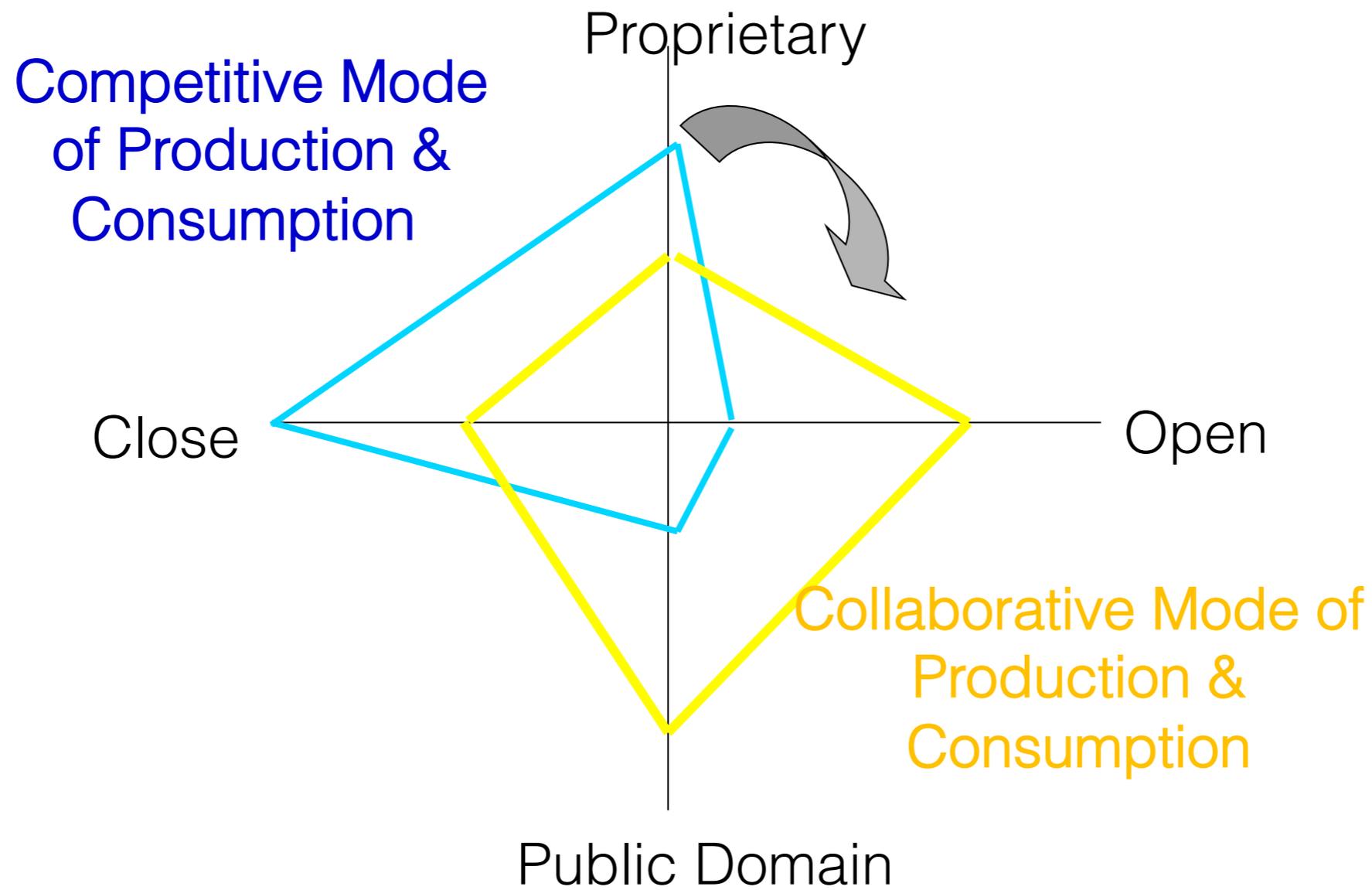
Exchange

Reciprocity

Pre-distribution/
Redistribution



From Competitive Mode to Collaborative Mode of Production & Consumption

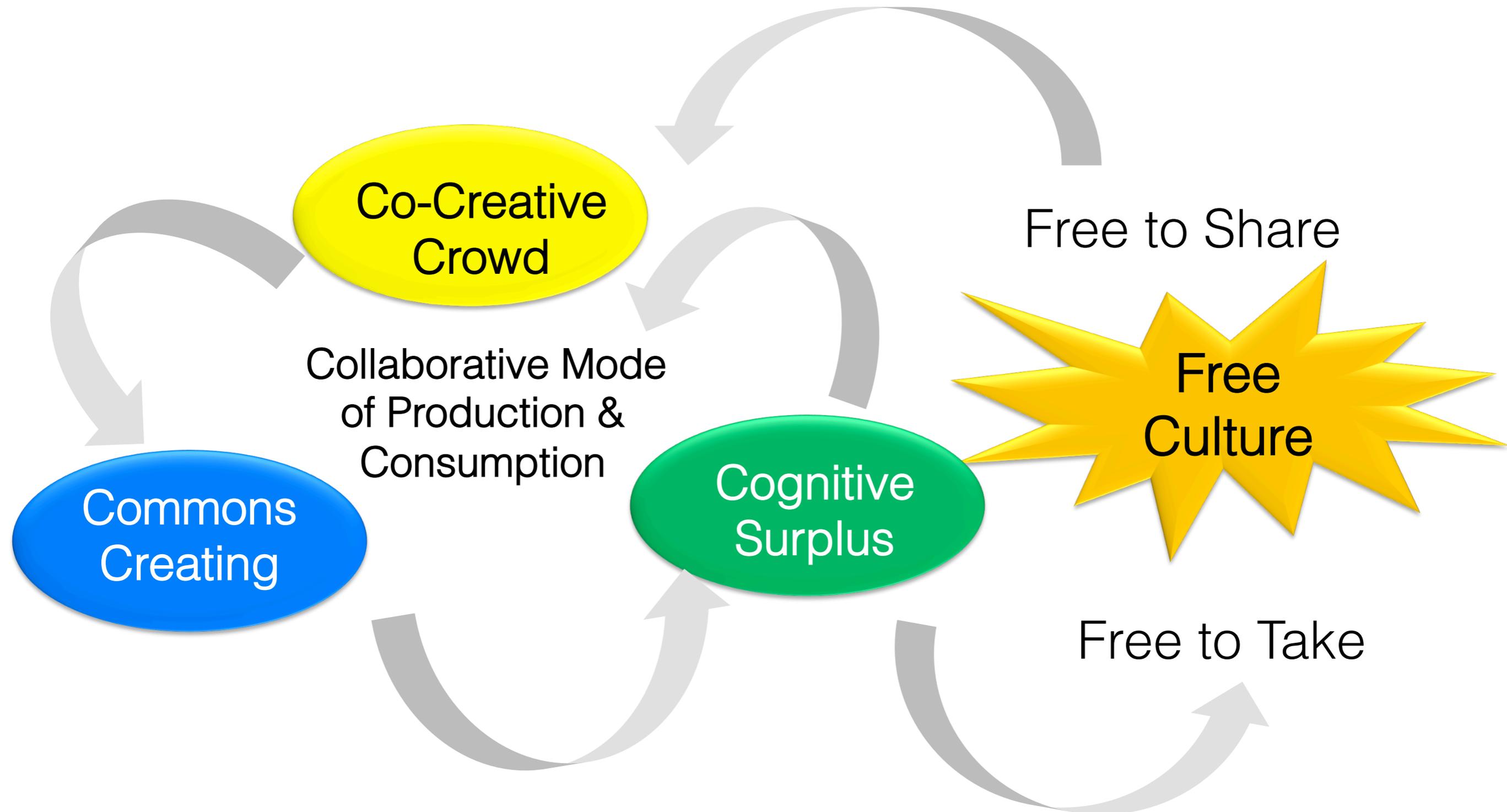


- I Think
- Individual Creating
- Commercial Production
- Copy Right

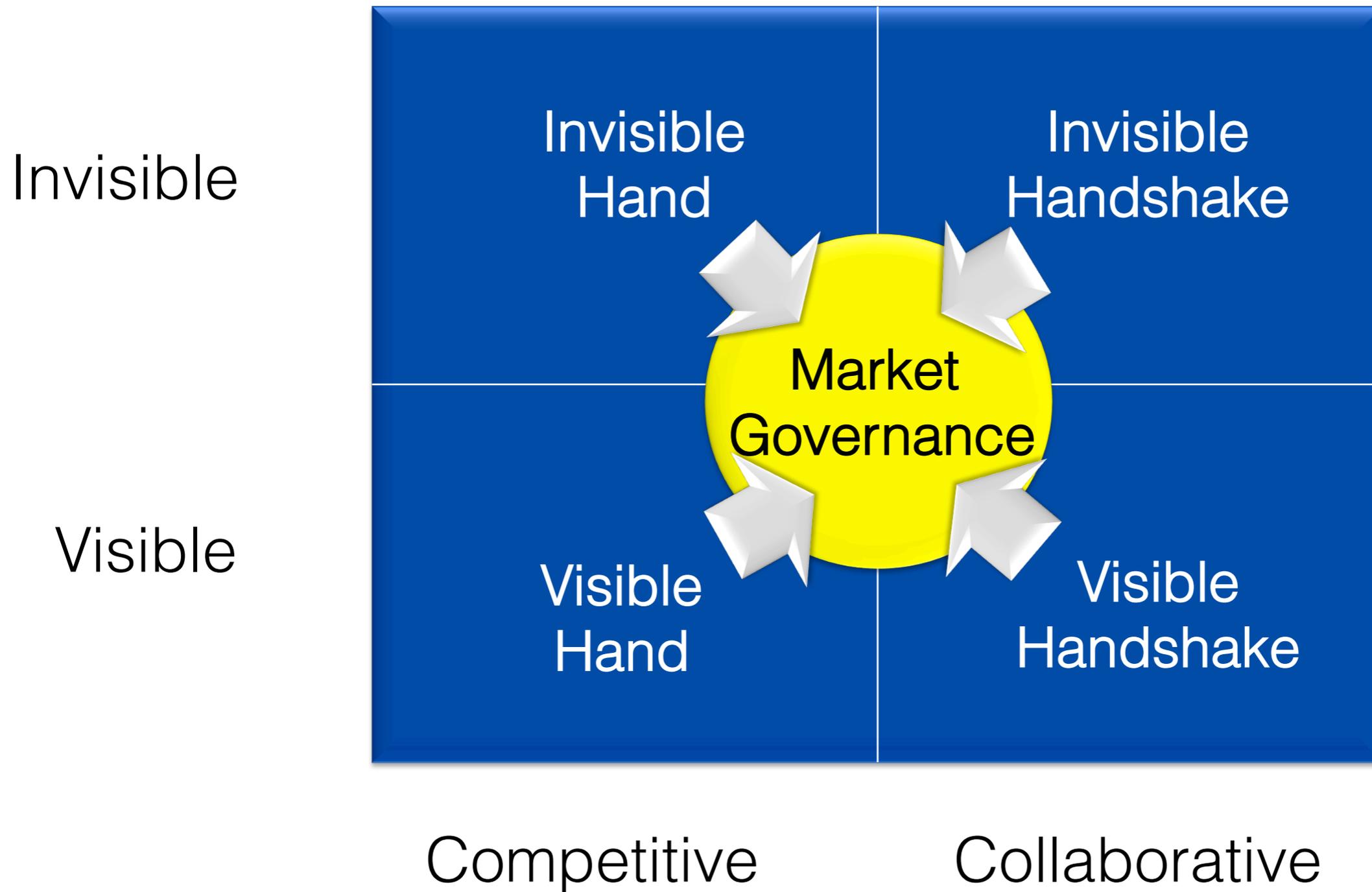


- We Think
- Common Creating
- Social Production
- Copy Left

We are Living in “The World of Open, Collaborative & Sharing Experiences”



The Four Forces Driving Market Governance



Market Transformation

Consumer Transformation

From “Laissez Faire Consumer”
to “Conscious Consumer”



Industry Transformation

From “Value Chain”
to “Value Circle”

Corporate Transformation

From “Brand”
to “Stand”

Market Transformation...

Consumer Transformation

Laissez Faire Consumer

- The More, The Better
- Avaricious Pursuit of Material Wealth
- Individuals Lived Dissatisfying Lives



Conscious Consumer

- Moderation is the Best Policy
- The Disciplined Pursuit of a Balance Between Material Wealth, Social Well-Being and Human Wisdom
- Individuals Live a Life that Really Matter

Market Transformation...

Industry Transformation

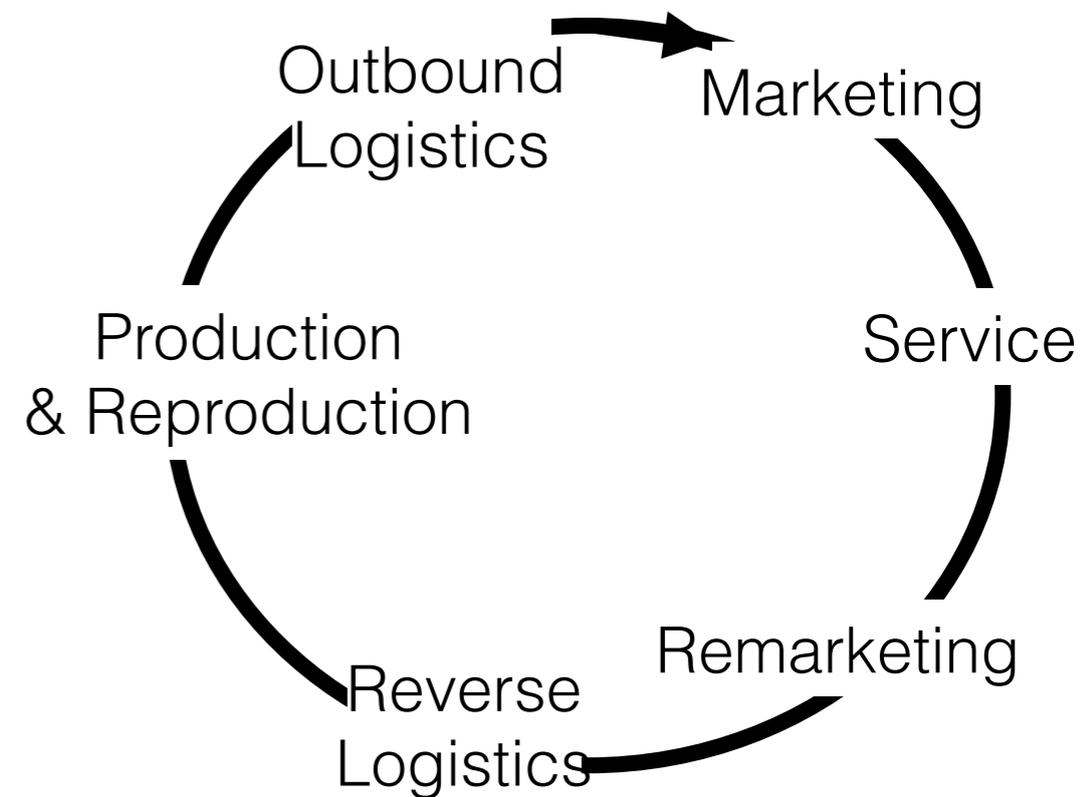
Value Chain



- Economies of Scale
- Technical Efficiency
- Cost Advantage

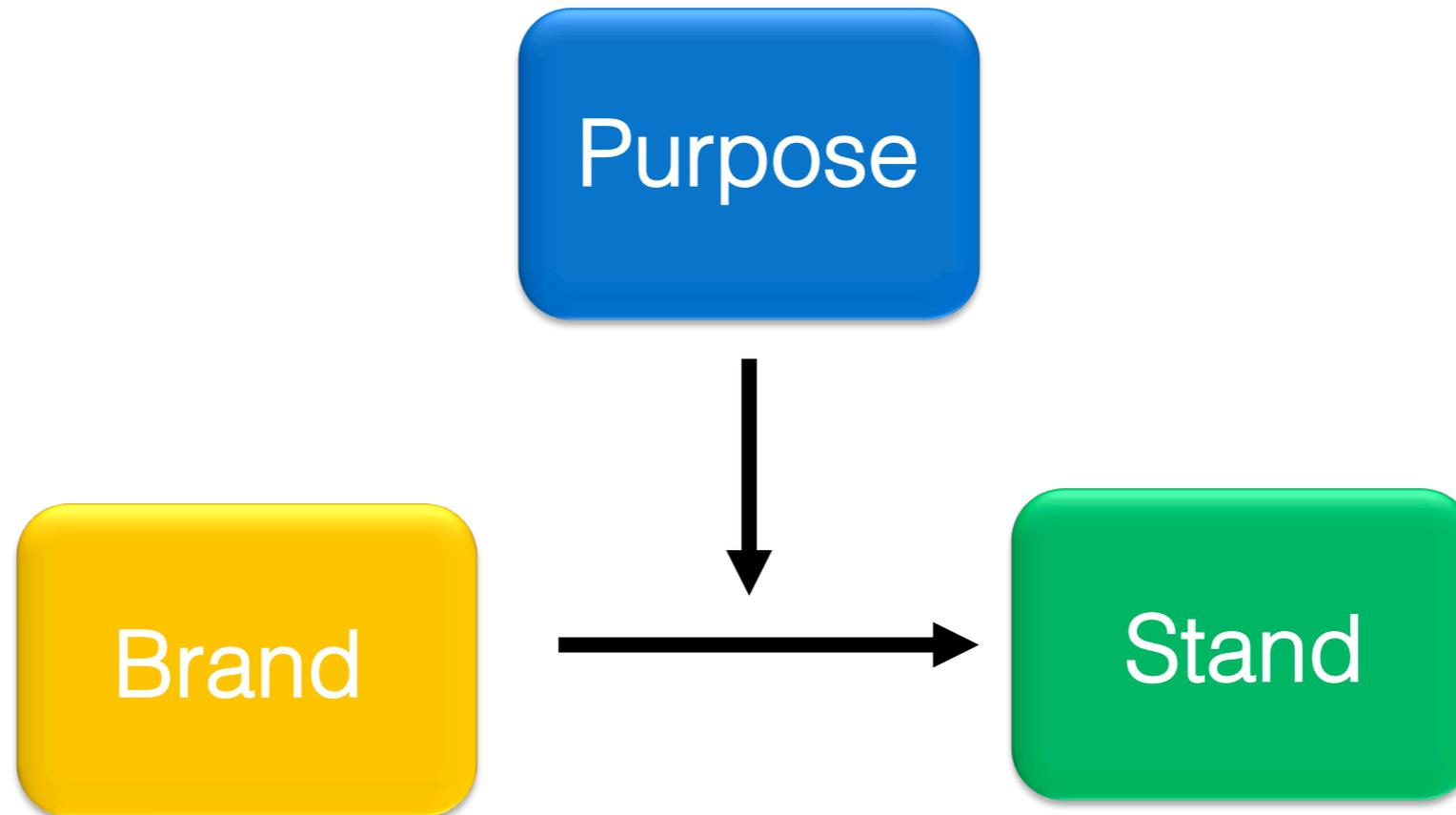


Value Circle



- Economies of Collaboration
- Ecosystem Efficiency
- Loss Advantage

Corporate Transformation



- Point of Difference
- Market-driven
- Consumers
- Ads
- Seeking for Loyalty



- Point of View
- Ethos-driven
- Advocates
- Actions
- Searching for Love

In the New Marketing Matrix, a Better World is the Bottom Line

<p><i>Environmental Wellness</i></p> <ul style="list-style-type: none">• Resource/ energy use• Waste management practices• Water & air quality• Integrity of supply chain• Compliance with standards	<p><i>Human Wisdom</i></p> <ul style="list-style-type: none">• Human potentiality• Human creativity & value creation• Intellectual independence• Individual autonomy• Free culture
<p><i>Economic Wealth</i></p> <ul style="list-style-type: none">• Profitability• Return on investment• Growth• Customer satisfaction & retention	<p><i>Social Well-being</i></p> <ul style="list-style-type: none">• Labor practices• Maintenance of human rights• Impact on the communities• Taking responsibilities for products

In the 21st Century, Marketing Will Play a Vital Role as An Engine for Transformation

4Ws

- Economic **W**ealth
- Environmental **W**ellness
- Social **W**ell-beings
- Human **W**isdom

4Ms

- Purposeful **M**indsets
- **M**andate for Change
- Operating **M**odels
- Social **M**ovements

Marketing
As an Engine for
Transformation

4Ss

- **S**table Growth
- **S**hared Prosperity
- **S**ecured Peace
- **S**ustainable Planet