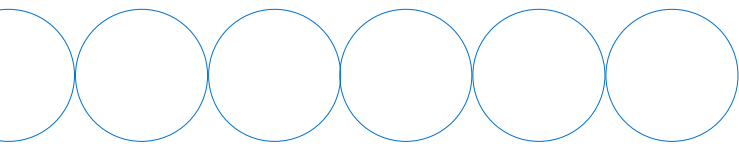


The 29th Annual IMP Conference

*Building and Managing Relationships in a Global Network:
Challenges and Necessary Capabilities*

August 30 – September 2, 2013





Welcome to IMP 2013

Dear Conference Attendee,

The 29th annual IMP Conference brings together an informal network of researchers who are interested in the problems that confront marketers and purchasers in complex business networks. This event is the largest international gathering of researchers and instructors in the field of business marketing and purchasing, drawing participants from Europe, the Americas, Asia, Australia, and New Zealand.

We thank the track chairs, the reviewers, and the session chairs.

We hope you enjoy the conference and your time in Atlanta.

Conference Co-Chairs:



Wesley Johnston
Director
*Center for Business and
Industrial Marketing
Georgia State University*



S. Tamer Cavusgil
Executive Director
*Center for International
Business Education and
Research
Georgia State University*



Naveen Donthu
Chair
*Department of Marketing
Georgia State University*

Conference Organizing Committee:

Co-Program Directors of IMP2013



Brian Rutherford
Assistant Professor of Marketing
Kennesaw State University



Minna Rollins
Associate Professor of Marketing
University of West Georgia

IMP 2013 Doctoral Consortium



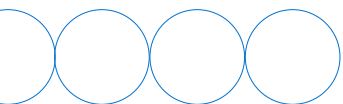
Karen Galanski
Business Manager
Department of Marketing
Georgia State University



Beth Alexander
Director, Special Projects
Department of Marketing
Georgia State University



Peter LaPlaca
Editor
Industrial Marketing Management



IMP 2013 Sequence of Events

FRIDAY, August 30th

6:00 pm
6:00 - 8:30 pm
6:30 - 8:30 pm
8:30 pm

Walk to Maggianos Italian Restaurant
Registrations
Opening Reception at Maggianos
Walk back to hotels

SATURDAY, August 31st

7:30 am
7:30 am onwards
8:00 - 9:00 am
9:00 - 10:30 am
10:30 - 11:00 am
11:00 - 12:30 pm
12:30 - 1:30 pm
1:30 - 3:00 pm
3:00 - 3:30 pm
3:30 - 5:00 pm
5:15 pm
6:00 - 7:00 pm
7:00 - 9:30 pm
9:30 pm

Walk to GSU Buckhead Center (Tower Place 200)
Registration near 6th floor lounge
Plenary Session in Room 610 and overflow in 6th floor lounge
Session 1
Break in 5th and 6th floor lounges
Session 2
Lunch (Mexican Fajitas) in 5th and 6th floor lounges
Session 3
Break in 5th and 6th floor lounges
Session 4
Buses depart from ground floor front entrance to Georgia Aquarium
Tour of Georgia Aquarium
Cocktails and dinner
Buses depart back to conference hotels

SUNDAY, September 1st

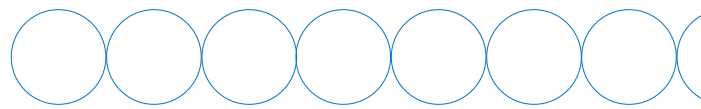
9:15 am
9:30 - 11:00 am
11:00 - 11:30 am
11:30 - 1:00 pm
1:00 - 2:00 pm
2:00 - 3:30 pm
3:30 - 4:00 pm
4:00 - 5:30 pm
5:45 pm
6:30 - 7:00 pm
7:00 - 8:00 pm
8:00 - 10:00 pm
10:00 pm

Walk to GSU Buckhead Center (Tower Place 200)
Session 5
Break in 5th and 6th floor lounges
Session 6
Lunch (Southern BBQ) in 5th and 6th floor lounges
Session 7
Break in 5th and 6th floor lounges
Session 8
Buses depart from ground floor front entrance to the World of Coca-Cola
Reception at the World of Coca-Cola
Speeches and the Coca-Cola movie
Dinner and exhibits at the World of Coca-Cola
Buses depart back to conference hotels

MONDAY, September 2nd

8:45 am
9:00 - 10:30 am
10:30 - 11:00 am
11:00 - 12:30 pm
12:30 - 1:30 pm
1:30 pm

Walk to GSU Buckhead Center (Tower Place 200)
Session 9
Break in 5th and 6th floor lounges
Session 10
Boxed lunch in 5th and 6th floor lounges
Conference Adjourns



Tracks:

1. **Supply Chain Management and Purchasing**

Co-Chairs:

- Saara Pekkarinen
- Anne-Maria Holma
- Christian Kowalkowski
- Sicco Santema

2. **Global Key Account Management and Customer Relationship Management**

Chair:

- Kevin Wilson

3. **Innovation in Industrial Networks**

Co-Chairs:

- Othman Boujena
- Hannu Makkonen

4. **Emerging Markets and Cultural Issues in Global Industrial Networks**

Co-Chairs:

- Doreen Sams
- Janna Parker

5. **Interaction and Actors in Turbulent Times**

Co-Chairs:

- Chris Medlin
- Jan-Åke Törnroos

6. **Applications and Managerial Implications of IMP Research**

Co-Chairs:

- Brian Rutherford
- Nwamaka Anaza

7. **Managing Industrial Networks**

Chair:

- Thomas Ritter

8. **Value and Portfolio management**

Co-Chairs:

- Daniela Corsaro
- Annalisa Tunisini
- Roger Baxter

9. **General Track**

Co-Chairs:

- Elina Jaakkola
- Balasz Revesz
- David Nickell

Special Sessions:

1. **The Complexities of Relationship Dynamics**

Co-Chairs:

- Jaana Tähtinen
- Annmarie Ryan
- Debbie Harrison

2. **BRICS and Industrial Networks**

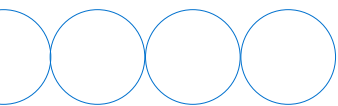
Chair:

- Sergio Biggemann

3. **Managing Sustainability in Global Networks**

Chair:

- Adam Raman



IMP 2013 Conference Program

Panel Sessions:

1. **Meet the Editors**

- Michael Kleinaltenkamp, BMJ
- Peter LaPlaca, IMM
- Wesley Johnston, JBIM
- Sergio Biggemann, JBR
- TBA, IMP Journal

2. **Theory and Theorizing: Theoretical Developments in Industrial Marketing Management**

Chair:

- Linda D. Peters

Panelists:

- Shelby Hunt
- Wesley J Johnston
- Peter LaPlaca
- Kristian Möller
- Alexandra Waluszewski
- Ian Wilkinson
- Louise Young

3. **Key Takeaways from the 2013 AMA Faculty Consortium in Selling and Sales Management**

Chair:

- Greg Marshall, Rollins College and Aston Business School

Panelists:

- Bill Cron, Texas Christian University
- Bill Moncrief, Texas Christian University

4. **Teaching Industrial Business and Networks**

Chair:

- David Nickell

Panelists:

- Mike Rich, Janne Racker, and Emily Kremer
- Catherine Sutton-Brady
- Sheena Leek
- Patty Kamvounias
- Jan Markendahl
- Tatjana Apanasevic

5. **The Global Chameleon**

Chair:

- Leila Borders

Panelists:

- Beverly Wright
- Teloca Sistrunk
- Joyce McGriff

6. **Multistage Marketing**

Chair:

- Michael Kleinaltenkamp

Panelists:

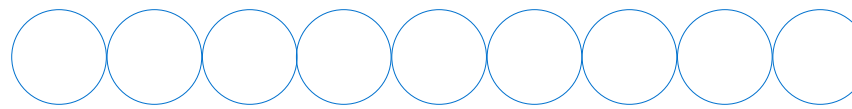
- Matthias Classen
- Andreas Fischer
- Anne-Maria Holma
- Minna Rollins
- Alejandro Schoenhoff

7. **Roundtable Discussion (Sunday Dinner): Different Perspectives on B2B Marketing Research**

Participants:

- Sandy Jap (Guizeta Business School, Emory University), AMA IO SIG
- Wes Johnston (J. Mack Robinson College of Business, Georgia State University), Host IMP conference 2013 and Journal of Business and Industrial Marketing
- Michael Kleinaltenkamp (School of Business & Economics, Freie Universität Berlin), Journal of Business Market Management (jbm) and International Conference on Business Market Management
- Peter LaPlaca (Barney School of Business, University of Hartford), Industrial Marketing Management (IMM)
- Ivan Snehota (Faculty of Informatics, Università della Svizzera Italiana), Industrial Marketing and Purchasing Group (IMP) and IMP Journal
- Kaj Storbacka (University of Auckland Business School), Strategic Account Management Association

IMP 2013 Paper Sessions



SATURDAY, AUGUST 31

8:00 - 9:00 am

Buckhead Center Room 610 , overflow in Room 601

Plenary Session with Shelby Hunt

Session 1, 9:00 - 10:30 am

Room 411

Special Session: BRICS

Session Chair: Sergio Biggemann

Local Politics and Business in Indonesia: A Non-market Strategy Approach

- Abdullah Sanusi, Bella Butler and Fay Rola-Rubzen

Competitive Advantage in Global Markets: The Case of the Salmon Industry in Chile

- Christian Felzensztein and Eli Gimmon

Setting Prices for the Integrated Solutions in Brazil

- Carlos Renato Trento, Timoteo Stuker, Giancarlo Me-deiros Pereira and Miriam Borchardt

Room 413

Special Session: Relationship Dynamics

Session Chair: Jaana Tähtinen

Reviewing Theory and Method in Relationship Dynamic Research

Process Research in Business Networks: A Review of Longitudinal Research Methods

- Aino Halinen and Tuija Mainela

Definitions of Business Relationship Ending: A Literature Review"

- Jaana Tähtinen and Virpi Havila

A Nordic Perspective on Relationship Dynamics

- Maria Holmlund, Annmarie Ryan, Jaana Tähtinen, Bo Edvardsson, Kjell Grønhaug, Aino Halinen, Debbie Harrison, Virpi Havila, Helena Renström, Asta Salmi and Tore Strandvik

Three is a Crowd: A Case Study of Triadic Business Relationship Ending

- Anniina Schreiner

Room 501

Track: Innovation in Industrial Networks

Session Chairs: Hannu Makkonen and Othman Boujena

Projects as Networks –How the Project Boundary Affects Renewal in Construction

- Håkan Håkansson, Malena Ingemansson and Åse Linné

Projects as an Attempt to Make Science Into Business. Embedding Commercialization Projects in Business Networks

SATURDAY, AUGUST 31

- Enrico Baraldi and Malena Ingemansson

A Guide in the Rain Forest – the Role of a Regional Strategic Network in an Innovation Process

- Jens Eklinder-Frick

Room 548

Panel: The Global Chameleon

Chair: Leila Borders

Panelists:

- Beverly Wright, Teloca Sistrunk, and Joyce McGriff

Room 601

Track: Interaction in Turbulent Times

Session Chair: Jan-Åke Törnroos

Business Relations During Crisis and Break-ups: When Losing Customers: Start-Ups Recombining and Repositioning

- Lise Aaboen and Frida Lind

Crisis Management Networks – Collective Entrepreneurship in Turbulent Contexts

- Jan Hermes and Tuija Mainela

Strategic Resource Management After a Bitter Divorce: The Post-Alliance Development in the Mining and Construction Business at Sandvik and Atlas Copco

- Lars Torsten Eriksson and Lars Hallén

Room 610

Panel: Key Takeaways from the 2013 AMA Faculty Consortium in Selling and Sales Management

Chair: Greg Marshall

Room 619

Panel: Theory and Theorizing: Theoretical Developments in Industrial Marketing Management

Chair: Linda Peters

10:30 - 11:00 am

Coffee Break, 5th and 6th floor lounges

Session 2, 11:00 - 12:30 pm

Room 411

Special Session: BRICS

Session Chair: Sergio Biggemann

Competitive capabilities in Russian industrial networks (A Longitudinal Perspective on a Case Study)

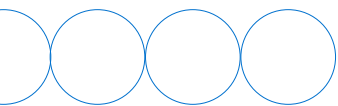
- Bella Butler and Elena Kuznetsova

Contemporary Marketing Practices in Russia: From Transactional to Relationship Approach

- Olga Tretyak, Vera Rebiagina and Alexander Rozhkov

Learning in Interaction and Liability of Foreignness. The Case of an Italian Firm in Russia

- Simone Guercini and Matilde Milanese



IMP 2013 Paper Sessions

SATURDAY, AUGUST 31

Room 413

Special Session: Relationship Dynamics, Session: Focusing on Interactants

Session Chair: Annamarie Ryan

Ritual, Liminality and Communitas in Business Relationship Dynamics

- Annmarie Ryan

Heuristics in Business Interactions

- Simone Guercini, Antonella La Rocca, Andrea Runfola and Ivan Snehota

Managing Emotions through Transforming in Relationship Dynamics

- Shiming Zhang, John Finch and Susi Geiger

Room 501

Track: Innovation in Business Networks

Session Chair: Hannu Makkonen

System Integration, Integrated Solutions and Industry Organization: A Value System Approach

- Rodrigo Rabetino and Marko Kohtamäki

Market Innovation: Renewal of Traditional Industrial Networks

- Suvi Nenonen, Kristian Möller and Kaj Storbacka

The Commercialization of Science as an Embedding Process: The Case of PET Radiotracers at Uppsala University

- Enrico Baraldi and Anna Launberg

Room 548

Track: General

Session Chair: Balasz Revesz

The Effect of Companies' Simultaneous Embeddedness in Different Local and Global Networks

- Milena Ratajczak-Mrozek

A Cross-Cultural Comparison of the Network Capability Development of Entrepreneurial Firms

- Helen McGrath and Thomas O'Toole

How Relationship Ending Affects the Competitive Advantage of Firms in Networks: Evidence from a Business Net Evolution

- Hsin-Hui Chou

Room 601

Track: Interaction in Turbulent Times

Session Chair: Chris Medlin

Understanding Change and Dynamics in Business Relations and Networks

Exploring and Exploiting through Horizontal Co-Operation – A Longitudinal Study of Small and Medium Sized Furniture Manufacturers

- Karita Luokkanen-Rabetino and Anu Norrgrann

SATURDAY, AUGUST 31

Interest, Sensemaking and Adaptive Processes in Developing Business Networks – An Australian Biofuel Case

- Christopher Medlin and Jan-Åke Törnroos

Interactions and Actors' Roles in Unstable Business Networks: A Process Analysis

- Ronika Chakrabarti, Carla Ramos and Stephan Henneberg

Room 610

Special Session: Managing Sustainability in Global Networks

Session Chair: Adam Raman

De-greening of Logistics through Provider-Shipper Interaction

- Maria Huge-Brodin and Uni Martinsen

Managing CSR Implementation in SMES through the Management of Differentiated Networks

- Loic Sauvee, Mantiaba Coulibaly and Zam-Zam Abdirahman

A Framework for Developing Sustainable Value Propositions for Industrial Product-Service Systems

- Samuli Patala, Anne Jalkala, Joonas Keränen, Risto Soukka, Sanni Väisänen and Valtteri Tuominen

Room 619

Panel: Teaching Industrial Business and Network

Session Chair: David Nickell

Panelists:

- Mike Rich, Janne Racker, Emily Kremer, Catherine Sutton-Brady, Sheena Leek, and Patty Kamvounias

12:30 - 1:30 pm

Lunch, Mexican Fajitas, in 5th and 6th floor lounges

Session 3, 1:30 - 3:00 pm

Room 411

Special Session: BRICS

Session Chair: Sergio Biggemann

Political Embeddedness in a Chinese Context: The case of Biopharmaceutical Drug Innovations in China

- Åse Linné and Tommy Shih

Interacting In China

- Judy Zolkiewski, D.R. Brennan, Amna Khan and Jonathan Wilson

Confucian Principles, Guanxi and Joint Action in a Confucian Rooted Supplier-Distributor Dyad Context

- Jimmy Thao-Nguyen Pham, William Tien-Van Dao, Angelina Nhat-Hanh Le and Julian Ming Sung Cheng

SATURDAY, AUGUST 31

Room 413

Special Session: Relationship Dynamics

Session Chair: Debbie Harrison

“Actions and reactions”

Action and Reaction in Interaction-Activity Adjustments and Business Relationship Change

- Lars Bankvall

An Alternative View on Business Relationship Development as a Process: How Breakdowns Contribute to Change as they Happen

- Raymond Loohuis, Ariane Raesfeld Von and Aard Groen

Serendipity in Business Relationship Beginning

- Andrea Perna, Andrea Runfola, Simone Guercini and Gian Luca Gregori

Room 501

Track: Innovation in Business Networks

Session Chair: Kristin B. Munksgaard

Disruptive Interaction. Emerging Issues and Research Propositions

- Simone Guercini and Andrea Runfola

What's In It for Me? A Private Firm Perspective On Public-Private Innovation

- Kristin Munksgaard, Majbritt Evald, Ann Clarke, Torben Damgaard and Helle Nissen

A Model to Improve Aircraft Availability

- Johan Kaalen, Sicco Santema and Robert Jan Boer De

Room 548

Track: General

Session Chair: Elina Jaakkola

Role of Experience-Based Information in Organizational Buying in Networked Markets – Insights from Kibs Business

- Leena Aarikka-Stenroos And Elina Jaakkola

Buyer-Seller Relationship Development in the Service-Intensive Projects: Introducing Four Archetypical Post-Project Relationships

- Ilkka Ojansivu, Kimmo Alajoutsijärvi, Jari Salo And Tuula Lehtimäki

Organizing for Solution Business: Internal vs External Resource Integration

- Anna Salonen and Elina Jaakkola

Networking in an Organized Network: A Case Study of a Small Professional Service Firm

- Roberta Bocconcelli And Alessandro Pagano

SATURDAY, AUGUST 31

Room 601

Track: Interaction In Turbulent Times

Session Chair: Jan-Åke Törnroos

“Competition And Co-Operation In Business Relationships”

Network Cooperation Between Mobile Operators - Why and How Competitors Cooperate?

- Jan Markendahl, Amirhossein Ghanbari And Bengt Mölleryd

Which is More Important? Information Technology Use and Personal Relationships in B2B Markets

- Balazs Revesz, Erzsebet Hetesi And Peter Kovacs

Conceptualization of Coopetition in Buyer-Seller Relationships and the Notion of Boundaries Between Cooperation and Competition: An Institutional and Dynamic Perspective

- Clarinda Mathews-Lefebvre and Poul Houman Andersen

Room 610

Track: Supply Chain Management And Purchasing

Chair: Saara Pekkarinen

Antecedents and Obstacles to Total Cost of Ownership Analysis In Industrial Marketing - A Case Study

- Marcus Rosenback

An Exploratory Investigation of End-Users' Influence in the Purchasing Process of Trucks

- Giuseppe Pedeliento and Daniela Andreini

Demand-Supply Interface: A Systematic Review of Literature

- Simona D'antone and Juliana Bonomi Santos

Room 619

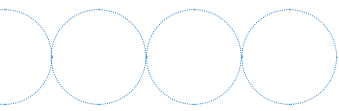
Panel: Multistage Marketing

Chair: Michael Kleinaltenkamp

Panelists: Matthias Classen, Andreas Fischer, Anne-Maria Holma, Minna Rollins, and Alejandro Schoenhoff

3:00 - 3:30 pm

Coffee Break 5th and 6th floor lounges



IMP 2013 Paper Sessions

SATURDAY, AUGUST 31

SATURDAY, AUGUST 31

Session 4, 3:30 - 5:00 pm

Room 411

Track: Emerging Markets and Cultural Issues in Global Industrial Networks

Session Chair: Minna Rollins

Considering Relational Risks When Seeking Guanxi Networkers: Stereotypes and Stigma Facing Guanxi Intermediaries

- Annie Liu and Hongzhi Gao

A Crystal Ball: Using Prototyping to Clarify Buyer-Supplier Relationship Concepts in Emerging Markets

- Thorsten Migge

The Development of Special Forms of B2B Relationships in Eastern Cultures: Examining the Role of Interpersonal Liking in Developing Guanxi and Et-Moone Relationships

- Ibrahim Abosag and Peter Naude

Who's Acquiring Whom? Experimental Evidence of Firm Size Effect on Merger Outcomes

- Joon-Hee Oh, Wesley Johnston and Linda Peters

Room 413

No presentations

Room 501

Track: Innovation in Industrial Networks

Session Chair: Per Vagn Freytag

Facilitating Innovation: Understanding the Dynamics of Actors' Involvement in the Construction Industry

- Per Freytag and Pia Storvang

Set the Controls for the Heart of the Sun: Science Organizations as Lead Users

- Poul Houman Andersen and Susanne Åberg

The Emergence and Consequences of Path Dependence in the U.S. Cement Industry, 1950–1980

- Olavi Uusitalo and Kjell Grønhaug

Room 548

Track: General

Session Chair: Brian Brown

Activities and Capabilities of Political Actors in International Project Business

- Richard Owusu

Private Rules in Global Networks: Hedging Against Risks

- Jekaterina Rindt and Stefanos Mouzas

Should B2B Tweets Differ From B2C Tweets? An Analysis of Fortune 500 Companies' Twitter Communication

- Kunal Swani, George R. Milne and Brian P. Brown

Room 601

Track: Interaction and Actors in Turbulent Times

Session Chair: Chris Medlin

“Collaboration and Value in Developing Business Networks”

Co-creating Value from R&D Service Offerings: The Moderating Role of Joint Learning in Supplier-Customer Interactions

- Marko Kohtamäki and Jukka Partanen

Inter-Firm Market Orientation – An Operationalization of the Missing Link to Understanding Business Performance

- Anthony Francescucci, Stephan Henneberg And Peter Naude

Exploring the Dynamism of Actor's Interaction in Non-Profit Marketing: The Case of Japanese Wine Tourism

- Yuichiro Hidaka, Kosuke Mizukoshi and Masaaki Takemura

Room 610

Track: Supply Chain Management and Purchasing

Session Chair: Sicco Santema

Dealing with Satisfaction and Performance in Supply Chain Management and Purchasing: the Supplier vs the Customer

- Jacob Kashiwagi and Sicco Santema

An Integrative Framework for the Study of Inter-Organizational Relationship Development

Hannu Makkonen and Rami Olkkonen

An Attitude-Behavior-Outcome Framework of Business-to-Business Relationships: Distinguishing between Inter-Personal Trust and Inter-Organizational Trust

- Bahar Ashnai, Stephan Henneberg and Peter Naudé

Room 619

Meet the Editors:

- Michael Kleinaltenkamp, JBM
- Peter LaPlaca, IMM
- Wesley Johnston, JBIM
- Sergio Biggemann, JBR
- IMP Journal

5:15 pm

Buses depart from ground floor front entrance to Georgia Aquarium

6:00 – 7:00 pm

Tour of Georgia Aquarium

7:00- 9:30 pm

Cocktails and dinner

9:30 pm

Buses depart back to conference hotels

SUNDAY, SEPTEMBER 1

Session 5, 9:30 - 11:00 am

Room 411

Track: Managing Industrial Networks

Session Chair: Thomas Ritter

“Networking Capability and Management”

Network Capability – Emerging as Part of an Industrial Firms Competence Configuration

- Jukka Vesalainen and Henri Hakala

Tools of Network Management – Methods for Control and Development

- Jesse Heimonen and Tero Vuorinen

Organizational Networking: Scale Construction, Validation and Generalisability in Manufacturing and Services Sectors

- Sabrina Thornton, Stephan Henneberg and Peter Naudé

Room 413

Track: Applications and Managerial Implications of IMP Research

Session Chair: Brian Rutherford

Adaptation In Business Relationships: Study of Bonds with Key Customers in Construction Industry

- Grzegorz Leszczynski, Marek Zielinski and Ellen Bolman Pullins

Managerial Implications in Solution Business Research – To What Extent are there Managerially Role-Relevant Implications?

- Risto Salminen, Minna Oinonen and Juha Haimala

Virtual Views from the Inside: Foundations for Netnography B2B Case Study Research

- Hugh Pattinson

Room 501

Track: Innovation In Industrial Networks

Session Chair: Othman Boujena

Engagement: Developing and Maintaining B2B Relationships Using Social Networks

- Angela Hausman

B2B Internet Search Advertising: A Strategic Approach Using the Risk–Value Matrix

- Subroto Roy

IMP Social: The Influence of Social Media and Internet of Things on Collaboration in Global Business Networks

- Suresh Sood and Hugh Pattinson

Room 548

Track: General

Session Chair: TBA

A Critical Realism Methodological Framework for Undertaking Conceptual and/or Empirical Research: The CER Model

- Susanne Wiatr Borg, Louise Young and Kristin B. Munksgaard

Value Creation and Economic Deal Structures in IMP Analysis

- Per Ingvar Olsen, Håkan Håkansson and Alexandra Waluszewski

Common Territory? Comparing the IMP Approach with Economic Geography

- John Nicholson, Ross Brennan and Dimitrios Tsagdis

Room 601

Track: Value and Portfolio Management

Session Chair: Daniela Corsaro

A Six Pack Portfolio Model: Linking Customer Profitability, Commitment and Growth Potential to Relationship Management

- Thomas Ritter and Henrik Andersen

The Process of Customer Value Assessment in B2B Markets: Insights from Best Practices

- Joonas Keränen and Anne Jalkala

Outlining the Concept of Customer Value Proposition as a Communication Tool

- Toni Mikkola, Olavi Uusitalo and Tommi Mahlamäki

Room 610

Track: Supply Chain Management and Purchasing

Session Chair: Anne-Maria Holma

Timing Value Co-Creation in Supply Networks

- Per Engelseth and Jan-Åke Törnroos

What actually constitutes a solution? - Scrutinizing the concept of solution through a systematic literature review

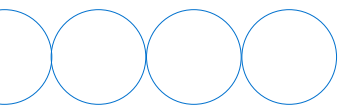
- Minna Oinonen and Anne Jalkala

The Role and Position of Information Technology in Strategic Buyer-Supplier Relationships

- Hannu Makkonen and Mervi Vuori

11:00 - 11:30 am

Coffee Break, 5th and 6th floor lounges



IMP 2013 Paper Sessions

SUNDAY, SEPTEMBER 1

Session 6, 11:30 - 1:00 pm

Room 411

Track: Managing Industrial Networks

Session Chair: TBA

“Managing Services”

Service Contracts and the Allocation of Entrepreneurial Rights Across Industrial Networks

- Michael Ehret

Managing the Tradability of Services: Complex Engineering Products, Services and Business Contracts in Industrial Networks

- Fabiana Ferreira, João Proença, Robert Spencer and Bernard Cova

Network Offering in Industrial Maintenance Services

- Olli Pekkarinen

Room 413

Track: Applications and Managerial Implications of IMP Research

Session Chair: Brian Rutherford

Value Proposition Communication for Industrial Asset Efficiency Service as a Part of the Sales Process

- Tuula Lehtimäki, Mira Korkiakoski, Ilkka Ojansivu and Jari Salo

Information Technology Utilization for Industrial Marketing Activities: The IT-Marketing Gap

- Peter Ekman, Cecilia Erixon and Peter Thilenius

Room 501

Track: CRM & Key Account Management

Session Chair: Kevin Wilson

Examining Sales Force Motivation to Win Back Lost Customers: A Framework for B2B Customer Reacquisition

- Annie Liu, Mark Leach and Lou Pelton

Heterogeneity in the Quality-Satisfaction-Loyalty Framework: A Multi-Group Analysis in a Business-To-Business Buyer Network

- Gert Human and Peter Naudé

MNC Sensemaking of Global Key Customers

- Elina Pernu and Tuija Mainela

Room 548

Track: General

Session Chair: Elina Jaakkola

Contingent factors affecting learning processes in temporary organisations

- Linda Peters and Andrew Pressey

SUNDAY, SEPTEMBER 1

Business Models: Change of Scope and Scope of Change

- Lars Bankvall, Anna Dubois and Frida Lind

The Co-Ordinative Practices Of Complex Temporary Networks

- Linda Peters and Andrew Pressey

Room 601

Track: Value and Portfolio Management

Session Chair: Daniela Corsaro

Interaction, Roles and Value Creation Dynamics in Management Consultancy

- Enrique Paez and Judy Zolkiewski

Value Co-Creation Roles in Triadic Service Relationships

- Satu Nätti, Saara Pekkarinen and Antti Hartikka

Room 610

Track: Supply Chain Management and Purchasing

Session Chair: Cristian Kowalkowski

Exploring The Potential of Social Media in Supplier Relationship Management

- Katri-Anna Ylimaula and Pauliina Ulkuniemi

I'm Your Man: How Do Suppliers Gain Strategic Status in Buying Companies?

- Poul Houman Andersen, Hanne Kragh and Chris Ellegaard

Room 619

Teaching Panel

Chair: David Nickell

Panelists: Jan Markendahl and Tatjana Apanasevic

1:00 - 2:00 pm

Lunch (Southern BBQ) in 5th and 6th floor lounges

Session 7, 2:00 - 3:30 pm

Room 411

Track: Managing Industrial Networks, Session: Trust, Triads and Social Capital

Session Chair: TBA

Interconnections in a Distribution Triad

- Catherine Pardo and Sophie Michel

Conceptualizing Dynamics of Trust in Business Relationships

- Yimin Huang and Ian Wilkinson

Towards A Theoretical, Multi-Level Model of Social Capital in a Business To Business Context

- Sheena Leek and Louise Canning

SUNDAY, SEPTEMBER 1

Track: General

Session Chair: Brian Rutherford

Project Marketing in Turbulent Environment: The Influence of Opposing Institutional Interests

- Isau Ganiyu and Richard Owusu

Analyzing trust level in B2B relationships via payment methods

- Aniko Bodi-Schubert

Critical Features of Relationship Value and Their Effects on Relationship Management

- Daniela Corsaro

Room 501

Track: Innovation in Industrial Networks

Session Chair: Hugh Pattinson

Absorptive Capacity and Network Orchestration in Innovation Communities

Satu Nätti, Pia Hurmelinna-Laukkanen and Wesley Johnston

Orchestrating Solution Development in Industrial Network

Minna Oinonen and Harri Ryyänen

Different Forms of Organizing the R&D Collaboration

Juho Ylimäki

Room 548

Track: General

Session chair: TBA

The 'Market Connector' User Role: Influencing Boundaries across Business Networks and User Communities

- Debbie Harrison and Annmarie Ryan

Conceptualizing Accounting in Networks: The Performative Role of Accounting as a Boundary Object

- Johnny Lind and Frans Prekert

Evolving Network Capability in the Entrepreneurial Firm

- Thomas O'Toole and Helen McGrath

Room 601

Track: Value and Portfolio Management

Session chair: Daniela Corsaro/Minna Rollins

Orchestration of Customer Portfolios

- Ann Højbjerg Clarke and Per Vagn Freytag

Value-Based Sales Process Adaptation: A Relationship Marketing Approach

- Paul Viio and Christian Grönroos

The Roles of Relationship Actors in Value Creation in the Automotive Wholesale Network

- Lukasz Malyz and Ralf Berckhan

SUNDAY, SEPTEMBER 1

Room 610

Track: Supply Chain Management And Purchasing

Session Chair: Saara Pekkarinen

Supply Network Development and the Influence Paradox

- Xiaobei Wang

Impact of Public Policy in Complex Purchasing

- Thomas Brashear, Daniel Chicksand, Daniel Nordigården and Jakob Rehme

Value Propositions in a Collaborative Service Supply Chain

- Eija-Liisa Törmänen, Saara Pekkarinen, Pauliina Ulkuniemi and Jari Juga

Room 619

Special Session: Managing Sustainability in Global Networks

Session Chair: Adam Raman

Vertical Relationships as Arenas for Joint CSR Practices

- Sylvie Lacoste and Catherine Pardo

Network Orchestration in Industrial Symbiosis

- Harri Ryyänen and Samuli Patala

Market Practices in Global Networks: A Means or Obstacle to Improving Animal Welfare

- Lars Esbjerg and Kathrine Nørgaard Hansen

3:30 - 4:00 pm Coffee Break

Session 8, 4:00 - 5:00 pm

Room 411

Track: Managing Industrial Networks

Session Chair: Thomas Ritter

Large Corporation Strategies for Controlling a Start-Up Milieu

- Lise Aaboen

A Conceptualization of Relationship Management Processes: Distinguishing Strategy Implementation Processes and Interaction Processes

- Jens Geersbro and Thomas Ritter

Networks and Meshworks in Strategizing

- Lars Esbjerg and Poul Houman Andersen

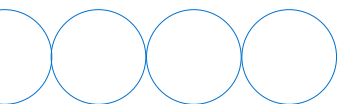
Room 413

Track: BRICS/General

Session Chair: TBA

Dyadic Business Relationships Within B2B Markets in Developing Countries: Lessons from the Pharmaceutical Distribution Sector in Vietnam

- Pham Van Tien and Frédéric Jallat



IMP 2013 Paper Sessions

SUNDAY, SEPTEMBER 1

Room 501

Track: Innovation in Industrial Networks

Session Chair: Rami Olkkonen

Facilitating the Emergence and Development of Engagement Networks in Urban Surroundings

- Astrid Mangs, Terhi Väistö, Jessica Karhu, Arto Rajala and Renita Niemi

Network Forces Influencing Outcomes of Innovation Journeys: R&D Cooperation in Nanotechnology in the Netherlands

- Ariane Raesfeld Von, Peter Geurts and Mark Jansen

Exploring Challenges in Commercialization of Innovation within the Industrial Network: Xylitol in the U.S.

- Olavi Uusitalo and Kjell Grønhaug

The Development and Diffusion of Sustainability Innovations in Business Networks – Managing Hazardous Waste between a Major Pharmaceutical Client and a Major Environmental Waste Management Supplier

- Adam Raman, Iain Davies and Paul Elson

Room 548

Track: General

Session Chair: Balazs Revesz

Functioning Network Structures: The Role of Collaboration Processes and Their Management

- Katri Nykänen and Annukka Jyrämä

Business Challenges for Internet of Things - Findings from e-Home Care, Smart Access Control, Smart Cities and Homes

- Jan Markendahl and Andres Laya

The Unavoidable Linear Thinking – or the Need to Consider What Type of Economic Model a Forecast is Based Upon.

- Alexandra Waluszewski, Malena Ingemansson and Håkan Håkansson

Room 601

Track: General

Session Chair: TBA

Crafting University-Industry Interactions: A typology and empirical illustrations from Uppsala University, Sweden

- Enrico Baraldi, Petter Forsberg and Kristoffer Severinsson

How Asset Specificity, Replaceability and Information Sharing Affect Trust in Business Relationships

- Noémi Piricz

Supplier's Relational Strategies Under Customer's Hybrid Governance Structures

- Tuomas Huikkola, Marko Kohtamäki and Juho Ylimäki

Room 610

Track: Supply Chain Management and Purchasing

Session Chair: Sicco Santema

SUNDAY, SEPTEMBER 1

Multiple Partnership Arrangements Between CPG Retailers and their Suppliers

- Kazutaka Komiya and Yuji Sakagawa

Reshaping the Interface between Marketing and Operations in Globalizing Furniture Supply Chains

- Giulio Buciuni, Ivan Russo and Lapo Mola

How Do Supplier Brand Benefits Affect Retailer's Willingness to Invest

- Mark Glynn

Room 619

Special Session: Managing Sustainability In Global Networks

Session Chair: Adam Raman

Sustainable Business Models: The Contribution of Network Organization and Governance Modes

- Sudhi Seshadri and Michael Ehret

5:45 PM

Buses depart from ground floor front entrance to the World of Coca Cola

6:30 - 7:00 PM

Reception at the World of Coca-Cola

7:00 - 8:00 PM

Speeches and the Coca-Cola movie

8:00 to 10:00 PM

Dinner and exhibits at the World of Coca-Cola

Roundtable Discussion: Different perspectives on B2B marketing research

- Sandy Jap, Wes Johnston, Michael Kleinaltenkamp, Peter LaPlaca, Ivan Snehota, and Kaj Storbacka

10:00 PM Buses depart back to conference hotels

MONDAY, SEPTEMBER 2

Session 9, 9:00 - 10:00 am

Room 411

Track: Managing Industrial Networks

Session Chair: TBA

Solutions and Systems

Studying Information System Provider Relationships Impact on Business Relationships

- Cecilia Erixon, Peter Ekman and Peter Thilenius

Reputation Spillover in Marketing Of Solutions – You Don't Have to Screw Up Your Reputation, Your Competitors Already Did It

- Juha Haimala and Risto Salminen

MONDAY, SEPTEMBER 2

Room 413

Track: Innovation in Industrial Networks

Session Chair: Hanna Komulainen

What Service Transition? A Critical Analysis of Servitization Processes

- Christian Kowalkowski, Daniel Kindström, Heiko Gebauer and Charlotta Windahl

How to Make a New Technological B2B Service a Profitable Business?

- Hanna Komulainen

Trends Towards Fragmentation of the Mobile Payment Market in Sweden

- Jan Markendahl and Tatjana Apanasevic

Room 548

Track: General

Session Chair: Brian Rutherford

Salesperson Multi-Faceted Role Ambiguity and Burnout, an Exploratory Study

- Scott Ambrose, Brian Rutherford, David Shepherd and Armen Taschian

The Influence of Psychological Contracts on Buyer-Seller Relationships Across Institutionally Distant Markets

- Richa Chugh, Valerie Lindsay and David Crick

Pros and Cons of Relationships

- Masae Takimoto, Yoritoshi Hara and Masaaki Takemura

The Role of Emotions in Business-to-Business Marketing

- Sergio Biggemann, Juergen Gnoth and Marcus Schulz

Room 601

Track: General

Session Chair: Minna Rollins

Social Construction in Service Innovation

- Daniela Corsaro, Roberta Sebastiani and Cristina Mele

The Key Role of Business Mentor in the Co-Managed Innovation

- Chiara Cantu

Value Add in the Reciprocal Multistage Marketing

- Jari Ruokolainen, Mustajärvi and Olavi Uusitalo

Room 610

Track: Supply Chain Management and Purchasing

Session Chair: Anne-Maria Holma

Developing Partnerships in Public Procurement of Services

- Anne-Maria Holma, Jukka Vesalainen, Eija Mäkelä and Pirkko Vartiainen

Public Procurement – Effects of Integration of Political Goals

- Helena Lindskog, Staffan Brege and Per-Olof Brehmer

Process of Buyer-Seller Relationship Development in EU Public Sector

- Outi Nuojua and Jari Salo

10:30 - 11:00 am

Coffee Break

Session 10, 11:00 - 12:30 am

Room 411

Track: Managing Industrial Networks, Session: Managing Relationships

Session Chair: TBA

Market Representations in Industrial Marketing: An Experimental Investigation

- Carloz Diaz Ruiz and Christian Kowalkowski

Managing External and Internal Resource Ties

- Iiris Saittakari

Sitting on the Other Side of the Table: Assessing the Relational Attractiveness of the Customer (RAC) Applying Fuzzy Set QCA

- Zsófia Tóth, Christoph Thiesbrummel, Peter Naudé and Stephan C. Henneberg

Room 413

Track: Innovation in Industrial Networks

Session Chair: Olavi Uusitalo

Networking as a Driver of Innovativeness and Internationalisation of Firms

- Maja Szymura-Tyc

The Dynamics of Industrial Emergence: Insights from Ink Jet Printing Technology

- Bernard Calisti, Christopher Tucci and Philippe Wieser

Augmentation of Innovations in Dyads through Risk-Taking – A Conceptual Study with Cases

- Jari Ruokolainen and Olavi Uusitalo

Room 501

Track: Global Key Account Management and CRM

Session Chair: Kevin Wilson

Sales and Marketing Resistance to Key Account Management Implementation: An Ethnographic Investigation

- Andrew Pressey and Alan Gilchrist

From Data to Empathy: A Customer Perspective on Decision Making Process

- Othman Boujena, Wesley Johnston and Minna Rollins

The Janus Phenomenon: “Building and Managing Relationships in a Global Network: Challenges and Necessary Capabilities”

- Kevin Wilson, Valerie Barbat and Simon Croom

12:30 - 1:30 pm

Boxed lunch in 5th and 6th floor lounges

1:30 pm

Conference Adjourns

IMP2013 Sponsors

- GSU Robinson College of Business
- GSU Department of Marketing
- GSU Center for Business and Industrial Marketing
- GSU CIBER
- Coca Cola Company
- Georgia Aquarium
- Michigan State University CIBER
- Sheth Family Foundation

IMP2013 Venues

