

## Detailed Timetable for Sessions and Presentations

Each conference day there are parallel sessions and tracks on offer. The themes of the sessions and tracks are as follows:

### Tracks

- 1 - CSR
- 2 - Sales
- 3 - Supply Chain
- 4 - Radical Innovation
- 5 - Customer/Supplier
- 6 - Ending
- 7 - Branding
- 8 - Social Media
- 9 - Procurement
- 10 - Sustainability

### Sessions

- A - Networks (empirical, knowledge, spatial, theory)
- B - SMEs
- C - Pictures
- D - Markets
- E - Public Sector
- F - Relationships
- G - Methods
- H - Service Development
- I - Interaction
- J - Value
- K - Business Models
- L - International Business

### Special Track Chairs

1. **CSR in Business and Purchasing Networks**
  - Martin Hingley (University of Lincoln, UK)
  - Adam Lindgreen (Cardiff University, UK)
  - Jon Reast (Hull University, UK.)
2. **Effective Sales Management and Sales Leadership for Uncertain Economic Times**
  - Michael Marck (University of Strathclyde)
3. **Supply Chain Management: Current Challenges, Future Trends**
  - Beverly Wagner (University of Strathclyde)
4. **Relationships and Networks in Radical Innovation**
  - Judy Zolkiewski (Manchester Business School, UK)
  - Vicky Story ( Nottingham University Business School, UK)
5. **Customer Attractiveness, Supplier Satisfaction and Preferred Customer Benefits**
  - Holger Schiele (University of Twente)
  - Richard Calvi (University of Savoie)
  - Michael Gibbert (Bocconi University)
6. **Relationship Ending**
  - Jaana Tähtinen (University of Oulu, Finland)
  - Virpi Havila (Uppsala University, Sweden)
  - Annmarie Ryan ( Lancaster University, UK)
  - Asta Salmi ( Aalto University, Finland)
7. **Industrial Branding**
  - Suraksha Gupta (Brunel Business School, UK)
8. **B2B Marketing and Social Media**
  - Hugh Pattinson (University of Western Sydney in Sydney NSW, Australia)
9. **Best Value Procurement**
  - Sicco Santema (Technical University Delft, The Netherlands )
10. **Sustainability and Integrity in Business Markets**
  - Sergio Biggemann

## Thursday 1st September

**9.00 - 10.00** Plenary Session and Keynote Speech - *Room K325*

*Introduction by Professor Stan Paliwoda*

*Welcome from the Principal and Vice Chancellor, University of Strathclyde, Professor Jim McDonald*

*Guest Speakers, Ian Irvine, Technical Director, Sgurr Energy and Gordon McGregor, Energy & Environment Director, Scottish Power Renewables*

**10.00 - 10.30** Coffee break

**10.30 - 12.00**

|  |  |  |   |   |   |   |
|--|--|--|---|---|---|---|
| <p><b>Track 1 CSR</b><br/><i>Room K314</i><br/><i>Chair: Martin Hingley</i></p> <p>Martin Hingley, Minna Mikkola, Maurizio Canavari &amp; Daniele Asioli 'The co-operative business ethos: It's contribution to sustainable local food supply: An investigation of retailer co-operatives in Finland and Italy'</p> <p>Tiina Ritvala, Asta Salmi, Per Andersson &amp; Christina Huitfeldt 'Participation and opportunity building in multi-stakeholder networks: The case of a MNC and an environmental NGO saving the Baltic Sea'</p> <p>Mantiaba Coulibaly 'Relationship in a fair trade market: A means to practice CSR principles'</p> | <p><b>Track 6, Relationship Ending (1)</b><br/><i>Room K317</i><br/><i>Chair: Asta Salmi</i></p> <p>Virpi Havila &amp; Jaana Tähtinen 'The state of empirical business relationship ending research'</p> <p>Annmarie Ryan &amp; Jaana Tähtinen 'An examination of relationship ending theory in the context of cross sector partnering'</p> <p>Hsin-Hui Chou 'An exploration of relationship ending'</p> | <p><b>Track 8, Social Media (1)</b><br/><i>Room K326</i><br/><i>Chair: Hugh Pattinson</i></p> <p>Per Freytag &amp; Ann Clarke 'Business model creation in networks: Is there such a thing as a fresh start?'</p> <p>Julie Leroy 'New mode of exchange introduction: Collective and individual practices of market shaping in the case of Ecobiz ©'</p> <p>Suresh Sood &amp; Hugh Pattinson '21st Century applicability of the Interaction Model: Does pervasiveness of social media in B2B marketing increase business dependency on the Interaction Model?'</p> | <p><b>Session G, Methods</b><br/><i>Room K327</i><br/><i>Chair: Conor Horan</i></p> <p>Joel Hietanen, Antti Sihvonen, Jari Salo, Henriikki Tikkanen, Petri Parvinen, Pekka Mattila &amp; Giuseppe, Pedeliento 'Managerial storytelling: How we write-up managerial and academic stories in B2B case study research'</p> <p>Nigel Bairstow &amp; Louise Young 'Narrative event methods: Understanding how business market processes change over time'</p> <p>Geoff Easton, Katy Mason &amp; Markus Vanharanta 'Causal social mechanisms: The why not just the how'</p> <p>Linda Peters, Markus Vanharanta, Andrew Pressey &amp; Wesley Johnston 'Time and process in business networks: A structuration perspective'</p> | <p><b>Session F, Modelling Relationships</b><br/><i>Room K412</i><br/><i>Chair: Ian Wilkinson</i></p> <p>Tibor Mandjak, Zoltán Szántó, Judit Simon &amp; Zsuzsanna Szalkai 'Business relationships and game theory: Market co-operation and market competition as embedded prisoner's dilemma'</p> <p>Ghasem Zaefarian, Peter Naude &amp; Stephen Henneberg 'Performance implications of the fit between the structure of inter-firm relationships and resource acquisition strategy type in the services industries'</p> <p>Harri Ryyänänen, Samuli Kortelainen &amp; Lauri Lättilä 'Revising network pictures: An agent based modelling approach'</p> | <p><b>Session H, Service Development (1)</b><br/><i>Room Col429</i><br/><i>Chair: Aino Halinen</i></p> <p>Olli Pekkarinen, Ville Ojanen &amp; Joona Keranen 'Customer perceptions of value and value co-creation in solution business'</p> <p>Carlos Pinto 'Service as the encounter point in an adaptive network: The Siemens-CP case'</p> <p>Maria Antónia Rodrigues &amp; João F. Proença 'Buying marketing services: Illustrative cases'</p> <p>Christopher Raddats, Vicky Story, Jamie Burton &amp; Judy Zolkiewski 'How do goods-centric businesses use relationships to develop service-led growth?'</p> | <p><b>Session F, Relationship Processes</b><br/><i>Room Col430</i><br/><i>Chair: Sabine Gebert-Persson</i></p> <p>Maciej Mitrega &amp; Judy Zolkiewski 'Handling relationship problems'</p> <p>Stephan Henneberg, Sebastian Forkmann, Peter Naude, Di Wang &amp; Alisdair Sutcliffe 'Strategic networking: A simulation approach'</p> <p>Simone Guercini &amp; Andrea Runfolà 'Relational paths in business network dynamics: Evidence from the fashion industry'</p> <p>Daniela Corsaro &amp; Grzegorz Leszczynski 'Misalignment in business relationships: Meanings and consequences'</p> |
|--|--|--|---|---|---|---|

**12.00 - 13.00** Lunch

**13.00 - 14.00** **Meet the Editors: The Publication Journey**

*Room K314*

Prof. Michael Baker (Chair)  
Journal of Customer Behaviour and Social Business  
Welcome and Introduction

Prof. Peter LaPlaca  
Industrial Marketing Management  
Targeting the "right" journal

Prof. Håkan Håkansson  
IMP Journal  
Observing the Editorial Policy

Prof. Goran Svensson  
European Business Review  
Ensuring Contribution

Dr. Michael Harker  
Marketing Intelligence and Planning  
Submission checklist

Prof. Wesley Johnston  
Journal of Business and Industrial Marketing  
The review process: an Editor's view

Dr. Paul Hower  
Journal of Marketing Management  
Common reasons for rejection

Dr. Beverly Wagner  
Supply Chain Management: An International Journal  
Dealing with reviewer comments

14.00 - 15.30

|  |   |  |   |  |   |  |
|--|---|--|---|--|---|--|
| <p><b>Track 2, Sales Management (1)</b><br/><i>Room K314</i><br/><i>Chair: Michael Marck</i></p> <p>Susanne Borg, Louise Young &amp; Sana Marroun 'A first step towards understanding the effect (and perhaps potential) of neuro-linguistic programming on salespeople's interpersonal skills'</p> <p>Ebba Laurin &amp; Lars-Johan Åge 'Coexisting perspectives on the selling process when delivering complex solutions'</p> | <p><b>Track 6, Relationship Ending (2)</b><br/><i>Room K317</i><br/><i>Chair: Annmarie Ryan</i></p> <p>Anita Virta &amp; Jaana Tähtinen 'The role of social identity in a successful episodic relationship: A multiple case study in health care services'</p> <p>Pauliina Ulkuniemi &amp; Hanna Komulainen 'Ending relationships with suppliers'</p> <p>Inna Buyun &amp; Markus Voeth 'Negative word-of-mouth as a consequence of customer relationship termination'</p> <p>Despina Karayanni 'Win-back marketing activities in a CRM context: The impact upon organizational performance in services organizations'</p> | <p><b>Track 9, Best Value Procurement (1)</b><br/><i>Room K326</i><br/><i>Chair: Sicco Santema</i></p> <p>Giancarlo Pereira, Eduardo Braun, Miguel Sellitto &amp; Miriam Borchardt 'Value co-creation and performance-based contracting in the cutting tools market'</p> <p>Leif-Magnus Jensen &amp; Susanne Hertz 'Outsourcing to TPL firms: Present customers as a decision criterion'</p> <p>Joona Keränen &amp; Anne Jalkala 'Customer value assessment practices in solution-oriented business markets'</p> | <p><b>Track 10, Sustainability &amp; Integrity in Business Markets (1)</b><br/><i>Room K327</i><br/><i>Chair: Tibor Mandjak</i></p> <p>Olavi Uusitalo 'The limits of standardization'</p> <p>Amalia Pandelica, Ionut Pandelica &amp; Olimpia Oancea 'Market orientation: Identifying gaps between theory and practice'</p> <p>Åsa Hagberg-Andersson 'Analyzing creativity, innovation and renewal in dyads from a focal company view'</p> | <p><b>Session F, Developing Relationships</b><br/><i>Room K412</i><br/><i>Chair: Lars-Erik Gadde</i></p> <p>Marina Weck &amp; Maria Ivanova 'The importance of cultural adaptation within business relationships for the trust development'</p> <p>Helene Lundberg, Sabine Gebert-Persson &amp; Edith Andresen 'The impact of social relationships on inter-partner legitimacy'</p> <p>Antonella La Rocca &amp; Ivan Snehota 'Actors' identity in business relationships'</p> <p>Maria Ivanova 'Looking at business relationships and interaction through the lens of culture'</p> | <p><b>Session H, Service Development (2)</b><br/><i>Room Col429</i><br/><i>Chair: Stephan Henneberg</i></p> <p>Cristina Baptista, Luis de Castro &amp; João, Mota 'Buyer-supplier interactions in business services: Stability and change in relational interfaces'</p> <p>Susan Stokeld &amp; John Finch 'Managing the interdependent relationship between organisations and professions in the delivery of legal services'</p> <p>Aino Halinen, Elina Jaakkola &amp; Helena Rusanen 'Networking for resources in service solution development'</p> <p>Kaj Storbacka 'Commercialization of solutions: The process and needed capabilities'</p> | <p><b>Session B, SMEs (1)</b><br/><i>Room Col430</i><br/><i>Chair: Eleanor Shaw</i></p> <p>Breda Kenny &amp; John Fahy 'Network operation and international performance of high tech SMEs'</p> <p>Helen McGrath, Thomas O'Toole &amp; Catherine Sutton-Brady 'The evolution of network capability in an SME Ccnext'</p> <p>Patrik Gottfridsson 'How small companies develop services: An ARA-approach to service development'</p> <p>Hanna-Riikka Kuokkala &amp; Raimo Voutilainen 'Drivers of customer perceived value in B2B insurance services: Defining the needs of small and medium sized enterprises'</p> |
|--|---|--|---|--|---|--|

15.30 - 16.00

Coffee break

16.00 - 17.30

|   |   |   |  |   |   |   |
|---|---|---|--|---|---|---|
| <p><b>Track 2, Sales Management (2)</b><br/><i>Room K314</i><br/><i>Chair: Susanne Borg</i></p> <p>Andrea Perna, George Avlonitis, Gian Luca Gregori &amp; Silvio Cardinali 'How changes in sales organisation and processes may assist companies to cope effectively with the economic downturn: A case study from the Italian construction industry'</p> <p>Barbara Caemmerer &amp; Jay Mulki 'The two minds of the buyer: The difference in expectations and perceptions towards sales personnel in turbulent market contexts'</p> <p>Tommi Mahlamäki, Mika Ojala &amp; Doris Jansson 'Perceptions of roles and characteristics of buyers and sellers in business-to-business relationships'</p> | <p><b>Track 6, Relationship Ending (3)</b><br/><i>Room K317</i><br/><i>Chair: Jaana Tähtinen</i></p> <p>David Vidal 'Supplier's reactional competencies: Opening the concept'</p> <p>Virpi Havila, Anna Bengtson &amp; Susanne Åberg 'Lasting relationships despite project ending'</p> <p>Amjad Hadjikhani, Anna Benston &amp; Anna Ljung 'Relationship development and deterioration'</p> | <p><b>Track 9, Best Value Procurement (2)</b><br/><i>Room K326</i><br/><i>Chair: Susanne Hertz</i></p> <p>Maria Elo 'The character of non-prime business from international B2B marketing perspective'</p> <p>Jari Ruokolainen &amp; Olavi Uusitalo 'Benefiting from a supplier's innovation: A conceptual study'</p> <p>Sicco Santema, Jeroen van de Rijt &amp; Wiebe Witteveen 'Best value procurement: Lessons learned in the Netherlands'</p> | <p><b>Track 10, Sustainability &amp; Integrity in Business Markets (2)</b><br/><i>Room K327</i><br/><i>Chair: Alexandra Waluszewski</i></p> <p>Zsófia Tóth, Judit Simon &amp; Tibor Mandják 'The role of trust in the B2B cooperation of the Hungarian Banking Association'</p> <p>Poul Houman Andersen 'Imagining and realizing network-based business models for BOP markets: The case of Grundfos LIFELINK'</p> <p>Pauliina Ulkuniemi &amp; Nina Helander 'Customer perceived value in software business relationships'</p> | <p><b>Track 8, Social Media (2)</b><br/><i>Room K412</i><br/><i>Chair: Kaj Storbacka</i></p> <p>Minna Oinonen, Anne Jalkala &amp; Jari Salo 'Combining RFID technology with social media marketing: A value network analysis'</p> <p>Ross Brennan &amp; Robin Croft 'We have the technology: An exploratory study of business to business social media branding'</p> <p>Malcolm Stewart &amp; Stan Paliwoda 'Advertising Agencies' B2B relationships with MNCs across the UK, France and Germany'</p> | <p><b>Session F, Relationships &amp; Social Capital (1)</b><br/><i>Room Col 429</i><br/><i>Chair: Per Freytag</i></p> <p>Helen Woodruffe-Burton &amp; Keith Jackson 'Variations in supplier relations operating within voluntary groups: Historical perspectives on relationships and social justice in the independent retail sector'</p> <p>Andrew Keating &amp; Damien McLoughlin 'Whom do you know? The development and use of social resources during the process of new venture development'</p> <p>Sheena Leek &amp; Louise Canning 'The role of networking and social capital in the initiation of relationships in passion based service networks'</p> | <p><b>Session B, SMEs (2)</b><br/><i>Room Col430</i><br/><i>Chair: Wes Johnston</i></p> <p>Masaaki Takemura, Yoritoshi Hara, Kenichi Hosoi &amp; Masae Takimoto 'Changing positions in business relationships: A statistical result of Japanese innovative SMEs'</p> <p>Karoliina Lamminen &amp; Olavi Uusitalo 'The clarification of SME's financial service needs: The base service package creation'</p> <p>Irinja Mäenpää 'Drivers of one-stop shopping behaviour among business customers in the financial industry'</p> |
|---|---|---|--|---|---|---|

## Friday 2nd September

9.00 - 10.30

|  |  |  |   |  |   |  |
|--|--|--|---|--|---|--|
| <p><b>Track 3, Supply Chain Management (1)</b><br/><i>Room K314</i><br/><i>Chair: Benedikte Borgström</i></p> <p>Beverly Wagner &amp; Goran Svensson 'Transformative business sustainability: A framework'</p> <p>Katrina Lintukangas &amp; Anni-Kaisa Kähkönen 'Does power matter? The role of power in supplier relationship management'</p> <p>Lars Huemer &amp; Andrea Furlan 'Re-conceptualizing integration strategies and positioning choices: Beyond the upstream-downstream dimension'</p> <p>Mihalis Giannakis &amp; Des Doran 'The new global supply chain relationships paradigm and social control mechanisms: Formal interactions and the mediating role of culture'</p> | <p><b>Track 4, Radical Innovation (1)</b><br/><i>Room K317</i><br/><i>Chair: Judy Zolkiewski</i></p> <p>Armand Smits, Ben Dankbaar &amp; Geert Vissers 'The marketing function in exploratory product innovation: contrasting different project types'</p> <p>Per Andersson, Lars-Gunnar Mattsson &amp; Jan Markendahl 'Global policy networks' involvement in service innovation: Turning the mobile phone into a wallet by applying NFC technology'</p> <p>Niki Hynes &amp; Andrew Elwell 'Inter-organisational networks; enabling, delaying and preventative roles in the emergence of disruptive technologies'</p> <p>Satu Nätti 'Orchestrating innovation networks: Towards managing radical business innovation'</p> | <p><b>Session J, Interaction (1)</b><br/><i>Room K326</i><br/><i>Chair: David Ford</i></p> <p>Tuula Lehtimäki 'Drivers and challenges of launching innovative industrial technology applications through customer projects'</p> <p>Jari Ruokolainen &amp; Olavi Uusitalo 'Enabling innovations in a commercial virtual organization'</p> <p>Seppo Leminen &amp; Mika Westerlund 'Innovation co-creation with customer and user networks'</p> <p>Monika Moehring &amp; John Finch 'Optimizing the services and lifetime of complex capital equipment'</p> | <p><b>Session L, Business &amp; Marketing Models in Practice (1)</b><br/><i>Room K327</i><br/><i>Chair: Robert Salle</i></p> <p>Ingrid Hessel 'Analysing system sourcing organising interplay'</p> <p>Erik Curk, Vesna Žabakar &amp; Rudi Rozman 'Market exchange relationships in the descriptive CRM model as a base of general marketing theory'</p> <p>Tuula Lehtimäki &amp; Elina Pernu 'Coordination of corporate level marketing communications in a dispersed marketing organization: A case of an industrial technology-based MNC'</p> | <p><b>Session A, Networks Empirically</b><br/><i>Room K412</i><br/><i>Chair: tbc</i></p> <p>Malena Ingemansson &amp; Håkan Håkansson 'Industrial renewal within the construction network'</p> <p>Per Ingvar Olsen, Frans Prenekert, Thomas Hoholm &amp; Debbie Harrison 'Power games in networks: Allocation mechanisms in a neo-mercantilist networked economy'</p> <p>Edit Neumann-Bódi, Marianna Piskóti &amp; Judit, Simon 'The relations of embeddedness and competitiveness with logistics service providers: A Central European sample'</p> <p>Robert Olsson 'Functions of intermediaries in distribution networks'</p> | <p><b>Session F, Relationships &amp; Social Capital (2)</b><br/><i>Room Col429</i><br/><i>Chair: Sheena Leek</i></p> <p>Sarah Jack &amp; Stefanos Mouzas 'Entrepreneurs with ties'</p> <p>Jens Eklinder Frick, Lars-Torsten Eriksson &amp; Lars Hallén 'Negative effects of the bonding and bridging form of social capital in a regional strategic network'</p> <p>Francesca Ricciardi &amp; Chiara Cantù 'The role of altruism in inter-firm relationships: Long-term value creation in business networks'</p> <p>Juha Haimala &amp; Anne Jalkala &amp; Minna Oinonen 'Buyer's negative experience affecting the buyer-seller relationship development'</p> | <p><b>Session C, Pictures (1)</b><br/><i>Room Col430</i><br/><i>Chair: Frans Prenekert</i></p> <p>Sharon Purchase, Sid Lowe, Nick Ellis &amp; Michel Rod 'Network pictures: Making sense of metaphors the IMP way'</p> <p>Stefanos Mouzas 'The use of intercongruent representations'</p> <p>Andrea Gelei 'Comparing network pictures of learning and non-learning networks'</p> <p>Daniela Corsaro, Carla Ramaos, Stephan C Henneberg &amp; Peter Naude 'Individual vs collective networking activities in business networks: The role of network pictures'</p> |
|--|--|--|---|--|---|--|

10.30 - 11.00

Coffee break

11.00 - 12.30

|  |  |  |   |   |  |   |
|--|--|--|---|---|--|---|
| <p><b>Track 3, Supply Chain Management (2)</b><br/><i>Room K314</i><br/><i>Chair: Beverly Wagner</i></p> <p>Milena Ratajczak-Mrozek &amp; Lukasz Mayes 'Formal and informal cooperation within supply chains and company performance'</p> <p>Cheng-Wen Chang, David Chiang &amp; Fan-Yun Pai 'Identifying firms' positions in business networks'</p> <p>Marlene Johansson 'Supply chain strategies and new emerging business models: Challenges for firms in converging industries'</p> <p>Catherine Pardo 'Wholesaling: Exploiting activity links and resource ties with suppliers and customers'</p> | <p><b>Track 4, Radical Innovation (2)</b><br/><i>Room K317</i><br/><i>Chair: Vicky Story</i></p> <p>Debbie Harrison 'On-going market segmentation activities in a radical innovation process'</p> <p>Tuula Mittilä 'Managing customer interfaces in industrial service production'</p> <p>Raymond Loohuis, Ariane von Raesfeld, Aard Groen &amp; Kuan Ming The 'Mobilizing resources for collective action and sustainable development: mobilizing interest or shared values?'</p> <p>Malena Ingemansson &amp; Lena Bygballe 'Policy and industry views of innovation in construction'</p> | <p><b>Session J, Interaction (2)</b><br/><i>Room K326</i><br/><i>Chair: Håkan Håkansson</i></p> <p>Christopher Medlin &amp; Jan-Åke Törnroos 'Adaptive and exchange interacting: Joining the Interaction and Actor-Resource-Activity frameworks'</p> <p>Liangui Cui &amp; Susanne Hertz 'Development of interaction capability at logistics firms'</p> <p>Hannu Makkonen &amp; Hanna Komulainen 'An activity system model of the value creation in the service context'</p> <p>Peter Ekman, Peter Thilenius, Steve Thompson &amp; Jonathan Whitaker 'The effects of information technology on the embedded multinational: A multiple case study'</p> | <p><b>Session L, Business &amp; Marketing Models in Practice (2)</b><br/><i>Room K327</i><br/><i>Chair: Ivan Snehota</i></p> <p>Catherine Pardo, Philippe Portier &amp; Robert Salle 'Integrating marketing and purchasing within the same company: A case study'</p> <p>Markus Vanharanta, Alan Gilchrist &amp; Andrew Pressey 'Key Account Management and the post-bureaucratic turn'</p> <p>Lesley Murphy 'Identifying the characteristics of Key Account Managers that drive performance'</p> <p>Maria Fregidou-Malama 'Health services marketing in a cross-cultural environment: Gamma Knife in Brazil'</p> | <p><b>Session A, Networks of Knowledge</b><br/><i>Room K412</i><br/><i>Chair: Geoff Easton</i></p> <p>Marek Zieliński &amp; Grzegorz Leszczyński 'Trade fairs as source of knowledge: The role of trade fairs organizer'</p> <p>João Santos, Manuel Ferreira, Nuno Reis &amp; Sandra Alves 'Industrial network membership: Reducing psychic distance hazards in the internationalization of the firm'</p> <p>Linda Peters, Andrew Pressey &amp; Wes Johnston 'Contagion theories and network learning: Evidence from the UK construction industry'</p> <p>Anne-Maria Holma, Dan Andersson, Anna Dubois &amp; Kajsa, Hulthén 'Linking supply networks and logistics service networks: Towards a triadic framework'</p> | <p><b>Track 5, Customer Attractiveness, Supplier Satisfaction (1)</b><br/><i>Room Col429</i><br/><i>Chair: Holger Schiele</i></p> <p>Holger Schiele, Jasper Veldman &amp; Lisa Hüttinger 'Customer attractiveness, supplier satisfaction and preferred customer status: A review and a cycle model'</p> <p>Bo Rundh &amp; Patrik Gottfridsson 'Delivering sport events: The arena concept in sports from a network perspective'</p> <p>Rob Spencer 'A bibliometric analysis of research in responsible purchasing'</p> | <p><b>Session C, Pictures (2)</b><br/><i>Room Col 430</i><br/><i>Chair: Carla Ramos</i></p> <p>Kristin Munksgaard &amp; Poul Houman Andersen 'I could never take the place of your man: How network pictures and routines dynamically collide'</p> <p>Chiara Cantù, Renato Fiocca, Annalisa Tunisini &amp; Roberta Bertani 'From depicting dyads to picturing network: The key "actor gets actor" relationship function'</p> <p>Ronald Beckett 'Network pictures and some environmental innovation initiatives'</p> |
|--|--|--|---|---|--|---|

12.30 - 14.00

Lunch

14.00 - 15.30

|  |  |   |  |  |  |   |
|--|--|---|--|--|--|---|
| <b>Track 3, Supply Chain Management (3)</b><br><b>Room K314</b><br><b>Chair: Göran Svensson</b><br><p>Rainer Breite &amp; Heli Aramo-Immonen 'Trust-related dynamics in the supply chain relationship'</p> <p>Sari Mäenpää &amp; Rainer Breite 'Viewing supply chain integration with knowledge-related statements'</p> <p>Raffaella Tabacco &amp; Roberto Grandinetti 'Collaborative customization and innovation in business networks: How does proximity matter?'</p> <p>Benedikte Borgström, Luis Araujo &amp; Susanne Hertz 'Who is the customer? On the nature of customer representations in supply chains'</p> | <b>Track 4, Radical Innovation (3)</b><br><b>Room K317</b><br><b>Chair: Debbie Harrison</b><br><p>Diana Nadine Boehm &amp; Teresa Hogan 'Collaborative networks for radical innovation: A Science-to-Business marketing approach to scientific knowledge commercialisation'</p> <p>Ariane von Raesfeld, Peter Geurts &amp; Mark Jansen 'When is an innovation network a nexus for path creation? A study of public nanotechnology R&amp;D projects in the Netherlands'</p> <p>Chiara Bernardi, Ivan Snehota, Marta Boffi &amp; Giacomo Pellegatta 'Innovation and mind: Cognitive issues in interaction'</p> <p>François Scheid 'The roles of lead users in software radical innovation'</p> | <b>Session J, Interaction (3)</b><br><b>Room K326</b><br><b>Chair: Michel Rod</b><br><p>Svanhild E. Haugnes 'Consumers in industrial networks: a typology of transformation'</p> <p>Jesse Valtanen &amp; Irinja Maenpää 'Customer involvement in new service development in financial conglomerates'</p> <p>Hanna Komulainen &amp; Jarkko Tapio 'Value creation in the emerging field of infranet business'</p> | <b>Session L, Business &amp; Marketing Models in Practice (3)</b><br><b>Room K327</b><br><b>Chair: Gwenaëlle Oruezabal</b><br><p>Maria Holmlund &amp; Tore Strandvik 'The significance of mental models in business'</p> <p>Olga Tretyak 'Marketing effects in a value chain'</p> <p>Seock-Jin Hong, Thierry Roques, Tibor Mandjak, Nizar Brahim &amp; Noemi Piricz 'How transaction cost variables and social exchange variables affect trust in supply chain relationship'</p> | <b>Session A, Networks Spatially</b><br><b>Room K412</b><br><b>Chair: Catherine Sutton-Brady</b><br><p>Mads Bruun Ingstrup &amp; Torben Damgaard 'Cluster facilitation in a cluster life cycle perspective'</p> <p>Ricardo Correia 'Regional and industrial dynamics: An integrated perspective'</p> <p>Daniela Corsaro, Carla Ramaos, Stephan C Henneberg &amp; Peter Naude 'Value creation of different innovation network configurations: An empirical study of a science and technology park'</p> <p>Stefanos Mouzas &amp; Stephan C Henneberg 'The impact of globalization on networks and relationship dynamics'</p> | <b>Track 5, Customer Attractiveness, Supplier Satisfaction (2)</b><br><b>Room Col 429</b><br><b>Chair: Holger Schiele</b><br><p>Annie Zhang, Roger Baxter &amp; Mark Glynn 'How do salespeople help make buyer's resources available?'</p> <p>Sylvie Lacoste 'Global account attractiveness: The shift in the "give and take" negotiation process with "strategic" suppliers.'</p> <p>Aniko Bodi-Schubert 'The conceptual model of success in buyer-supplier relationship'</p> | <b>Session E, Governments as B2B Actors (1)</b><br><b>Room Col430</b><br><b>Chair: Bernard Cova</b><br><p>Thomas O'Toole &amp; Leanne Bowe 'The role of a government intermediary (diplomatic broker) in developing a network of relationships between Ireland and Newfoundland, Canada'</p> <p>Alexandra Waluszewski 'The state and the transnational business networks. Governmental dreams about innovation'</p> <p>Chiara Cantù &amp; Alessandra Tzannis 'From health service quality to health system quality: A network innovation adoption and diffusion'</p> <p>Hans Kjellberg &amp; Per Andersson 'Nothing new under the sun? Marketing the Stockholm Olympics 1912'</p> |
|--|--|---|--|--|--|---|

15.30 - 16.00

Coffee break

16.00 - 17.30

|  |   |  |  |   |  |   |
|--|---|--|--|---|--|---|
| <b>Track 3, Supply Chain Management (4)</b><br><b>Room K314</b><br><b>Chair: Catherine Pardo</b><br><p>Cristina Baptista, Luis de Castro &amp; João Mota 'The boundaries of the firm and the relevance of their permeability'</p> <p>Michael Bourlakis, Christos Fotopoulos &amp; George Maglaras 'Becoming a best value supply chain? The case of the Greek food chain'</p> <p>Benedikte Borgström, Per Andersson, Susanne Hertz &amp; Lars-Gunnar Mattsson 'A rythmanalytic approach to understand the problematic nature of supply chain integration: The case of a customer ordered production strategy'</p> <p>Petra Hoffmann, Holger Schiele, Michael Song &amp; Koos Krabbendam 'Supply risk management from a transaction cost and social exchange theory perspective'</p> | <b>Track 4, Radical Innovation (4)</b><br><b>Room K317</b><br><b>Chair: Niki Hynes</b><br><p>David Ford &amp; Mike Redwood 'The role of a single actor in technical innovation and network evolution: An historical analysis of the leather network'</p> <p>Olavi Uusitalo 'Impacts of networks on the emergence of dominant design: Float glass in Canada'</p> <p>Natasa Golik Klanac &amp; Ksenija Cukovic 'Legal and confidence value as the key factors of radical industrial innovation adoption: A case of a novel steel repair technology'</p> <p>Armand Smits &amp; Robert Kok 'Customer oriented but losing sight of the big picture: How lack of 'outside' validation can limit market information processing in NPD teams'</p> | <b>Session J, Interaction (4)</b><br><b>Room K326</b><br><b>Chair: Christopher Medlin</b><br><p>Lars Esbjerg 'Relationally-responsive interaction in business'</p> <p>Gary Buttriss &amp; Ian F. Wilkinson 'Interactional fields: Social kinds in processes of development and change'</p> <p>Simone Guercini, Christian Lechner &amp; G. Gueguen 'The stability of the focal firm in the business network: The effect of competence shifts'</p> | <b>Session L, Business &amp; Marketing Models in Practice (4)</b><br><b>Room K327</b><br><b>Chair: Louise Young</b><br><p>Olimpia Oancea 'Quantitative research on tools measuring the efficiency of integrated marketing communication used by major companies of the bakery industry in Romania'</p> <p>Robert Szczepański &amp; Justyna Œwiatowicz-Szczepańska 'Risk management system in business relationships: Polish case studies'</p> <p>Teea Palo 'Developing networked business models for emerging technology-based services: Underlying challenges and opportunities'</p> <p>Pia Hurmelinna-Laukkanen &amp; Anssi Tarkiainen 'Knowledge protection and knowledge sharing: Benefits and problems in networked innovation'</p> | <b>Sesion A, Network Theories &amp; Concepts</b><br><b>Room K412</b><br><b>Chair: Stefanos Mouzas</b><br><p>Maciej Mitrega, Carla Ramos &amp; Stephan Henneberg 'Networking capability, networking rent, and firm performance: A nomological model including moderation effects'</p> <p>Nadezda Kolesnik 'An industrial market's distribution networks in the virtual environment'</p> <p>Debbie Harrison, Thomas Hoholm, Frans Prenkert &amp; Per Ingvar Olsen 'Boundary objects in multi-actor interactions within tightly structured networks'</p> <p>Jan Ostendorf 'Captive in business networks'</p> | <b>Track 5, Customer Attractiveness, Supplier Satisfaction (3)</b><br><b>Room Col429</b><br><b>Chair: Lars Heumer</b><br><p>Svanhild E. Haugnes 'The three-step process of categorizing transformation: Using a typology of transformation'</p> <p>Wesley J. Johnston, Minna Rollins &amp; Danny N. Bellenger 'Strategic utilization of customer information or just muddling through?'</p> <p>Gert Human, Peter Naude &amp; Elsamari Botha 'The mediating effects of dyadic relational drivers in a business-to-business buyer network'</p> | <b>Session E, Governments as B2B Actors (2)</b><br><b>Room Col430</b><br><b>Chair: Hans Kjellberg</b><br><p>Romeo V. Turcan &amp; Ben Heslop 'Towards an integrative model of knowledge transfer: A comparative study of Australian and UK universities'</p> <p>Sofia Wagrell 'Achieving innovation in healthcare: The public quasi-market paradox'</p> <p>Elina Jaakkola &amp; Matthew Alexander 'Exploring value co-creation within networks: Actor-to-actor service provision within a public transport service system'</p> <p>Bernard Cova &amp; Robert Salle 'Shaping projects: A Case study of unsolicited proposals in a public-private partnership'</p> |
|--|---|--|--|---|--|---|

## Saturday 3rd September

9.00 - 10.30

|  |   |  |
|--|---|--|
| <p><b>Track 7, Industrial Branding (1)</b><br/> <b>Room K317</b><br/> <b>Chair: Michael Bourlakis</b></p> <p>Yi-Jen Wang 'Does "brand" work in the Taiwanese SME manufacturers' industrial purchase decision-making process?'<br/> Jenny Sandbacka, Satu Nätti &amp; Jaana Tähtinen 'Corporate branding in a micro-sized industrial service company'<br/> Minna Mäläskä, Salla Saraniemi &amp; Mari Juntunen 'The corporate branding networks behind B2B SMEs: Revealing the actors'</p> | <p><b>Session D, Market Studies (1)</b><br/> <b>Room K326</b><br/> <b>Chair: Robert Spencer</b></p> <p>Johan Hagberg &amp; Hans Kjellberg 'Cheapest on the market? Representing prices in retail trade'<br/> Lars Huemer &amp; Xiaobei Wang 'The roles of logistics service providers in supply networks: Insights from three theoretical perspectives'<br/> Keith Blois &amp; Annmarie Ryan 'Examining the forms of trust in operation within financial markets: The case of the Madoff Ponzi scheme'<br/> Frank Azimont &amp; Luis Araujo 'Re-classifying and re-valuing goods: A case study'</p> | <p><b>Session M, International Business (1)</b><br/> <b>Room K327</b><br/> <b>Chair: Stephen Tagg</b></p> <p>Andrew Pressey, Markus Vanharanta, Alan Gilchrist 'The emergence of deviant networks: Inside the blackbox of the international cartel'<br/> Cecilia Pahlberg 'A Chinese investment in Sweden vs. a Swedish Investment in China: Differences and similarities in interaction between foreign investors and political actors'<br/> Elina Pernu 'Making sense of global customers in internal MNC network'</p> |
|--|---|--|

10.30 - 11.00

Coffee break

11.00 - 12.30

|   |   |  |
|---|---|--|
| <p><b>Track 7, Industrial Branding (2)</b><br/> <b>Room K317</b><br/> <b>Chair: Yi-Jen Wang</b></p> <p>Suraksha Gupta 'Exploring the ability of relationship marketing to integrate just-in-time and efficient business processes to drive brand preferences of customers in industrial networks'<br/> Cecilia Cederlund 'Understanding brand orientation in industrial markets: The brand's role during a repositioning process: From product to solution focus'</p> | <p><b>Session D, Market Studies (2)</b><br/> <b>Room K326</b><br/> <b>Chair: Luis Araujo</b></p> <p>Viktoria Sundquist, Kajsa Hulthén &amp; Lars-Erik Gadde 'Intermediation in the construction industry'<br/> Mette Vedel 'Novel actors in the apparel industry: Modelling intermediaries in global supply networks'<br/> Daniela Corsaro &amp; Ivan Snehota 'Relationship value and market practices'<br/> Emma Reid &amp; John Finch 'Audience development with limited mediation: Staging musical performances in unusual settings'</p> | <p><b>Session M, International Business (2)</b><br/> <b>Room K327</b><br/> <b>Chair: Juliette Wilson</b></p> <p>Dóra Berend, Judit Simon &amp; Sandor P. Szabo 'Role of guanxi in Chinese-Hungarian business networks: A qualitative approach'<br/> Peter Trim 'Integrated partnership development: Japanese and Korean Perspectives'<br/> Thandiwe Mtetwa, Colin Wheeler &amp; Stephen Tagg 'The effect of the acquisition export market knowledge through business relationships on export performance of UK SMEs'</p> |
|---|---|--|

12.30

Lunch and conference ends