

FINAL PROGRAM OF THE 26TH IMP CONFERENCE - BUDAPEST

Wednesday, Sept. 1 – Welcome get together party 18-19.30

Thursday, Sept. 2	9.00-10.30	11.00-12.30	14.00-15.30	16.00-17.30
Room V	<p>ST1 IMP and economic sociology Chair: Z. Szántó & T. Mandják</p> <ul style="list-style-type: none"> – Special Track opening lecture B. Vedres: Four heuristics: lessons from network science for business networking – <i>Y.J. Wang:</i> The Trade-off of Effect and Efficiency in the Value Creating via Business Network – <i>M. Coulibaly, L. Sauvée:</i> Building the Legitimacy of Business Networks Through Certification: The development of differentiated relationships 	<p style="text-align: center;">Plenary session (Room XI)</p> <p><i>Welcome:</i> Ágnes Hofmeister-Tóth (Dean, Corvinus University of Budapest, Faculty of Business Administration)</p> <p><i>Keynote speech:</i> - Competitiveness and the network concept- Attila Chikán (Corvinus University of Budapest) - Adventures of a Hungarian entrepreneur - Putting Hungarian High-Tech On The Map, Sándor Kürti (president, owner, KÜRT Information Security and Data Recovery Co.)</p> <p><i>Technical information:</i> IMP 2010 Organizing Team</p>	<p>ST1 IMP and economic sociology Chair: Z. Szántó & T. Mandják</p> <ul style="list-style-type: none"> – <i>B. Cronin:</i> An Impenetrable Gulf? Objectivity and Subjectivity in Business Networks – <i>C. Pahlberg, A. Bengtson, A. Hadjickani:</i> Non-Business Actors in Business Networks – <i>L.D. Peters, A. D. Pressey:</i> Sociology, Structuration, and Understanding Business Networks 	<p>ST1 IMP and economic sociology Chair: Z. Szántó & T. Mandják</p> <ul style="list-style-type: none"> – <i>H. Hakansson:</i> Duels or Duets? Characterizing Interaction Between Companies – Table Round main issues: <ul style="list-style-type: none"> - Business relationships and social relationships: the social embeddedness of B2B interactions - Markets as networks: social and cultural aspects of buyer-seller relationships - Co-creation of values in business relationships: perceptions and interpretations - Social construction of business networks - Cooperation, trust and business network dynamics
Room VI	<p>ST4 Time and process Chair: A. Halinen, Ch.J. Medlin & J.-A. Törnroos</p> <ul style="list-style-type: none"> – <i>A. Halinen, M. N. K. Elo, J-A Törnroos:</i> Process Research in Business Networks – An Event-Based Method for Qualitative Analysis – <i>A. Salmi:</i> Collective Case Studies and Research Processes - How Do Research Teams Tackle the Dynamics? – <i>E.Gressetvold, T. Strömsten:</i> Managing Multilayered Innovation Processes: Challenges Related to Embeddedness in Time and Space 		<p>ST4 Time and process Chair: A. Halinen, Ch.J. Medlin & J.-A. Törnroos</p> <ul style="list-style-type: none"> – <i>R.P.A. Loohuis, A.M. -von Raesfeld, A.J. Groen:</i> When is it the Right Time to Change? – <i>S. Lowe, K.S. Hwang:</i> Time, Process and Discourse in Business Network Research – <i>A. Juho, T. Mainela, E. Pernu:</i> Levels of Processes, Intertwining Actions and Network Change 	<p>ST4 Time and process Chair: A. Halinen, Ch.J. Medlin & J.-A. Törnroos</p> <ul style="list-style-type: none"> – <i>M. H. Abrahamsen, S. C. Henneberg, P. Naudé:</i> Time and Space Dynamics in Networks: Do Network Perceptions Reflect Network Positions? – <i>D. Corsaro, I. Snehota:</i> Alignment in Business Relationships – <i>L. Aaboen, A. Dubois, F. Lind:</i> The Initial Formation of Business Networks: How to Capture the Process of Strategising
Room C104	<p>ST5 B2B service networks Chair: S.C. Henneberg, P. Naudé & Th. Gruber</p> <ul style="list-style-type: none"> – <i>L. Cui, S. Hertz:</i> Network Development of Logistics Firms – <i>B. Borgström, L. Cui, S. Hertz:</i> A Critical Evaluation of Service Innovation Processes – <i>M. De Martino, A. Morvillo, A. Marasco:</i> Value Creation within Port Supply Network: Methodological Issues 		<p>ST5 B2B service networks Chair: S.C. Henneberg, P. Naudé & Th. Gruber</p> <ul style="list-style-type: none"> – <i>T.S. Mittilä:</i> Intra-Organizationa Network of Industrial Service Development – <i>M. Paiola:</i> Learning in Service Relations: The Case of Technological Kibs – <i>H. Rusanen – E. Jaakkola:</i> Seeking Resources for B-to-B Service Development within Networks 	<p>Branding Chair: G. Easton</p> <ul style="list-style-type: none"> – <i>T. Laukkanen, H. Reijonen, S. Tuominen, Sz. Párdányi, R. Komppula:</i> How SMEs with Different Growth Intentions Vary in Terms of Market and Brand Orientation? – <i>S. Leek, G. Christodoulides:</i> A Literature Review and Future Agenda for B2B Branding: challenges of branding in a B2B context – <i>J. Keränen, A. Jalkala, R. Salminen:</i> Towards an Integrative Framework of B2B Branding– A Bibliometric Study and Conceptual Analysis

Thursday, Sept. 2	9.00-10.30		14.00-15.30	16.00-17.30
Room C103	<p>Doing business in networks Chair: C. Sutton-Brady</p> <ul style="list-style-type: none"> – <i>J. Wilson, I. Grant, E. Shaw</i>: The Role and Impact of Business Networks on Marketing in the Creative Industries: evidence from case study research – <i>T. Järvensivu, K. Nykänen, R. Rajala</i>: Holistic Model of Network Management: Action research in elderly health care – <i>K.B. Munksgaard, T. Damgaard, E. B. Sørensen</i>: Strategising in relationships? A practical framework for situation analysis 		<p>Doing business in networks Chair: A. Salmi</p> <ul style="list-style-type: none"> – <i>E. Baraldi, F. Ciabuschi</i>: Shifting initiatives and interacted strategies within business relationships. Analyzing the DR Motor-Chery relationship – <i>E. Holmen, E. Gressetvold, A-C. Pedersen</i>: Developing Business Networks Through Cluster Initiatives - Or, Don't Mess with my Network – <i>J. Holtström, H. Anderson</i>: Connected Synergy - a case study of mergers and acquisitions within business networks 	<p>Doing business in networks Chair: S. Mouzas</p> <ul style="list-style-type: none"> – <i>A-K. Kähkönen</i>: The Role of Network Context in Power Relations – <i>T. Palo</i>: Networked Business Model Development in an Emerging Business Field – <i>T. Ritvala, A. Salmi</i>: Network Mobilizers and Target Firms: Analyzing Mobilization Around the Issue of Clean Baltic Sea
Room C102	<p>Managing in the business network Chair: J. Zolkiewski</p> <ul style="list-style-type: none"> – <i>M.Y. Sheresheva, N.A. Kolesnik</i>: Distribution Networks in the Russian Chemical Industry – <i>T. Mikkola, O. Uusitalo</i>: Making Strategic Decisions in the Changing Networks – Observations from the Scandinavian Flat Industry – <i>K. Tomcsányi</i>: Internationalization is Based on a Long-Planning, Optimization or on the Features of the Network? 		<p>Managing in the business network Chair: I. Snehota</p> <ul style="list-style-type: none"> – <i>D. Blatz, D. Zahay, A. Griffin, V. Krishnan Palghat</i>: Voices of the Crowd – <i>S. Borghini, F. Zerbinì, F. Golfetto</i>: Seing is Believing? Signaling Supplier's Value Potential – <i>K. Sluyts, P. Matthyssens, R. Martens, S. Streukens</i>: Building capabilities to manage strategic alliances 	<p>Managing in the business network Chair: P. Matthyssens</p> <ul style="list-style-type: none"> – <i>A. Keating, S. Geiger, D. McLoughlin</i>: Scientific Advisory Boards as social resources- exploring their role, use, and impact in the market development activities of new ventures – <i>V. Sundquist, L-E. Gadde</i>: The Changing Role of Intermediation – <i>R. Chakrabarti, M. Vanharanta</i>: The Influence of Intuitive Expertise in Transforming Music Industry Relationships
Room C202	<p>Purchasing and procurement Chair: V. Havila</p> <ul style="list-style-type: none"> – <i>T. Tátrai, Gy. Vörösmarty</i>: The Role of Purchasing in the Hungarian Small and Medium Enterprises – <i>J. Ruokolainen</i>: The Role of a Community in Contributing to the Development of Start-Up Technology Companies – who buys from Whom, What and Why? – <i>P.M. Niels, J.L. Sloth, C. Thrane</i>: The Internal Competitor: Buyer Motives and External Supplier Marketing Strategies 		<p>Purchasing and procurement Chair: L-E. Gadde</p> <ul style="list-style-type: none"> – <i>T. Johnsen, R.E. Johnsen, Ch-J. Lee</i>: Towards a Managerial Model for Supplier Relationship Evaluation – <i>K. Lintukangas</i>: Conceptualizing Supplier Relationship Management – <i>O. Missirilian, C. Pardo, Ph. Portier, R. Salle</i>: Key Supplier Management: Barriers to the “Key supplierization” of the firm 	<p>Relationships in trouble Chair: F. Crespín-Mazet</p> <ul style="list-style-type: none"> – <i>X. Zhu, J. Zolkiewski</i>: What is Missing in Business-to-Business Relationships? – <i>J. Tähtinen, K. Blois</i>: The Involvement and Influence of Emotions in Business Relationships – <i>P. Houman Andersen, Ch. Ellegaard</i>: Start Making Sense Again – Business Relationship Restoration after Severe Norm Violation Episodes

Thursday, Sept. 2	9.00-10.30		14.00-15.30	16.00-17.30
Room C201	K.A.M., partnership and CRM Chair: B. Ivens <ul style="list-style-type: none"> – <i>H. Salojärvi, L-M. Saini, S. Saarenketo, A. Tarkiainen</i>: What Factors Enhance Intra-Organizational Customer Knowledge Sharing in International Key Account Management? – <i>H-R. Kuukkala, I. Mäenpää, O. Uusitalo</i>: The Account Manager's Role in Value Co-Creation: Building co-operative relationships between banks and SMEs – <i>H. Salojärvi, A. Tarkiainen, L-M. Sainio</i>: Motivational Drivers of Customer Knowledge Utilization in Key Account Management 		K.A.M., partnership and CRM Chair: C. Pardo <ul style="list-style-type: none"> – <i>S. Lacoste</i>: How do Key Customers Link Cooperation and Calls for Competition (tenders) with Suppliers? The CSC (Correction- Strengthening-Commuting) model – <i>T. Mahlamäki, O. Uusitalo, M. Ojala</i>: The influence of Personality on the Job Performance of Key Account Managers – <i>M. Mitrega, G. Pfajfar</i>: Partner Knowledge, Internal Communication and Customer Relationship Quality in the Light of Study Conducted in Slovenia 	Knowledge, capabilities, learning and innovation Chair: I. Wilkinson <ul style="list-style-type: none"> – <i>A. Waluszewski</i>: "Reading" the Business Landscape – When Business Networks are Supposed to be Affected by Innovation Policy – <i>F. Scheid</i>: Four Roles Lead Users Have to Play in the Multi-Actor Innovation Process – <i>H. Schiele</i>: Unveiling the Importance of Being a Preferred Customer in Order to Develop Innovations with Suppliers
Room C316	Interaction and activities Chair: W. Johnston <ul style="list-style-type: none"> – <i>P. Gottfridsson, C. Camén, B. Rundh</i>: Contracts as a Cornerstone in the Relationship Building – <i>S. Schwarz, M. Voeth, U. Herbst</i>: Information Asymmetry in Buyer-Seller Negotiations and Its Impact on Effectiveness, Efficiency and Satisfaction – <i>P. Parvinen, J. Aspara, S. Kajalo, J. Hietanen</i>: Adhering to the Business Model: Differences in Sales Processes between B2B Service and Non-Service Firms 		Business interaction Chair: R. Salle <ul style="list-style-type: none"> – <i>M. Sarmiento, M. Farhangmehr, C. Simoes</i>: The Role of Trade Fair Interactions in B2B Relationship Quality – <i>S. Biggemann, F. Buttle</i>: Modelling the Dynamics of Business Interaction 	International and cultural issues Chair: A. Hadjikhani <ul style="list-style-type: none"> – <i>E. Cedrola, L. Battaglia, Ch. Cantù, L. Gavinelli, A. Tzannis</i>: Italian SMEs in China: Relationships and cultural distances throughout the supply chain – <i>M. Rod, N. Ellis, T. Beal</i>: Agents of Globality: The Role of Cultural Intermediaries in the Wine Markets of Japan and Singapore – <i>G. Pfajfar, M. Raškovič, M. Makovec Brenčič, A. Shoham</i>: The antecedents and consequences of conflicts in international distribution networks: A case study of Slovenian largest exporters

10.30-11.00 Coffee break
 12.30-14.00 Lunch
 15.30-16.00 Coffee break
 19.30 Dinner on board (Európa Boat)
 22.30 Arrival

Friday, Sept. 3	9.00-10.30	11.00-12.30	14.00-15.30	16.00-17.30
Room V	ST3 Clusters, networks Chair: <i>L. Hallén, P. Parker, M. Johanson</i> <ul style="list-style-type: none"> – <i>J. Eklinder Frick, I. Torsten Eriksson, L. Hallén: The Firsam Cluster Initiative – An Attempt at Regional Business Development</i> – <i>S. Gebert-Persson, H. Lundberg, E. Andresen: Legitimacy in Networks</i> – <i>H. Pihl: Towards a Transaction Cost Analysis of the Hub Firm</i> – M. JOHANSON: MOVED 	ST3 Clusters, networks Chair: <i>L. Hallén, P. Parker, M. Johanson</i> <ul style="list-style-type: none"> – <i>T. Shih: Shaping a New Industry: A Market Perspective</i> – <i>M. Hingley, J. Boone, A. Lindgreen: Development of Local and Regional Food Networks: Cases from the UK</i> – <i>L. Daadaoui, L. Sauvé: Knowledge Governance for Collective Innovation: The Case of Collective Exploration in the IAR French Cluster for New Bio-Based Activities</i> – J.R. MENEZES, C. A. PINTO: MOVED 	B2B and sustainability Chair: <i>R. Brennan</i> <ul style="list-style-type: none"> – <i>E. Baraldi, G. L. Gregori, A. Perna: Developing and Embedding Eco-Sustainable Solutions: the evolution of the Leaf House network</i> – <i>R. Zhang, Q. Chen: Who Is More Sustainable: Domestic or Foreign Consumption?</i> – <i>E. Dontenwill, F. Crespín-Mazet: The Impact of Sustainable Development on a Distributor's Purchasing Strategy: towards network-based supply chain management</i> 	B2B and sustainability Chair: <i>E. Baraldi</i> <ul style="list-style-type: none"> – <i>M. Nogueira, L. Araujo, M. Spring: Signalling Sustainability Strategies: Preliminary Findings from Two Case Studies</i> – <i>N.O. Ndubisi, B. Low, W.J. Johnston: Impact of Government Policies on MNEs and Local Organizations Environmental initiatives</i> – <i>N. Ellis, M. Higgins, R. Brennan, L. Eagle: Alterity & Sensitivity in Inter-Organizational Relations: Contours of the Tutor in Marketing Ethics Education</i>
Room VI	ST4 Time and process Chair: <i>A. Halinen, Ch.J. Medlin & J.-A. Törnroos</i> <ul style="list-style-type: none"> – <i>M. Kleinaltenkamp, Th. Eichentopf, J. Van Stiphout, J. Frauendorf: Using Scripts to Understand the Customer's Side of the Service Process</i> – <i>P. Andersson, L-G. Mattsson: Connecting Temporal and Spatial Dimensions-a Performativity Approach to Understanding Globalisation of Markets</i> – <i>A. Holma: Opening windows to inter-firm change processes Tracing the beginning of a process</i> 	ST4 Time and process Chair: <i>A. Halinen, Ch.J. Medlin & J.-A. Törnroos</i> <ul style="list-style-type: none"> – <i>A. Holma: The Proceeding of a Process – A Triadic Approach</i> – <i>T. Hoholm, P.I. Olsen: The Contrary Forces of Innovation A Conceptual Model for Studying Networked Innovation Processes</i> – <i>S. Guercini, S. Ranfagni, A. Runfola: Time as Process and Time as Product in Business Networks</i> 	ST4 Time and process Chair: <i>A. Halinen, Ch.J. Medlin & J.-A. Törnroos</i> <ul style="list-style-type: none"> – <i>A. Tidström, A. Hagberg-Andersson: The Influence of Time and Space on Changes from Cooperation to Competition in Business Relationships</i> – <i>C. Horan, J. Finch: Dialogue within Inter-Organisational Routines: Time & Process</i> – <i>A. Keating, D. McLoughlin: Development of New Ventures Through Time- A Theoretical Account</i> 	Strategy and value in relationships and networks Chair: <i>T. O'Toole</i> <ul style="list-style-type: none"> – <i>K.J. Mason, M. Spring: The Practice of Business Models</i> – <i>P. V. Freytag, A. H. Clarke: Portfolio's & orchestration</i> – <i>A. Gelei, I. Dobos: Life Cycle of Business Relationships - Empirical testing</i>
Room C104	Management and business relationships Chair: <i>I. Snehota</i> <ul style="list-style-type: none"> – <i>Th. Ritter, J. Geersbro: Antecedents of Sales Peoples' Relationship Termination Competence</i> – <i>L. Aarikka- Stenroos, E. Jaakkola: Value Co-Creation within Buyer-Seller Relationships in Knowledge-Intensive Business Services</i> – <i>K. Blois, A. Ryan: The Changing Nature of the "Atmosphere" in B2B Relationships</i> 	ST6 Representing multiplicity Chair: <i>S. Geiger & R. Spencer</i> <ul style="list-style-type: none"> – <i>J. Finch, S. Geiger: Why Market(er)s can't Handle Hot Objects</i> – <i>G. J. Veal, S. Mouzas: Barriers to Market Formation</i> – <i>A. Ryan, J.F. Schjoedt: Walking the Line: Examination of the Market Shaping Practices of a Growing Green Firm</i> 	ST6 Representing multiplicity Chair: <i>S. Geiger & R. Spencer</i> <ul style="list-style-type: none"> – <i>L. Eshbjerg: Enacting Representations of Markets in Exchange Practices in the Danish Potato Industry</i> – <i>D. Harrison, H. Kjellberg: How Users Shape and Use Markets</i> – <i>D. Horváth, A. Mitev, A. Bauer, É. Móricz, T. Csordás: Online Gossip As a Source of Communicative Advantage for Companies</i> 	ST6 Representing multiplicity Chair: <i>S. Geiger & R. Spencer</i> <ul style="list-style-type: none"> – <i>I.O. Winfred, A. Ryan, M. McEachern: Market Shaping and Coffee Valuation in the Ugandan Coffee Market</i> – <i>H.M. Pattinson, H. M, S.C. Shood: After The Perfect Storm: B2B Sales and Consulting Representations In Service-Dominant Markets</i> – F. PREVOT, R. SPENCER: MOVED

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Room C103	ST7 IMP and methodology Chair: <i>K. Backhaus & H. Hakansson</i> <ul style="list-style-type: none"> – <i>K. Backhaus, M. Kochl, K. Lügger</i>: The Structure and Evolution of Business-to-Business Marketing: A Citation and Co-citation Analysis – <i>H. Schiele</i>: Consortial Benchmarking: A Method of Academic-Practitioner Collaborative Research And Its Application in a B2B Environment – <i>V. Austen, U. Herbst</i>: Measuring Customer Satisfaction in Industrial Markets - New Insights into Aggregating Individual Satisfaction Judgments – <i>T. Hoholm, L. Araujo</i>: Studying Innovation Process in Real-Time 	ST7 IMP and methodology Chair: <i>K. Backhaus & H. Hakansson</i> <ul style="list-style-type: none"> – <i>L. Aarikka-Stenroos</i>: The Contribution and Challenges of Narrative Data in Inter-Organizational Research – <i>B. Borgström</i>: Reflexive Construction of Industrial Marketing Problems: Transparency as reflection and reflexion – <i>K. Einarsen, T. I. Våland</i>: From Research Question to Research Design. Challenges of obtaining valid sensitive data 	ST5 B2B service networks Chair: <i>S.C. Henneberg, P. Naudé & Th. Gruber</i> <ul style="list-style-type: none"> – P. ULKUNIEMI: WITHDRAWN – <i>R. Sebastiani, F. Montagnini, D. Corsaro</i>: Exploring Business Interaction in Service Networks – <i>P. Andersson, J. Markendahl, L-G. Mattsson</i>: The Formation of New Business Ventures in Networks - the Formation of New Intermediaries and Creation of Value from the Exploitation of Technology – G. EASTON, L. ARAUJO: TEMPORALITY, NARRATIVES AND CALCULATION IN BUSINESS NETWORKS 	ST5 B2B service networks Chair: <i>S.C. Henneberg, P. Naudé & Th. Gruber</i> <ul style="list-style-type: none"> – <i>A. Holma</i>: Adaptation Chains in Triadic Relationship Settings - A Case Study of a Travel Management Process – <i>P. Lehtimäki, O. Uusitalo, M. Lehtimäki</i>: The Requirements for a SME Heading to Integrated Solution Sales – <i>D.Ford, S. Mouzas</i>: Interacted service in business networks
Room C102	ST2 B2B and accounting Chair: <i>A. Dubois, J. Lind & T. Strömsten</i> <ul style="list-style-type: none"> – <i>J. Lind, T. Strömsten</i>: When do Firms Use Different Types of Supplier Accounting? – <i>A. Dubois, N. Najafi</i>: Considering Investments in Supplier Relationships – the Case of Low-cost Country Sourcing – <i>R. Markovits-Somogyi, Z. Bokor</i>: Efficiency in Transport Logistics – <i>S. Mouzas</i>: The Use of Capital in Networks 	Interaction and resources Chair: <i>Th. Ritter</i> <ul style="list-style-type: none"> – <i>R. Baxter, A.G. Woodside</i>: Social Bonds and Supplier Allocation of Resources to Business Customers – <i>M. Ingemansson</i>: Scientific and Business Resources in Interaction – <i>I. Insanic, K. Hulthén, L-E. Gadde</i>: Product Recovery in Networks 	Interaction and actors Chair: <i>R. Palmer</i> <ul style="list-style-type: none"> – <i>D. Ford, B. Cova, R. Salle</i>: Merchants, Banks, Builders and Bastards: towards a Parsimonious Analysis of Socio-Economic Behaviour – <i>K. Mason, J. Fry, G. Easton</i>: Something There is That Doesn't Love a Wall – E. TUUSJÄRVI: DEFINING GOALS FOR COOPERATION IN THE NETWORK ENVIRONMENT 	Interaction and actors Chair: <i>M. Kleinaltenkamp</i> <ul style="list-style-type: none"> – <i>C. Öberg</i>: Identity in Collaboration – <i>J. Silva, M. Day, R. Palmer</i>: Relationship Hierarchies and Behavioural Effects: Understanding Key Relationship Variables in Interaction – A. BENGTON, A. TIDSTRÖM, S. ÅBERG: CLANDESTINE AND ARRANGED MARRIAGES - A STUDY ON BUSINESS RELATIONSHIPS IN LIGHT OF MARKET STRUCTURES
Room C202	ST5 B2B service networks Chair: <i>S.C. Henneberg, P. Naudé & Th. Gruber</i> <ul style="list-style-type: none"> – <i>C. Ramos, C. Rosiera, C. Brito, S.C. Henneberg, P. Naudé</i>: Towards an Understanding of the Emegence of Innovation Networks: The Case of the Health Cluster Portugal – F. N. H. FERREIRA, J. F. PROENÇA: PRODUCT-SERVICE COMBINATION IN MANUFACTURING FIRMS: THE CASE OF EMBRAER – K. B. MUNKSGAARD, ET AL: MOVED 	Strategy and value in relationships and networks Chair: <i>K. Blois</i> <ul style="list-style-type: none"> – <i>G. Zaefarian, S.C. Henneberg, P. Naudé</i>: The Fit of Business Relationships with Business Strategies – C. BOZZO: WITHDRAWN – F. PREVOT, R. SPENCER: KNOWLEDGE TRANSFER FROM BUYER TO SUPPLIER: METHODS AND STRATEGIC OBJECTIVES – <i>G. Zaefarian, S.C. Henneberg, P. Naudé</i>: Resource Acquisition Strategies in Business Relationships 	Strategy and value in relationships and networks Chair: <i>P. V. Freytag</i> <ul style="list-style-type: none"> – T. MIKKOLA: MOVED – <i>I. Mäenpää, H.-R. Kuokkala, O. Uusitalo</i>: The Applicability of Integrated Solutions for SME Customers in the Financial Industry – <i>P. Parvinen, J. Aspara, S. Kajalo, J. Hietanen</i>: An Exploratory Empirical Examination of Blue Ocean Practices in Sales Management 	E in B2B Chair: <i>A. Waluszewski</i> <ul style="list-style-type: none"> – <i>N. Golik Klanac, K. Čuković, J. Dlačić</i>: Conflicts in Multiple User Perspective on Value of Websites in Shipping Industry – <i>S. Paluch, H. Holzmüller</i>: The Impact of Remote Service Technologies on Business Relationship Marketing - International Investigation in a B2B-Setting – <i>J. Ruokolainen, O. Uusitalo</i>: Enabling Innovations in a Commercial Virtual Organization

Friday, Sept. 3	9.00-10.30	11.00-12.30	14.00-15.30	16.00-17.30
Room C201	Knowledge, capabilities, learning and innovation Chair: J. Geersbro <ul style="list-style-type: none"> – <i>V.M. Story, L. O'Malley, S. Hart</i>: Role Performance, Network Resources and Radical Innovation – <i>N. Rambhujun, J.F. Trinquescoste</i>: The Use of Technological Systems to Explain the Development of Complex Technological Innovations – <i>S. Wagrell</i>: New Public Management as a Trigger and Impeder in usage of New Medical Technology in Public Healthcare 	Knowledge, capabilities, learning and innovation Chair: J.F. Trinquescoste <ul style="list-style-type: none"> – <i>S. Deniz, Sh. Purchase, D. Olaru</i>: Using Case Data to Calibration Simulation Models: An innovation network for thin-film solar technology – <i>H. Makkonen</i>: The Innovation Adoption/Diffusion and the Industrial Network Approaches A Conceptual and Empirical Comparison – <i>H. McGrath, Th. O'Toole</i>: Action Learning Methodologies and the IMP Tradition: Application to Capability Building in SMEs 	Branding and communication Chair: F. Prevot <ul style="list-style-type: none"> – <i>M.M. Smirnova, I. Moreva</i>: Understanding Co-Branding Opportunities in B2B Context: Empirical Evidence from Russian Companies – <i>A. Hinterhuber</i>: The Signaling Function of B2B Brands for Industrial Retailers – <i>T. Balázs, E. Bognár, T. Mandják</i>: Marketing Relations in the Case of a Micro-Enterprise in the High-Tech Industry 	Management and business relationships Chair: L. Young <ul style="list-style-type: none"> – <i>A. Kaunonen</i>: The Development of Industrial Buyer-Seller Relationships in a Chinese Context – <i>U. Herbst, C. Meister, M. Voeth</i>: The Status Quo of Buyer-Seller Negotiations in Industrial Marketing – <i>Z. Veres, L. Sajtos</i>: The Relationship Between Perceived Risk, Perceived Value And Project Competences
Room C316	Project marketing and purchasing Chair: F. Crespín-Mazet <ul style="list-style-type: none"> – <i>B. Cova, L. Maltese</i>: Ritual Platforms for Instigating Personal Relationships in Project Marketing – <i>J. Haimala, R. T. Salminen</i>: Coping with Negative Critical Events During the Project Marketing Process – <i>J. Hietanen, H. Tikkanen, J. Aspara, T. Nokelainen, K. Pajunen</i>: Competitive Actions and Dynamics in Project Marketing: Identifying Causal Mechanisms 	Marketing and purchasing Chair: B. Ivens <ul style="list-style-type: none"> – <i>M. Smirnova, S. Henneberg, B. Ashnai, P. Naude, S. Mouzas</i>: Understanding the Impact of Marketing - Purchasing Collaboration on Improving Firm Performance: an Empirical Study of a Transitional Economy – <i>R. Bocconcelli, A. Tunisini</i>: The Relationship Between Marketing and Purchasing in Business-to-Business Markets – <i>B. Esse</i>: Research Methods for Decision Criteria Analysis in the Supplier Selection Decision 	Global, regional and local issues Chair: Z. Veres <ul style="list-style-type: none"> – <i>A. Tunisini, R. Bocconcelli, A. Pagano</i>: Global Sourcing: a Must or a Choice? A Perspective on the Role of Domestic Supplier Relationships in The Italian Mechanical Industry – <i>Ch. Cantù</i>: The Spread of Innovation from Science Technology Parks to Local Economy. The catalyst role of ComoNEXt – <i>P. Horn, H. Schiele, W. Werner</i>: The "Ugly Twins": Failed global sourcing and their substitutes 	Global, regional and local issues Chair: A. Tunisini <ul style="list-style-type: none"> – <i>Á. Jankó, T. Pitkänen</i>: Global Perspective in Managing Manufacturer Involvement in the Early Stages of New Product Introduction - in Electronics Manufacturing Industry – <i>L. Józsa, J.Puster</i>: The Role of the Independent Small retailers in the Hungarian Retail Chains – <i>F. Prenkert, P. Engelseth</i>: Exploring the Networked Region

10.30-11.00 Coffee break

12.30-14.00 Lunch/**13:15-14:00 Meet the editors! Room V**

15.30-16.00 Coffee break

20.00 DINNER IN MUSEUM OF APPLIED ARTS

Saturday, Sept. 4	9.00-10.30	11.00-12.30
Room V	<p>Sense-making, representing and shaping markets Chair: S Leek</p> <ul style="list-style-type: none"> – <i>D. Corsaro, C. Ramos, S.C. Henneberg, P. Naudé:</i> Actor Network Pictures and Networking Activities in Business Networks: An Exploratory Empirical Study – <i>B. Ivens, C. Pardo:</i> Ethical Business-to-Business Exchange: A revised perspective – <i>P. Lynch, Th. O'Toole:</i> Structuring Interaction Dynamics in a Close Collaborative Relationship: A Sense-making Perspective 	<p>Sense-making, representing and shaping markets Chair: Zs. Szalkai</p> <ul style="list-style-type: none"> – <i>C. Brown, A. Nasarwanji, M. Catulli:</i> Conflict over Entrepreneurial, Intrapreneurial Sensemaking of Business Model Change Initiatives – <i>C. Ramos, S.C. Henneberg, P. Naudé:</i> Understanding Network Picture Complexity: An Empirical Analysis of Contextual Factors – <i>B. Ivens, C. Pardo, L. Georges:</i> What Do Companies Do When They Do Marketing? A Cluster Analysis
Room VI	<p>Supply chain and supply network Chair: A. Gelei</p> <ul style="list-style-type: none"> – T. MANDJÁK, N. PIRICZ, GY. KŐVÁGÓ: DO HUNGARIAN SUPPLY CHAIN MEMBERS TRUST IN EACH OTHER? – <i>S-J. Hong, S.H. Song, H.J. Lee:</i> Correlation Between SCM and Finance Performances: Evidence from Korean Companies – Á. WIMMER, T. MANDJÁK, B. ESSE: PERCEPTION AND PRACTICE OF THE SUPPLIER RELATIONSHIP MANAGEMENT 	<p>Supply chain and supply network Chair: L-E. Gadde</p> <ul style="list-style-type: none"> – B.T. KALSAAS: INNOVATION IN KNOWLEDGE-INTENSIVE SUPPLY CHAIN RELATIONSHIPS – I. HESSEL, D. ALLCOCK, L-E. GADDE: THE IMPORTANCE OF LINKING INTERNAL AND EXTERNAL SUPPLY SIDE ORGANISING - PURCHASING TRANSFORMATION IN THE SERVICE SECTOR – <i>J. Nagy:</i> Supply Chain Management Tools as Activity Ties in Dyadic Partnerships
Room C104	<p>International and cultural issues Chair: L-G. Mattsson</p> <ul style="list-style-type: none"> – <i>J. Wilson, R. Brennan:</i> The IMP Contribution to Understanding Business with China – <i>C.A. Solberg, a. Aliseeva, C. Ablerdu:</i> Untangling Russian Business Culture: Two Cases of Buyer Behaviour – <i>C. Sutton-Brady, U. Yuksel:</i> Ethnic Entrepreneurs in Australia: a story of relationships and networks 	<p>Management and business relationships Chair: R. Brennan</p> <ul style="list-style-type: none"> – <i>J.T. Salo, H. Tikkanen, A. Vassinen:</i> Digital Bonds in Business Relationships – <i>T. Miyamoto:</i> Comparative Inquiry into the Axiom of Business Relationship Management: Insights from Japanese and Australian Manufacturers – <i>Zs. Pall, J.H. Hanf, M. Shereseva:</i> Supplier-retailer relationships in the strategy of international retailers: Empirical evidence from Russia

Room C103	Management and business relationships Chair: D. Harrison <ul style="list-style-type: none"> - <i>H. Skytte</i>: Relationships Between Food Producers and Retailers - <i>T. Torvatn, E. Baraldi, T. Strömsten</i>: Deliberately Changed Boundaries As a Means of Analyzing Business Decisions - <i>I. Vieira, J.P. Proença</i>: Relationships in Business Consulting Services: A proposal of a research project 	Management and business relationships Chair: E. Baraldi <ul style="list-style-type: none"> - <i>A. Bodi-Schubert</i>: Analyzing Success Factors and Critical Incidents of Buyer-Supplier Relationship - <i>B.T. Kalsaa</i>: Supplier-Customer Relationships and Theoretical Perspectives: Network Theories and Principal-Agent Theory Applied to the Analysis of Industrial Contracts and Interaction - <i>G. Leszczynski, M. Zielinski</i>: The Impact of Mismatch Between Salesperson Communication and Buyer's Needs on Mutual Relations
Room C102	Trust Chair: J. Zolkiewski <ul style="list-style-type: none"> - <i>R. Szczepanski, J. Swiatowiec-Szczepanska</i>: Partnership Risk in International Relations - <i>R. Baxter</i>: How Resource Inputs and Atmosphere Affect Relationship Performance - <i>T. Keszezy</i>: Consequences of Trust between Marketing Managers and Market Research Professionals on the Use of Information 	Trust Chair: R. Baxter <ul style="list-style-type: none"> - <i>A. Mebert</i>: The Impact of the Country-of-Origin Effect on Trust in Business Relationships - <i>P. Thilenius, A. Hadjickani, C. Lindh</i>: The Effect of Discontinuity in Business Relationship - <i>N. Piricz</i>: The Role of Trust from the Aspect of Business Network
Room C202	Strategy and value in relationships and networks Chair: J. Simon <ul style="list-style-type: none"> - <i>Y. Hara, K. Hosoi, Y. Wang, M. Takemura</i>: Unintended Interaction: How Subjective Interpretation Generates New Business - <i>C. Georgi, D. Karayanni</i>: A Quantitative Research on Physicians-Detailers Long-Term Relationships Building, in Prescribed Drug Marketing Contexts - <i>I.F. Wilkinson, R. Marks, L. Young</i>: Towards Simulation Models of the Dynamics of Business Relations and Networks 	Business interaction Chair: C-A. Solberg <ul style="list-style-type: none"> - <i>R. Johnsen, K-M. K. Tseng</i>: Interaction Capability Development in UK Manufacturing SMEs - <i>O. Lehti, O. Uusitalo</i>: The Role of Experts in Creating Customer Value - Renovation of Housing Company - <i>T. O'Toole</i>: Long Term Orientation and Relationship Strength: How Time-Dependence are Strong Relationships?-
ROOM C201	PROJECT MARKETING AND PURCHASING CHAIR: R. SALLE <ul style="list-style-type: none"> - E. PERNU: INTERNAL ORGANIZING IN PROJECT BUSINESS ORGANIZATION IN RELATION TO CUSTOMER RELATIONSHIPS - V. HAVILA, CH.J. MEDLIN, A. SALMI: PROJECT-ENDING COMPETENCE IN NETWORKS:TWO CASES OF LARGE INTER-ORGANIZATIONAL PROJECTS - L-M. SAINIO, H. ROINE, S. SAARENKETO: EXPORT PRICING MANAGEMENT FOR INTEGRATED SOLUTIONS 	ST4 TIME AND PROCESS CHAIR: A. HALINEN, CH.J. MEDLIN & J.-A. TÖRNROOS <ul style="list-style-type: none"> - P.I. OLSEN.: PROCESS THOUGHT AND BUSINESS NETWORK RESEARCH ST3 CLUSTERS, NETWORKS CHAIR: L. HALLÉN, P. PARKER, M. JOHANSON <ul style="list-style-type: none"> - J.R. MENEZES, C. A. PINTO: THE PORTUGUESE ASSEMBLY RAILWAY ROLLING STOCK INDUSTRY: BETWEEN ADAPTATION AND ADAPTABILITY - M. JOHANSON: ACTOR CONSTELLATIONS IN REGIONAL STRATEGIC

ROOM C316	PURCHASING AND PROCUREMENT CHAIR: T. MANDJÁK – J. RUOKOLAINEN: THE ROLE OF A COMMUNITY IN CONTRIBUTING TO THE DEVELOPMENT OF START-UP TECHNOLOGY COMPANIES – WHO BUYS FROM WHOM, WHAT AND WHY? – P.M. NIELS, J.L. SLOTH, C. THRANE: THE INTERNAL COMPETITOR: BUYER MOTIVES AND EXTERNAL SUPPLIER MARKETING STRATEGIES	
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10.30-11.00 Coffee break

12.30-14.00 Conference Closing & Lunch