

2021 CBIM INTERNATIONAL CONFERENCE

22-24 June 2021 (Online)

Center for Business & Industrial Marketing

“Challenges and opportunities for increasing turbulent times in business markets”

Note1: Time zone. The official time zone for the Conference is **Central Europe Summer Time (CEST)**. Therefore, all the sessions of the Conference will be expressed only in **CEST time**.

Note2: In **bold** presenting authors.

Note3: Version of the Programme: **22/06/2021**

Note4: **Zoom** will be the tool used for this Conference. Links and codes to join the sessions have been sent only to participants registered in the Conference. Please do not share with anyone else.

PROGRAMME

TUESDAY 22 JUNE

15:00 - 15:30	PLENARY SESSION Prof. Wesley Johnston & Roberto Mora Cortez <i>“Welcome. Opening of the Conference”.</i>
15:30 - 15:40	Break

<p>15:40-16:55</p>	<p align="center">Parallel Session 1-A Buying Center and the Pandemic Room: 1-A Chair: Rodrigo Guesalaga</p> <p><i>Buying center decision making in the non-for-profit sector during the pandemic: the case of a mental health charity network in the UK.</i> Zsofia Toth, Samuel Ogundipe, Linda Peters.</p> <p><i>The COVID-19 Pandemic: Buying Center Challenges and Opportunities.</i> Brian Rutherford, Ryan Matthews, Lucy Matthews, Diane Edmondson.</p> <p><i>How are pandemic and digitization shaping B2B selling and buying centers?</i> Rodrigo Guesalaga, Jose L Ruiz-Alba.</p>	<p align="center">Parallel Session 1-B</p> <p>Room: 1-B Chair: Priyanka Jayashankar</p> <p><i>Resilience in the shipbuilding supply chain during the fourth industrial revolution: a multiple case study analysis.</i> Eugenio Oropallo, Piera Centobelli, Roberto Cerchione, Amedeo Maglietta.</p> <p><i>Digitization of Interorganizational Relationships: Direct Effects of Benefit Magnitude and Indirect Effects of Benefit Asymmetry on Reseller Profit.</i> Talai Osmonbekov.</p> <p><i>Market-shaping through B2B value chain reconfiguration – a study of digital twins.</i> Priyanka Jayashankar, Wesley Johnston, Sree Nilakanta.</p>	<p align="center">Parallel Session 1-C</p> <p>Room: 1-C Chair: Ranjan Chaudhuri</p> <p><i>Explaining social robot acceptance in retail: advancing new technology acceptance models through technophobia.</i> Áurea Subero-Navarro, Eva Reinares-Lara, Cristina Olarte-Pascual, Jorge Pelegrin-Borondo</p> <p><i>Rethinking Value Communication in Business Markets.</i> Pirmin Bischoff, Laura Elgeti, Jens Hogueve, Michael Kleinaltenkamp.</p> <p><i>In pursuit of an effective B2B Buying Behaviour Model in an emerging market: A Systematic Literature Review, Elucidations and Future Research Agenda.</i> Ranjan Chaudhuri, Gitesh Chavan, Wesley Johnston</p>	<p align="center">Parallel Session 1-D</p> <p>Room: 1-D Chair: Francisco J Alonso-García</p> <p><i>Towards an integrated model of an ecosystem value proposition based on selling solutions in the digital economy.</i> Anton Georgievsky</p> <p><i>The role of sales development in effective lead funnel management.</i> Meri Yrjänen. Harri Terho, Anna Salonen.</p> <p><i>Digitalization in B2B Marketing. Omnichannel Management from a PLS-SEM approach.</i> Francisco J Alonso-García, Federico Pablo-Martí, Estela Núñez-Barriopedro, Pedro Cuesta-Valiño.</p>
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16:55-17:05	Break			
17:05-17:45	PLENARY SESSION Prof. Arch Woodside <i>“Qualitative and quantitative rapprochement via accurate, generalizable, isomorphic and non-isomorphic case process/outcome modeling in industrial marketing.”</i>			
17:45-17:55	Break			
17:55-19:10	<p style="text-align: center;">Parallel Session 2-A</p> <p style="text-align: center;">Multiple Actors in Buying Centers</p> <p>Room: 2-A Chair: Judy Zolkiewski</p> <p><i>How Perceptions of Business Usage Center Members Affect Value Experiences and Behaviors in Multi-actor Usage Processes.</i> Maximilian Huber, Michael Kleinaltenkamp.</p> <p><i>Network Actors’ Readiness to Transform towards Customer Informed Business models.</i> Helena Liewendahl, Kristina Heinonen, Minna Pura.</p> <p><i>Territorial Tensions in Servitized Networks: A Multi-Actor Perspective.</i></p>	<p style="text-align: center;">Parallel Session 2-B</p> <p>Room: 2-B Chair: Conor Drummond</p> <p><i>Internal Marketing Activities in the Process of Creating Employee Engagement with a Mediating Role of Age – Cross-Cultural Approach.</i> David Nickell, Edyta Rudawska.</p> <p><i>Digitalization in customer journeys.</i> Lisa Lundin, Daniel Kindström.</p> <p><i>Beyond the platform: Conceptualising Social Media as a multi-faceted resource in entrepreneurial firm collaborative networks.</i></p>	<p style="text-align: center;">Parallel Session 2-C</p> <p>Room: 2-C Chair: Leeya Hendricks</p> <p><i>Sustainable value creation in business ecosystems.</i> Arvid Wahlman, Daniel Kindström, Emelie Havemo.</p> <p><i>Impacts of customer relationship management on value creation for the public transport services in France.</i> Simon Louis Dit Guérin, Linh Hoang Vu.</p> <p><i>Co-creation in Platform as a Service strategy: A case on platform engagement within an</i></p>	<p style="text-align: center;">Parallel Session 2-D</p> <p>Room: 2-D Chair: Kristina Zabala</p> <p><i>Overcoming Barriers to Product-Service Systems in Industrial Firms: A Dynamic Capabilities Perspective.</i> Jonathan Roesle, Arthur Chaboute, Thomas Friedli.</p> <p><i>When Should Firms Integrate Logistics and Marketing Practices in the Emerging Market Context: A Comparative Analysis of Baseline Supply Chain Integration in China and Ghana?</i> Kofi Dadzie, Wesley Johnston, Charlene Dadzie, Evelyn Winston.</p>

	<i>Judy Zolkiewski, Jamie Burton, Vicky M. Story, Chris Raddats, Dominic Medway.</i>	<i>Conor Drummond, Thomas O'Toole, Helen McGrath.</i>	<i>institutionalised B2B industry. Leeya Hendricks, Paul Matthyssens.</i>	<i>Implications of smart servitization for the sales function in industrial firms: evidence from the machine tool industry. Kristina Zabala, Arantza Zubiaurre, Bart Kamp.</i>
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WEDNESDAY 23 JUNE

<i>15:00 - 15:40</i>	<p>PLENARY SESSION</p> <p>Prof. Jochen Wirtz</p> <p><i>“Servitization, Digitization, IoT and Capturing Value in B2B Markets”</i></p>
<i>15:40 - 15:50</i>	<i>Break</i>

<p>15:50-17:05</p>	<p align="center">Parallel Session 3-A Individuals in Buying Centers</p> <p>Room: 3-A Chair: Hanna Komulainen</p> <p><i>How Buying Center Interactions can Affect Individual Emotions and Intention to Recommend: A Role Playing Study.</i> Azam Ghahghaei, Elten Briggs.</p> <p><i>SMEs identifying the public buying center in pre-commercial procurement of innovation.</i> Majbritt Evald, Per Vagn Freytag, Ann Clarke.</p> <p><i>Role of individual value perception in buying centers in professional service context.</i> Hanna Komulainen, Satu Nätti, Saira Saraniemi, Pauliina Ulkuniemi.</p>	<p align="center">Parallel Session 3-B</p> <p>Room: 3-B Chair: Michael Ehret</p> <p><i>How to integrate human insight with machine learning capabilities for B2B personalization.</i> Shahrazad Yaghtin, Joel Mero.</p> <p><i>Strategy, B2B Marketing and Martech: Reimagining B2B Marketing in a World of Artificial Intelligence and Machine Learning.</i> Suresh Sood, Hugh Pattinson.</p> <p><i>Auto...what? The quest for self-driving vehicles and its implications for business-service engineering.</i> Michael Ehret, Janine van Stiphout.</p>	<p align="center">Parallel Session 3-C</p> <p>Room: 3-C Chair: María L. Martín-Peña</p> <p><i>From B2C to B2B? The influence of Connected and Autonomous Vehicles in mobility related business.</i> Javier Turienzo, Pablo Cabanelas, Jesús F. Lampón.</p> <p><i>Gamification in a sales context: a case study in a complex high-end selling environment.</i> Sara Macsween, James Boles.</p> <p><i>Gamification, co-creation and design of services.</i> Cristina Garcia Magro, María Luz Martín Peña, José María Sánchez López</p>	<p align="center">Parallel Session 3-D</p> <p>Room: 3-D Chair: Dariusz Siemieniako</p> <p><i>Managing Salesperson's Chasms for Post-Pandemic.</i> Joon-Hee Oh.</p> <p><i>Challenges of implementing an effective Key Account Management system in a high context culture: The Middle East countries.</i> Bjoern Ivens, Barbara Niersbach, Alireza Ahmadi.</p> <p><i>How to connect UN social development goals (SDGs) and business relationships with the use of a systematic literature review?</i> Dariusz Siemieniako, Krzysztof Kubacki, Maciej Mitreęa.</p>
<p>17:05-17:15</p>	<p align="center">Break</p>			

17:15-18:15	PLENARY SESSION Prof. Judith Zolkiewsky Prof. Kristina Heinonen Prof. Wesley Johnston Moderator: José L. Ruiz-Alba <i>“Research career and publishing.”</i>			
18:15-18:25	<i>Break</i>			
18:25-19:40	<p style="text-align: center;">Parallel Session 4-A Buying Centers Constructs</p> <p>Room: 4-A Chair: Pablo Cabanelas</p> <p><i>Customer Success in Business Markets.</i> Anna Gehring, Wolfgang Ulaga, Andreas Eggert, Bryan Hochstein</p> <p><i>Power mechanism capabilities of value co-creation within and outside buyer-supplier international relationship: A longitudinal study on power dynamics.</i> Dariusz Siemieniako, Hannu Makkonen, Maciej Mitrega.</p>	<p style="text-align: center;">Parallel Session 4-B</p> <p>Room: 4-B Chair: Francesca Magno</p> <p><i>Platform Formation and Stickiness on B2B IoT Service Platforms - a Case Study.</i> Anna Marie Dyhr Ulrich, Svend Hollensen, Pernille Eskerod.</p> <p><i>Actors’ role in service robot ecosystems.</i> Andrea Ruggiero, Erica Del Vacchio, Cesare Laddaga, Cristina Mele.</p> <p><i>The impact of AI capabilities on servitization: the moderating role</i></p>	<p style="text-align: center;">Parallel Session 4-C</p> <p>Room: 4-C Chair: Laura Elgeti</p> <p><i>Logistics Customer Service and the Transformation of Consumer Online Buying Habits in the Internet Supply Chain: Is There a Habit Formation Effect Under the COVID-19 Pandemic?</i> Kofi Dadzie, Wesley Johnston, Charlene Dadzie, Evelyn Winston.</p> <p><i>The Effects of CSR induced benefit on B2B sales performance.</i> Ankur Jha, Satya Dash.</p>	<p style="text-align: center;">Parallel Session 4-D</p> <p>Room: 4-D Chair: Cristina García Magro</p> <p><i>The Challenges of B2B Innovation: Using Marketing Analytics to Plan and Implement a Successful Online Catalog Adoption.</i> Dale Wilson, Anna M. Stephens.</p> <p><i>Intention to use smartphones in the silver tourist shopping journey. Did COVID-19 change it?</i> Alba García-Milon, Jorge Pelegrín-Borondo Emma Juaneda-Ayensa, Cristina Olarte-Pascual.</p>

	<p><i>The Buying Center as a Milestone in Industrial Marketing: A Critical Review and Future Research.</i> Pablo Cabanelas, Jon Charterina Abando, Roberto Mora Cortez.</p>	<p><i>of absorptive capacity. A dynamic capabilities perspective.</i> Mohamad Abou-Foul, Jose L Ruiz-Alba.</p> <p><i>Digital transformation through the introduction of B2B e-commerce platforms: economic and social outcomes of utilitarian and hedonic gamification mechanisms.</i> Francesca Magno, Fabio Cassia.</p>	<p><i>Don't be shelf-fish! Defining and categorizing unused solutions in business markets.</i> Laura Elgeti, Michael Kleinaltenkamp.</p>	<p><i>Gamification as a digital platform for the co-design of services in a B2B2C ecosystem.</i> Cristina García Magro, María Luz Martín Peña.</p>
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THURSDAY 24 JUNE

15:00 - 15:40	<p>PLENARY SESSION</p> <p>Prof. Elina Jaakkola</p> <p><i>“Customer experience in the B2B domain: Implications for research and practice”</i></p>
15:40 - 15:50	Break

<p>15:50-17:05</p>	<p align="center">Parallel Session 5-A</p> <p>Room: 5-A Chair: Daryna Lysenko</p> <p><i>Business Customers' Motivations in Smart Grid Projects.</i> Noemi Piricz, Balazs Revesz.</p> <p><i>Building Business Relationships with Intelligent Assistants.</i> Sergio Biggemann.</p> <p><i>Customer oriented ideation and its impact on customer adoption of new solutions.</i> Daryna Lysenko, Jose L Ruiz-Alba.</p>	<p align="center">Parallel Session 5-B</p> <p>Room: 5-B Chair: María José Quero</p> <p><i>Building Customer orientation through the EOCOPO Model.</i> Ashesh Das, Sanjeev Verma, Mainak Mazumdar.</p> <p><i>Engendering immersive experiences: A review and integrated conceptual model.</i> Huong Xuan Ho, Angelina Nhat Hanh Le, Julian Ming Cheng.</p> <p><i>Customer centricity beyond myth: Investigating the comprehension and operationalization.</i> Othman Boujena.</p> <p><i>Balanced centricity: An institutional view of A2A Market.</i> María José Quero, Cristina Mele.</p>	<p align="center">Parallel Session 5-C</p> <p>Room: 5-C Chair: Barbara Niersbach</p> <p><i>Cultural factors influencing Global Account Management in an Indian and German context.</i> Björn Ivens, Barbara Niersbach, Nayan Kadam.</p> <p><i>Should I stay or should I go?: Building customers' trust as a b2b supplier: the role of key account managers' continuity in the relationship.</i> Rodrigo Guesalaga.</p> <p><i>The KA Manager as an "Intrapreneur" of the company - a qualitative analysis investigating the role and competence model of future KA Managers.</i> Barbara Niersbach, Eberhard Hohl, Bjoern Ivens.</p>	
<p>17:05-17:15</p>	<p align="center">Break</p>			

17:15-18:30	<p style="text-align: center;">Parallel Session 6-A</p> <p>Room: 6-A Chair: Linh Hoang Vu</p> <p><i>Social Responsibility and Brand Messaging: An Analysis of B2B "Sustainability" Virtue Signaling in the Food Industry.</i> Benjamin Garner.</p> <p><i>Banking the Unbanked: Constitutive rules and the adoption mobile payment technologies.</i> Michael Ehret, Rotimi Olaniyan.</p> <p><i>Relationship between residents' income effects, social participation, education, culture and visitors' well-being while using virtual reality and augmented reality devices at tourist attractions.</i> Linh Hoang Vu, Volker Georg Kuppelwieser.</p>	<p style="text-align: center;">Parallel Session 6-B</p> <p>Room: 6-B Chair: Henrik Virtanen</p> <p><i>Sustainable innovation in university-industry collaboration: overcoming implementation barriers.</i> Mari Mehtälä, Hanna Komulainen, Tuula Lehtimäki.</p> <p><i>A Study in Consumer Sociopolitical Activism (CnSA).</i> Jenny Chieh-Yi Tsai, Julia Ying-Chao Lin, Tessa Tien Nguyen, Julian Ming-Sung Cheng.</p> <p><i>Coopetition as a service innovation strategy.</i> Henrik Virtanen</p>		
18:30-18:40	Break			

18:40-19:10	<p>PLENARY SESSION</p> <p>Prof. Wesley Johnston</p> <p><i>“Closing session”.</i></p>
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<p>CO-CHAIRS Thomas Ritter (Copenhagen Business School, Denmark) José L. Ruiz-Alba (University of Westminster, London, UK) Roberto Mora Cortez (University of Southern Denmark)</p>
<p>Contact: info@cbim2021.org</p> <p>Website: http://cbim2021.org/</p>
<p>CONFERENCE VENUE: Zoom (insert link here)</p>
<p>PRESENTATIONS Time for the presentations You will have <u>20 minutes maximum</u> for your oral presentation plus 2-3 minutes for questions/discussion just after each presentation.</p>
<p>CHAIR OF PRESENTATION ROOMS</p> <p>Each room will have a Chair. The role of the chair consists basically of a) keeping the time; b) coordinating the discussions (Q&A) after each presentation and c) reporting any comment or technical issues to the organizing committee.</p>