

**IMP 2019 Conference Special Track:  
Artificial Intelligence in Business-to-Business Marketing**

Artificial Intelligence (AI) is disrupting the business world, but there is substantial discussion and debate around levels of adoption, depth, actual application and combinations with existing human actors, resources and activities.

This special track focuses on the role of AI in the future of Business-to-Business Marketing.

Papers are invited for this track addressing AI applications to Relationships, Interactions and Networks in competitive environments, covering topics that might include:

- Current state of AI applications in Business Marketing
- AI Predictions, Promises, Scenarios, and realistic developments applied to Business Marketing
- Examples of developing AI applications
- Links between AI and other Marketing Technologies and Systems (including “MarTech”)
- Sales Management (including Key Account Management) and AI
- Application and use of AI in “robots” for Business Marketing
- The role of AI driving change into interactive/relational scenarios, either augmenting or replacing human actors in business-to-business exchange
- Barriers/fears/resistance against AI involvement into business relationships
- AI agents: radical or incremental change in business networks
- AI as a source of competitive advantage
- Managing in business networks with AI agents
- Data management as key resource for Machine Learning

The special track will include a panel session to encourage broader discussion on Artificial Intelligence in Business-to-Business Marketing.

The ultimate goal of this special track is to assist in developing a cluster of research, curriculum/training in the area of AI in Business Marketing within the IMP community.

**Special Track Chairs:**

Dr Hugh Pattinson, Western Sydney University

Dr Grzegorz Leszczynski, Poznan University of Economics and Business

Dr Marek Zielinski, Poznan University of Economics and Business

Dr Sergio Biggemann, University of Otago