

IMP 2019 Conference Programme

All sessions will take place in the Grande Arche

For the conference dinner, coaches depart at 1830 in front of the Renaissance hotel [behind the Grande Arche]

Coaches return at 1 hour intervals from 11 pm – 1 am

Tuesday, August 27

16.00 - 18.00	Registration: the Grande Arche
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18.00 - 20.30	Cocktail reception: B44 the Grande Arche
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Wednesday, August 28

8.00 – 9.00	Registration: the Grande Arche
9.00 - 10.30	Plenary Session: GR11 Chair: Peter Batt Professor Jean-Phillipe Ammeux Director IESEG School of Management Ms Karine Picard VP EMEA Applications Strategy & Sales Development Oracle Mr Gaston Khoury VP Sales West Europe Region Huawei Technologies Duesseldorf GmbH
10.30 - 11.00	Morning tea and coffee

Wednesday, August 28

11.00 - 12.30	<p>Concurrent session 1A: GB 16 Chair: Per Engelseth</p> <p>The tendering activity as cornerstone of sustainability learning in CoPS activities [103] Fanny Romestant</p> <p>Sustainable sourcing practices among restaurants in Paris [011] Estelle Biojout and Peter J. Batt</p> <p>Sustainable procurement: for whom and why? [029] Per Engelseth, Enoch Niboi, Fahad Awahleh and Richard Glavee-Geo</p> <hr/> <p>Concurrent session 1B: GB 17 Chair: Giuseppe Musarra</p> <p>The impact of alternative financial supply chain practices on supply risk: a relationship quality-buyer relative power perspective [093] Saeed Najafi Tavani, Peter Naude and Elmira Parvizi-Omran</p> <p>Opportunism and monitoring in intrafirm and interfirm partnerships: a behavioural perspective [129] Ghasem Zaefarian, Zhaleh Najafi Tavani and Matthew Robson</p> <p>Partner-based opportunism, interface structure, and performance efficiency in upstream and downstream alliance contexts [092] Giuseppe Musarra, Karen Tejedor Bowen, Matthew Robson and Stavroula Spyropoulou</p>
12.30 - 14.00	Lunch

Wednesday, August 28

11.00 - 12.30	<p>Concurrent session 1C: GB 18 Chair: Anne-Maria Holma</p> <p>The role of innovation partnerships in healthcare innovations [002] Morten H. Abrahamsen</p> <p>Orchestrating customer-oriented private-public ecosystem transformation: health care reform in Finland [094] Satu Nätti, Hanna Komulainen, Saira Saraniemi and Pauliina Ulkuniemi</p> <p>Early buyer-supplier interaction in public procurement context: dyadic perceptions [054] Anne-Maria Holma</p>
	<p>Concurrent session 1D: GB 19 Chair: Kristin Munksgaard</p> <p>Government-to-government projects in an institutionally embedded environment [096] I. Ojansivu, E. Mooi and C. Medlin</p> <p>Researching boundaries in business networks [048] Simone Guercini and Christopher J. Medlin</p> <p>Business interest shaping networking boundaries [091] Kristin Munksgaard</p>
12.30 - 14.00	Lunch

Wednesday, August 28

11.00 - 12.30	<p>Concurrent session 1E: R08 Chair: Judy Zolkiewski</p> <p>International orientation and innovation capabilities of Japanese industrial firms [110] Eunji Seo, Jaewook Kim, Junfu Chen and Insik Jeong</p> <p>Exhaustion or learning? Supplier involvement in customer innovation [006] Poul Andersen, Ina Drejer and Christian Østergaard</p> <p>Managing and profiting from innovation in strategic nets [022] Natasha Clennell, Judy Zolkiewski, Chris Raddats and Ilma Nur Chowdhury</p>
12.30 - 14.00	Lunch

14.00 - 15.30	<p>Concurrent session 2A: GB 16 Chair: Lisa Melander</p> <p>Processes of change in environmental activity patterns [010] Lyndie Bayne, Sharon Purchase and Geoff Soutar</p> <p>Sustainable cities: how interactions in the arts and cultural networks contribute [015] Gary Buttriss and Christopher Nailer</p> <p>Networking towards environmental sustainability in green supply chains and networks: findings in sustainability reporting [086] Lisa Melander and Viktoria Sundquist</p>
15.30 - 16.00	Afternoon tea and coffee

Wednesday, August 28

14.00 - 15.30	<p>Concurrent session 2B: GB 17 Chair: Christine Falkenreck</p> <p>Yesterday is gone, tomorrow has not yet come: exploring power shifts in buyer-seller business relationships [111] Dariusz Siemieniako and Maciej Mitreęa</p> <p>Coping with dark side of trust in business-to-business relationships [131] Marek Zieliński and Grzegorz Leszczyński</p> <p>The role of dark side characteristics in B2B and B2G buyer-manufacturer relationships: an empirical study of European cases [038] Maximilian Froch, Christine Falkenreck and Ralf Wagner</p>
	<p>Concurrent session 2C: GB 18 Chair: Sylvie Lacoste</p> <p>Swimming in a sea of sameness: towards understanding of B2B actor competencies for the production of differentiated customer value propositions [063] Simon Kelly and Paul Johnston</p> <p>Towards effective reference marketing programs [090] Andre Vilares Morgado</p> <p>Global account management and leadership [069] Sylvie Lacoste</p>
15.30 - 16.00	Afternoon tea and coffee

Wednesday, August 28

14.00 - 15.30	<p>Concurrent session 2D: GB 19 Chair: Chris Medlin</p> <p>Open business models and practitioner capabilities: a regional strategic network perspective [023] Philip H. Coombes and John D. Nicholson</p> <p>Opening the open innovation box with an industrial network approach [071] Jens Laage-Hellman, Frida Lind and Andrea Perna</p> <p>Network as future, and future, and future: orchestration and change in business networks [083] Christopher Medlin and Woonho Kim</p>
	<p>Concurrent session 2E: R08 Chair: Andreas Ekeskär</p> <p>When construction projects satisfy health care needs: partnering as a way of connecting the two [053] Malena Havenvid, Åse Linné, Sofia Wagrell and Viktoria Sundquist</p> <p>Value functions of initial relationships in new business start-ups [108] Jose Santos and Joao Mota</p> <p>Exploring the introduction of a new actor role in a construction project setting [028] Andreas Ekeskär</p>
15.30 - 16.00	Afternoon tea and coffee

Wednesday, August 28

16.00 - 17.30	<p>Concurrent session 3A: GB 16 Chair: Andrea Perna</p> <p>Collaborative development for sustainable solutions in the textile industry [004] Mônica Abreu, Fabiana Ferreira and João Proença</p> <p>Market shaping towards sustainability: a case study in the market for guarantees of origin for renewable electricity [117] Maria Syväri</p> <p>Starting up a local energy system in Sweden: the story of technological collaboration between an Italian supplier and established Swedish energy company [072] Maria Landqvist, Frida Lind, Andrea Perna and Maria Paola Palermi</p>
	<p>Concurrent session 3B: GB 17 Chair: Markus Vanharanta</p> <p>How does post defection regret impact B2B customers advocacy to switch back? [021] Richa Chugh, Annie H. Liu and Mark P. Leach</p> <p>Customers' suffering and value co-destruction in business service ecosystems [079] Laura Litre Valentine and Olivier Badot</p> <p>Collaboration between competitors: longitudinal interplay between collusive functions and interaction processes [123] Markus Vanharanta and Andrew Pressey</p>

Free evening

Wednesday, August 28

16.00 - 17.30	<p>Concurrent session 3C: GB 18 Chair: Johan Kask</p> <p>Investigating choice overload in a B2B context [116] Catherine Sutton-Brady, Ulku Yuksel, Peter Naude and Nur Amalina Mohamad Zaki</p> <p>Understanding the customer needs in business network: an emerging model in the diagnostic imaging industry [035] Leonardo Forzoni, Claudio Buffagni and Simone Guercini</p> <p>Three shades of prosumer-to-business interaction in business networks [062] Johan Kask and Vojtěch Klézl</p>
	<p>Concurrent session 3D: GB 19 Chair: Edith Andresen</p> <p>Broker-oriented networks: facilitating commercialization for technology ventures [106] Fatemeh Salehi and Amir Khorasani</p> <p>Channel stewardship: orchestrating network relationships in a collaborative way [026] Elsa Dessaigne and Catherine Pardo</p> <p>Orchestrator's interaction in hub-teams facilitating network co-creation: roles, capabilities and tensions [007] Edith Andresen</p>

Free evening

Wednesday, August 28

16.00 - 17.30	<p>Concurrent session 3E: R08 Chair: Helen McGrath</p> <p>Mobilizing supplier resources in new business ventures [070] Antonella La Rocca and Ivan Snehota</p> <p>Migrant entrepreneur in-between networks: a liminal perspective to migrant entrepreneurship [073] Paul Lassalle and John Nicholson</p> <p>Early stage network engagement strategies in the network capability development of new ventures [081] Helen McGrath and Thomas O'Toole</p>
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Free evening

Thursday, August 29

9.00 - 10.30	<p>Concurrent session 4A: GB 16 Chair: Nina Hasche</p> <p>Mapping business catalysts that enable circular economy business within industrial networks [001] Leena Aarikka-Stenroos and Valtteri Ranta</p> <p>A journey to the circular economy: dealing with institutions, networking and legitimacy [056] Akmal S. Hyder and Agneta Sundström</p> <p>Implementing sustainable business practices within the food industry [009] Romain Batany and Peter J. Batt</p>
	<p>Concurrent session 4B: GB 17 Chair: Hugh Pattinson</p> <p>What does digitalization mean for selling: activity theory perspective on the buying process [003] Anna Abramova</p> <p>Managing the sales transformation process in b2b: between human and digital [024] Daniela Corsaro</p> <p>The disruption of B2B work: reimagining B2B sales jobs in a world of artificial intelligence and machine learning [113] Suresh Sood and Hugh Pattinson</p>
10.30 - 11.00	Morning tea and coffee

Thursday, August 29

9.00 - 10.30	<p>Concurrent session 4C: GB 18 Chair: Christina Öberg</p> <p>Business relationships in sharing economy: old wine in new bottles? [077] Grzegorz Leszczyński, Piotr Zmysłony and Anna Waligora</p> <p>New rental business models in industrial markets: a case study of partnering with intermediaries for renting industrial robots in Japan [085] Lisa Melander</p> <p>The interconnectivity of sharing economy platforms [040] Andrea Geissinger, Christofer Laurell and Christina Öberg</p>
	<p>Concurrent session 4D: GB 19 Chair: Thomas O'Toole</p> <p>The role of employee goal frames in value co-creation [127] Donia Waseem, Sergio Biggemann and Tony Garry</p> <p>Interventions to solve problems in networked innovation teams in a competitive environment [107] Sicco Santema</p> <p>The value co-creation journey: a longitudinal process unfolding in a network through collaboration [098] Andrea Perna, Thomas O'Toole, Enrico Baraldi and Gian Luca Gregori</p>
10.30 - 11.00	Morning tea and coffee

Thursday, August 29

9.00 - 10.30	<p>Concurrent session 4E: R08 Chair: Bella Butler</p> <p>Relationships between inter-firm collaboration, intra-firm collaboration, innovation capability, and new product development: a complementary approach [084] Leila Mehrabi and Saeed Najafi-Tavani</p> <p>The innovation journey in construction: the complementarity of formal and informal dynamics [025] Florence Crespin-Mazet, Karine Goglio Primard, Malena Havenvid and Åse Linné</p> <p>Management of innovations in organisational networks: focus on capabilities [104] Isabelle Roy, Tom Houghton and Bella Butler</p>
10.30 - 11.00	<p>Morning tea and coffee</p>
11.00 - 12.30	<p>Concurrent session 5A: GB 16 Chair: Pauliina Ulkuniemi</p> <p>Coping with CSR: some conceptual foundations on discussing contradictions and their interplay [095] Markku Nikkanen</p> <p>Social responsibility in B2B and its influence on long-term orientation through trust: analysis in oil and petrochemical industry [005] Haneen Abuazzah</p> <p>Collaborating to do good: an analysis of relationships between companies and non profit organisations in the field of corporate volunteering [014] Paweł Brzustewicz, Iwona Escher, Jan Hermes and Pauliina Ulkuniemi</p>
12.30 - 14.00	<p>Lunch</p> <p>Meet the Editors: Industrial Marketing Management R07</p>

Thursday, August 29

11.00 - 12.30	<p>Concurrent session 5B: GB 17 Chair: Annika Tidström</p> <p>How do managers get their heads around artificial intelligence? Extending the network picture discussion [041] Andrea Geissinger, Rasmus Nykvist and Christina Öberg</p> <p>How digital technologies associate with customer-service business models in manufacturing SMEs [100] Kristian Philipsen, Kent Adsbøll Wickstrøm, Jan Stentoft and Anders Haug</p> <p>Digital platforms as tools for exchanges in business networks [101] Anni Rajala and Annika Tidström</p>
	<p>Concurrent session 5C: GB 18 Chair: Bilge Aykol</p> <p>Performance implications of the buyer-supplier market orientation fit [044] David Gligor and Ismail Golgeci</p> <p>Network exploration and exploitation capability, foreign market knowledge, and international market performance: the role of strategic orientations [031] Anisur Faroque, Hafiza Sultana, Olli Kuivalainen and Sanna Sundqvist</p> <p>The role of organisational capabilities in driving strategic import planning effectiveness: performance consequences [076] Leonidas C. Leonidou, Dayananda Palihawadana, Bilge Aykol and Paul Christodoulides</p>
12.30 - 14.00	<p>Lunch</p> <p>Meet the Editors: Industrial Marketing Management R07</p>

Thursday, August 29

11.00 - 12.30	<p>Concurrent session 5D: GB 19 Chair: Alexandra Waluszewski</p> <p>Resource interaction and resource integration: similarities, differences, reflections [013] Roberta Bocconcelli, Per Carlborg, Debbie Harrison, Nina Hasche, Klas Hedvall and Lei Huang</p> <p>The importance of relational tightness in network for lean implementation and firm competitiveness [068] Daria Kovalevskaya, Elsebeth Holmen, Aristidis Kaloudis and Ann-Charlott Pedersen</p> <p>Antibiotic resistance and the animal-based food industry: antibiotics as a value adding resource in three interdependent industrial settings [126] Alexandra Waluszewski</p> <p>Concurrent session 5E: R08 Chair: Lars Huemer</p> <p>The relationship between absorptive capacity and internal knowledge transfer capabilities [055] Gert Human and Rulani Visser</p> <p>Multilevel interaction mechanisms influencing knowledge integration in innovation projects in buyer-supplier dyads [082] Thomas Matheus and Meera Sarma</p> <p>Knowledge in resource interaction: starting a dialogue among IMP and other theories [008] Heli Aramo-Immonen, Roberta Bocconcelli, Lars Huemer, Alessandro Pagano and Andrea Perna</p>
12.30 - 14.00	<p>Lunch</p> <p>Meet the Editors: Industrial Marketing Management: R07</p>

Thursday, August 29

14.00 - 15.30	<p>Concurrent session 6A: GB 16 Chair: Pete Naude</p> <p>Restructuring value networks to enable sustainable innovations in food packaging [064] Outi Keränen, Hanna Komulainen and Pauliina Ulkuniemi</p> <p>Recycling in the city: mobilising resources in initiating a circular economy in the construction sector [016] Lena Elisabeth Bygballe, Bente Flygansvaer and Debbie Harrison</p> <p>IMP conference attendance: a motivation, ability and opportunity analysis [134] Peter Naudé, Pornsri Prachuabmoh, Paul Smith, Sharon Purchase and Daniel Schepis</p> <hr/> <p>Concurrent session 6B: GB 17 Chair: Grzegorz Leszczyński</p> <p>A case study on resources structures and digitalization strategies [037] Vincent Fremont, Jens Eklinder Frick, Lars-Johan Åge and Aihie Osarenkhoe</p> <p>Artificial intelligence in the business landscape: insights to interactive/network approach [078] Grzegorz Leszczyński, Hugh Pattinson and Marek Zieliński</p> <p>Harnessing artificial intelligence in B2B marketing: A conceptual framework and managerial guidelines [087] Joel Mero and Joonas Keränen</p>
15.30 - 16.00	Afternoon tea and coffee

Thursday, August 29

14.00 - 15.30	<p>Concurrent session 6C: GB 18 Chair: Yoritoshi Hara</p> <p>Value creation in foreign network relationships and its impact on the company's operations [051] Aleksandra Hauke-Lopes and Krzysztof Fonfara</p> <p>The system of interorganizational linkages in agri-markets [039] Michał Gazdecki and Elżbieta Goryńska-Goldmann</p> <p>Economic rationality or sociological legitimacy? The conditions under which multiple channel strategies are effective [020] Yonghoon Choi and Yoritoshi Hara</p> <hr/> <p>Concurrent session 6D: GB 19 Chair: Ann Højbjerg Clarke</p> <p>Understanding constructive technology assessments from an IMP perspective: the case of autonomous vehicles [109] Daniel Schepis, Sharon Purchase and Nick Ellis</p> <p>Forecasting network transformation: a Delphi-based scenario approach [018] Per Carlborg, Nina Hasche and Johan Kask</p> <p>SMEs strategic visioning in business networks [115] Pia Storvang, Per Vagn Freytag and Ann Højbjerg Clarke</p>
15.30 - 16.00	Afternoon tea and coffee

Thursday, August 29

14.00 - 15.30	<p>Concurrent session 6E: R08 Chair: Malena I. Havenvid</p> <p>Over before it began: how conflicting actor perceptions hinder performance-based contract initiation in service triads [065] Joonas Keränen, Mervi Vuori, Daniel Prior and Riikka Raukola</p> <p>Business networks' influence on financial risk tolerance attitudes [043] Kylie Gilbey, Sharon Purchase and Raymond da Silva Rosa</p> <p>How to make use of interdependencies in a fragmented business landscape: information gathering in construction projects [052] Malena I. Havenvid, Tim Torvatn and Sigrid Dalheim</p>
15.30 - 16.00	<p>Afternoon tea and coffee</p>
16.00 - 17.00	<p>Concurrent session 7A: GB 16 Chair: Helene Lundberg</p> <p>It runs in the family: the acquirer's impact on the business network upon acquisition of family farms [046] Simone Guercini and Christina Öberg</p> <p>Family firms: how social and business networks influence the choice of board members [080] Helene Lundberg</p>
18.30 -	<p>Conference dinner: Coaches depart at 1830 in front of the Renaissance hotel [behind the Grande Arche]</p>

Thursday, August 29

16.00 - 17.00	<p>Concurrent session 7B: GB 17 Chair: Santosh Pandey</p> <p>Value co-creation practices in value platforms: the case of the textile sector in China [120] Jiamian Tian, Lei Shen and Paul Matthyssens</p> <p>Coming full-circle: digital disruption in telecom managed service industry and its impact on offshore outsourcing business model [097] Santosh Pandey</p> <hr/> <p>Concurrent session 7C: GB 18 Chair: Anisur Faroque</p> <p>Marketing strategy of emerging economy firms: the case of Bangladesh [036] Maria Fregidou-Malama, Ehsanul Huda Chowdhury and Akmal Hyder</p> <p>The moderating role of firm age and size on the relationship between export assistance and performance [032] Anisur Faroque, Hafiza Sultana, Sussie Morrish and Olli Kuivalainen</p>
18.30 -	<p>Conference dinner Coaches depart at 1830 in front of the Renaissance hotel [behind the Grande Arche]</p>

Thursday, August 29

16.00 - 17.00	<p>Concurrent session 7D: GB 19 Chair: Sharon Purchase</p> <p>Judgments in forecasting management in international pharmaceutical firms: impact of various stakeholders' relationships and networks [050] Radi Haloub</p> <p>A sensemaking perspective: investigating development of financial risk tolerances [042] Kylie Gilbey, Sharon Purchase and Ray da Silva Rosa</p> <hr/> <p>Concurrent session 7E: R08 Chair: Jari Ruokolainen</p> <p>Making sense of value platforms in B2B networks: towards a research agenda [057] Arton Ibrahim, Anna Salonen and Aino Halinen-Kaila</p> <p>Design rules for the healthcare platform ecosystem – Parkinson disease case [105] Jari Ruokolainen, Milla Jauhiainen, Juha Puustinen, Antti Vehkaoja and Hannu Nieminen</p> <hr/> <p>Concurrent session 7F: GB15 Chair: Fawaz Baddar ALHussan</p> <p>Exploring the dynamic capabilities of boundary spanning actors: a sensemaking perspective [133] Steven Pattinson and Adam Lindgreen</p>
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18.30 -	Conference dinner Coaches depart at 1830 in front of the Renaissance hotel [behind the Grande Arche]
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Friday, August 30

9.00 - 10.30	<p>Concurrent session 8A: GB 16 Chair: Krzysztof Fonfara</p> <p>How business relational attributes contribute to marketing strategy development [122] Peter Trim and Yang-Im Lee</p> <p>Fending off and filling in – shifts in strategy and commitment as reaction to institutional turbulence in emerging markets [012] Desirée Blankenburg Holm, Martin Johanson and Pao Kao</p> <p>How to increase and develop the company’s internationalisation maturity – business relationship perspective [034] Krzysztof Fonfara, Lukasz Małys and Milena Ratajczak-Mrozek</p>
	<p>Concurrent session 8B: GB 17 Chair: Debbie Harrison</p> <p>Clearing the paradigmatic fog: contrasting the IMP and mainstream B2B research [089] Kristian Möller and Aino Halinen</p> <p>Examining interactions in the context of culture and creative industries (CCIs): a mutual benefit for IMP and CCI research? [075] Arja Lemmetyinen and Tanja Lepistö</p> <p>Twenty years of IMP conference: a lexicometric approach [074] Alexandre Lavissière, Mary Catherine Lavissière, Romain Sohier, Tibor Mandják and Debbie Harrison</p>
10.30 - 11.00	Morning tea and coffee

Friday, August 30

9.00 - 10.30	<p>Concurrent session 8C: GB 18 Chair: Simone Guercini</p> <p>Power relationships and network evolution in a state-dominant business environment [061] Ar Kar, Bella Butler and Htwe Htwe Thein</p> <p>Development process of networking between traditional SMEs and marketing agents: a case study from the Japanese blade and edged tools industry [067] Kazutaka Komiya, Woonho Kim, Shuichi Akiyama and Junji Inoguchi</p> <p>Networks for universities' third mission and research activities [088] Matilde Milanese and Simone Guercini</p>
	<p>Concurrent session 8D: GB 19 Chair: Chavi Fletcher-Chen</p> <p>Network triads – the linkages between small and large worlds [049] Håkan Håkansson and Lars-Erik Gadde</p> <p>Transport efficiency in supply networks: the impact of network horizons and network contexts [030] Victor Eriksson, Kajsa Hulthén and Ann-Charlott Pedersen</p> <p>Imbalanced interactions of business-to-business triadic network in service innovation development [033] Chavi Fletcher-Chen</p>
10.30 - 11.00	Morning tea and coffee

Friday, August 30

9.00 - 10.30	<p>Concurrent session 8E: R08 Chair: Francesco Petrucci</p> <p>The role of equity crowdfunding in the start-up business network [017] Chiara Cantù, Daniel Schepis, Giorgia Sepe and Alessandra Tzannis</p> <p>Relationship building in effectual networking, social networking and business networking: an empirical comparison of complementary approaches in entrepreneurial research [019] Maria Carpenter and Stephanie Petzold</p> <p>Exploring the phenomenon of new venture failure from a business network perspective [099] Francesco Petrucci</p>
10.30 - 11.00	<p>Morning tea and coffee</p>

Friday, August 30

11.00 - 12.30	<p>Concurrent session 9A: GB 16 Chair: Jens Eklinder-Frick</p> <p>Industries emerge and perish – marketing view by a case [132] Jari Ruokolainen and Hannu Makkonen</p> <p>Market access through the interplay between public policy makers and business actors in the pharmaceutical industry [047] Simone Guercini, Andrea Runfola and Matilde Milanese</p> <p>Multifaceted interpretations of EU’s smart specialisation strategies [058] Jens Eklinder-Frick, Mads Bruun Ingstrup, Andrea Perna and Alexandra Waluszewski</p> <hr/> <p>Concurrent session 9B: GB 17 Chair: Robert Spencer</p> <p>Interaction revisited [119] Masaaki Takemura</p> <p>The dearth of debt in the IMP framework [124] Olof Wadell</p> <p>Dynamics of BtoB network thinking: mapping intellectual pathways [114] Robert Spencer, Bjoern Ivens, Vichara Kin, Adib Bensalem and Frederic Prevot</p>
12.30 -	Lunch

CONFERENCE CONCLUDES

Friday, August 30

11.00 - 12.30	<p>Concurrent session 9C: GB 18 Chair: Chao Ji-Hyland</p> <p>Business relationship dynamics from a duality view [118] Jaana Tähtinen and Maria Holmlund</p> <p>Identifying relationship structures that advance the firm's resilience capacity [130] Katayoun Zafari, Sergio Biggemann and Tony Garry</p> <p>What are the existence and strength of the relationships among elements of both internal and external business environment, buyer-supplier relationship, and supply chain performance [060] Chao Ji-Hyland</p>
	<p>Concurrent session 9D: GB 19 Chair: Ismail Golgeci</p> <p>A Delphi study to explore tensions and territoriality within servitizing oil and gas organisations [125] Scott Wagstaff, Jamie Burton and Judith Zolkiewski</p> <p>Services and products: towards a product-service analytical framework [059] Igor Insanic</p> <p>Connect and rule: the role of serial acquisition, subsidiary autonomy and network orchestration in providing value within servitizing industrial networks [045] Ismail Golgeci, Ksenia Vashchillo-Mollett and Yusuf Kurt</p>
12.30 -	Lunch

CONFERENCE CONCLUDES

Friday, August 30

11.00 - 12.30	<p>Concurrent session 9E: R08 Chair: Ian Wilkinson</p> <p>Analysing case study data in the IMP tradition: using ethnographic content analysis for social media data analysis [027] Conor Drummond, Helen McGrath and Thomas O'Toole</p> <p>Topological data analysis of time series data for B2B customer relationship management [102] Rodrigo Rivera-Castro, Polina Pilyugina, Alexander Pletnev, Ivan Maksimov, Wanyi Zhu and Evgeny Burnaev</p> <p>Causal process tracing: a new approach to studying the dynamics and evolution of business relations and networks [128] Ian Wilkinson, Louise Young and Yimin Huang</p>
	<p>Concurrent session 9F: GB 15 Chair: Peter Trim</p> <p>Dynamic role of organizational learning types for closing the capability gaps in business model transfer across borders: a case study [066] Hajime Kobayashi and Yasuaki Saito</p> <p>Knowledge transfer in contract manufacturing relationships [112] Judit Simon, Zsuzsanna Szalkai, Tibor Mandják, Erika Hlédik, Mária Magyar and Edit Neumann-Bódi</p> <p>How organizational learning reinforces interactive communication and sustainable B2B customer centred business relationships [121] Peter Trim and Yang-Im Lee</p>
12.30 -	Lunch

CONFERENCE CONCLUDES

