**27th IMP Conference, Glasgow 2011**

**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:

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<td>A - Networks (empirical, knowledge, spatial, theory)</td>
<td>1 - CSR</td>
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<td>B - SMEs</td>
<td>2 - Sales</td>
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<td>C - Pictures</td>
<td>3 - Supply Chain</td>
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<td>D - Markets</td>
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<td>E - Public Sector</td>
<td>5 - Customer/Supplier</td>
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<td>F - Relationships</td>
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<td>G - Methods</td>
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<td>H - Service Development</td>
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<td>I - Interaction</td>
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<td>J - Value</td>
<td>10 - Sustainability</td>
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**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
   Track 1 CSR
   Room K314
   Chair: Martin Hingley
   Martin Hingley, Minna Mikkola, Maurizio Canavari & Daniele Asioi ‘The co-operative business ethos: It’s contribution to sustainable local food supply: An investigation of retailer co-operatives in Finland and Italy’
   Tiina Ritvala, Asta Salmi, Per Anderson & Christina Huittfeldt ‘Participation and opportunity building in multi-stakeholder networks: The case of a MNC and an environmental NGO saving the Baltic Sea’
   Manttiäla Coulibaly ‘Relationship in a fair trade market: A means to practice CSR principles’

   Track 6, Relationship Ending
   Room K317
   Chair: Asta Salmi
   Virpi Havila & Jaana Tähtinen ‘The state of empirical business relationship ending research’
   Annamari Ryan & Jaana Tähtinen ‘An examination of relationship ending theory in the context of cross sector partnering’
   Hsin-Hui Chou ‘An exploration of relationship ending’

   Track 8, Social Media (1)
   Room K326
   Chair: Hugh Pattinson
   Per Freytag & Ann Clarke ‘Business model creation in networks: Is there such a thing as a fresh start?’
   Julie Leroy ‘New mode of exchange introduction: Collective and individual practices of market shaping in the case of Ecobiz’

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

   Prof. Håkan Håkansson
   IMP Journal
   Observing the Editorial Policy
   Ensuring Contribution

   Dr. Michael Harker
   Marketing Intelligence and Planning
   Submission checklist
   The review process: an Editor’s view

   Dr. Paul Hewer
   Journal of Marketing Management
   Common reasons for rejection
   Dealing with reviewer comments

   Dr. Beverly Wagner
   Supply Chain Management: An International Journal
   Customer perceptions of value and value co-creation in solution business

   Maciej Mitrega & Judy Zolliwski ‘Handling relationship problems’
   Sebastian Forkmann, Peter Naude, Di Wang & Alisdair Sutcliffe ‘Strategic networking: A simulation approach’
   Simone Guercini & Andrea Runfola ‘Relational paths in business network dynamics: Evidence from the fashion industry’
   Daniela Corsaro & Grzegorz Leszcynski ‘Misalignment in business relationships: Meanings and consequences’
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<td>14.00 - 15.30</td>
<td>Track 2, Sales Management (1)</td>
<td>K314</td>
<td>Michael Mark</td>
<td>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'</td>
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<td></td>
<td>Track 6, Relationship Ending (2)</td>
<td>K317</td>
<td>Annamarie Ryan</td>
<td>Anita Virta &amp; Jaana Tähtinen 'The role of social identity in a successful episodic relationship: A multiple case study in health care services' Pauliinaulkuniemi &amp; Hanna Komulainen 'Ending relationships with suppliers' Inna Buyon &amp; Markus Voeth 'Negative word-of-mouth as a consequence of customer relationship termination' Despina Karayanni 'Win-back marketing activities in a CRM context: The impact upon organizational performance in services organizations'</td>
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<td>Track 9, Best Value Procurement (1)</td>
<td>K326</td>
<td>Sisco Santema</td>
<td>Giancarlo Pereira, Eduardo Braun, Miguel Sellitto &amp; Miriam Borchardt 'Value co-creation and performance-based contracting in the cutting tools market' Leif-Magnus Jensen &amp; Susanne Hertz 'Outsourcing to TPL firms: Present customers as a decision criterion' Joona Keräinen &amp; Anne Jaikala 'Customer value assessment practices in solution-oriented business markets'</td>
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<td>Track 10, Sustainability &amp; Integrity in Business Markets (1)</td>
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<td>Sisco Santema</td>
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<td>Session F, Developing Relationships</td>
<td>K412</td>
<td>Lars-Erik Gadde</td>
<td>Marina Weck &amp; Maria Ivanova 'The importance of cultural adaptation within business relationships for the trust development' Helene Lundberg, Sabine Gebert-Persson &amp; Edith Andresen 'The impact of social relationships on inter-partner legitimacy' Antonella La Rocca &amp; Ivan Snehoti 'Actors’ identity in business relationships' Maria Ivanova 'Looking at business relationships and interaction through the lens of culture'</td>
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<td>15.30 - 16.00</td>
<td>Coffee break</td>
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<tr>
<td>16.00 - 17.30</td>
<td>Track 2, Sales Management (2)</td>
<td>K314</td>
<td>Susanne Borg</td>
<td>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’ Barbara Cnaemmer &amp; Jay Mukli ‘The two minds of the buyer: The difference in expectations and perceptions towards sales personnel in turbulent market contexts’ Tommi Maatamäki, Mika Ojala &amp; Doris Jansson ‘Perceptions of roles and characteristics of buyers and sellers in business-to-business relationships’</td>
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<td>Track 6, Relationship Ending (3)</td>
<td>K317</td>
<td>Janina Tähtinen</td>
<td>David Vidal ‘Supplier’s transactional competencies: Opening the concept’ Virpi Havila, Anna Bengtson &amp; Susanne Åberg ‘Lasting relationships despite project ending’ Amjad Hashikhanli, Anna Benston &amp; Anna Ljung ‘Relationship development and deterioration’</td>
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<td>Track 9, Best Value Procurement (2)</td>
<td>K326</td>
<td>Susanne Hertz</td>
<td>Maria Elo ‘The character of non-prime business from international B2B marketing perspective’ Jari Ruokolainen &amp; Olavi Uusitalo ‘Benefiting from a supplier’s innovation: A conceptual study’ Sisco Santema, Jeroen van de Rijt &amp; Wiebe Witteveen ‘Best value procurement: Lessons learned in the Netherlands’</td>
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<td>Track 8, Social Media (2)</td>
<td>K412</td>
<td>Kaj Storbacka</td>
<td>Minna Oinonen, Anne Jaikala &amp; Jari Salo ‘Combining RFID technology with social media marketing: A value network analysis’ Ross Brennan &amp; Robin Croft ‘We have the technology: An exploratory study of business to business social media brand’ Malcolm Stewart &amp; Stan Palliwoda ‘Advertising Agencies’ B2B relationships with MNCs across the UK, France and Germany’</td>
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<td>Session F, Relationships &amp; Social Capital (1)</td>
<td>Col429</td>
<td>Per Freytag</td>
<td>Helen Woodruffe-Burton &amp; Keith Jackson ‘Variations and use of social resources during the process of new venture development’ Sheena Look &amp; Louise Canning ‘The role of networking and social capital in the initiation of relationships in passion based service networks’</td>
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## Friday 2nd September

**9.00 - 10.30**

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<th>Chair: Benedikte Børgstrøm</th>
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<td>Track 4, Radical Innovation (1)</td>
<td>Room K317</td>
<td>Chair: Judy Zolkiewski</td>
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<td>Armand Smits, Ben Dankbaar &amp; Geert Vissers 'The marketing function in exploratory product innovation: contrasting different project types'</td>
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<td>Session J, Interaction (1)</td>
<td>Room K326</td>
<td>Chair: David Ford</td>
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<td>Tuula Lehtimäki 'Drivers and challenges of launching innovative industrial technology applications through customer projects'</td>
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<td>Jari Ruokolainen &amp; Olavi Uusitalo 'Enabling innovations in a commercial virtual organization'</td>
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<td>Sippo Leminen &amp; Mika Westerlund 'Innovation co-creation with customer and user networks'</td>
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<td>Monika Moehring &amp; John Finch 'Optimizing the services and lifetime of complex capital equipment'</td>
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<td>Session L, Business &amp; Marketing Models in Practice (1)</td>
<td>Room K327</td>
<td>Chair: Robert Salle</td>
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<td>Ingrid Hessel 'Analysing system sourcing organising interplay'</td>
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<td>Erik Curk, Vesna Žabakar &amp; Rudi Rozman 'Market exchange relationships in the descriptive CRM model as a base of general marketing theory'</td>
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<td>Tuula Lehtimäki &amp; Elina Pernu 'Coordination of corporate level marketing communications in a dispersed marketing organization: A case of an industrial technology-based MNC'</td>
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<td>Session A, Networks Empirically</td>
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<td>Malena Ingemansson &amp; Håkan Håkansson 'Industrial renewal within the construction network'</td>
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<td>Per Ingvat Olsen, Frans Prenkert, Thomas Hoholm &amp; Debbie Harrison 'Power games in networks: Allocation mechanisms in a neo-mercantilist networked economy'</td>
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<td>Edit Neumann-Bödi, Marianna Pliski &amp; Judith Simon 'The relations of embeddedness and competitiveness with logistics service providers: A Central European sample'</td>
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<td>Robert Olsson 'Functions of intermediaries in distribution networks'</td>
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<td>Session F, Relationships &amp; Social Capital (2)</td>
<td>Room Col429</td>
<td>Chair: Sheena Leek</td>
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<td>Sarah Jack &amp; Stefanos Mouzas 'Entrepreneurs with ties'</td>
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<td>Jens Ecklind Frick, Lars-Torsten Eriksson &amp; Lars Hälléns 'Negative effects of the bonding and bridging form of social capital in a regional strategic network'</td>
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<td>Francesca Ricciardi &amp; Chiara Cantù 'The role of altruism in inter-firm relationships: Long-term value creation in business networks'</td>
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<td>Juha Haimala &amp; Anne Jalkala &amp; Minna Oinonen 'Buyer's negative experience affecting the buyer-seller relationship development'</td>
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<td>Session C, Pictures (1)</td>
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<td>Sharon Purchase, Sid Lowe, Nick Ellis &amp; Michel Rod 'Network pictures: Making sense of metaphors the IMP way'</td>
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<td>Stefanos Mouzas 'The use of intercognitive representations'</td>
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<td>Andrea Gelei 'Comparing network pictures of learning and non-learning networks'</td>
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<td>Daniela Corsaro, Carla Ramoza, Stephan C Henneberg &amp; Peter Naude 'Individual vs collective networking activities in business networks: The role of network pictures'</td>
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**10.30 - 11.00**

Coffee break

**11.00 - 12.30**

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<td>Debbie Harrison 'On-going market segmentation activities in a radical innovation process'</td>
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<td>Tuula Miltial 'Managing customer interfaces in industrial service production'</td>
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<td>Raymond Looihs, Ariane von Raesfeld, Aard Groen &amp; Kuan Ming 'The Mobilising resources for collective action and sustainable development: mobilising interest or shared values'</td>
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<td>Hannu Makkonen &amp; Hanna Komulainen 'An activity system model of the value creation in the service context'</td>
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<td>Peter Ekman, Peter Thilenius, Steve Thompson &amp; Jonathan Whitaker 'The effects of information technology on the embedded multinational: A multiple case study'</td>
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<td>Catherine Pardo, Philippe Porter &amp; Robert Salle 'Integrating marketing and purchasing within the same company: A case study'</td>
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<td>Markus Vanharanta, Alan Gilchrist &amp; Andrew Pressley 'Key Account Management and the post-bureaucratic turn'</td>
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<td>Lesley Murphy 'Identifying the characteristics of Key Account Managers that drive performance'</td>
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<td>Maria Fregidou-Malama 'Health services marketing in a cross-cultural environment: Gamma Knife in Brazil'</td>
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<td>Session L, Business &amp; Marketing Models in Practice (2)</td>
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<td>Marek Zielinski &amp; Gezguzt Lesccyzewski 'Trade fairs as source of knowledge: The role of trade fairs organizer'</td>
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<td>João Santos, Manuel Ferreira, Pompeya Reis &amp; Sandra Alves 'Industrial network membership: Reducing psychic distance hazards in the internationalization of the firm'</td>
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<td>Linda Peters, Andrew Pressley &amp; Wes Johnston 'Contagion theories and network learning: Evidence from the UK construction industry'</td>
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<td>Anne-Maria Holma, Dan Andersson, Anna Dubois &amp; Kajsa, Hulthén 'I could never take the place of your man: How network pictures and routines dynamically collide'</td>
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<td>Session A, Networks of Knowledge</td>
<td>Room K412</td>
<td>Chair: Holger Schiele</td>
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<td>Holger Schiele, Jasper Veldman &amp; Lisa Hüttinger 'Customer attractiveness, supplier satisfaction and preferred customer status: A review and a cycle model'</td>
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<td>Bo Rundh &amp; Patrik Gottfriidsson 'Delivering sport events: The arena concept in sports from a network perspective'</td>
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<td>Track 5, Customer Attractiveness, Supplier Satisfaction (1)</td>
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<td>Kristin Munksgaard &amp; Poul Hovman Andersen 'I could never take the place of your man: How network pictures and routines dynamically collide'</td>
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<td>Chiara Cantù, Renato Fiocca, Annalisa Tunianni &amp; Roberta Bertani 'From depicting dyads to picturing network: The key “actor gets actor” relationship function'</td>
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<td>Session C, Pictures (2)</td>
<td>Room Col430</td>
<td>Chair: Carla Ramos</td>
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<td>Ronald Beckett 'Network pictures and some environmental innovation initiatives'</td>
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Track 3, Supply Chain Management (3)
Room K314
Chair: Christian Swensson
Rainer Breite & Hei Aramo-Immonen ‘Trust-related dynamics in the supply chain relationship’
Sari Mäenpää & Rainer Breite ‘Viewing supply chain integration with knowledge-related statements’
Raffaella Tabacco & Roberto Grandinetti ‘Collaborative customization and innovation in business networks: How does proximity matter?’
Benedikte Borthström, Luis Araujo & Susanne Hertz ‘Who is the customer? On the nature of customer representations in supply chains’

Track 4, Radical Innovation (3)
Room K317
Chair: Debbie Harrison
Diana Nadine Boehm & Theresa Hoglan ‘Collaborative networks for radical innovation: A Science-to-Business marketing approach to scientific knowledge commercialisation’
Ariane von Raesfeld, Peter Geurs & Mark Jansen ‘When is an innovation network a nexus for path creation? A study of public nanotechnology R&D projects in the Netherlands’
Chiara Bernardi, Ivan Snehota, Marta Boffi & Giacomo Pellegatta ‘Innovation and mind: Cognitive issues in interaction’
François Scheid ‘The roles of lead users in software radical innovation’

Session J, Interaction (3)
Room K317
Chair: Michel Rod
Svenhild E. Haugnes ‘Customers in industrial networks: a typology of transformation’
Jesse Valtanen & Iriana Maenpaa ‘Customer involvement in new service development in financial conglomerates’
Hanna Komulainen & Jarkko Tapio ‘Value creation in the emerging field of infranet business’

Session K, Business & Marketing Models in Practice (3)
Room K327
Chair: Gwennéalle Oruzabalba
Maria Holmlund & Tore Strandvik ‘The significance of mental models in business’
Olga Tretjak ‘Marketing effects in a value chain’
Seock-In Hong, Thierry Roques, Tibor Mandjaj, Nizar Ibrahim & Noemi Piricz ‘How transaction cost variables and social exchange variables affect trust in supply chain relationship’

Session L, Business & Marketing Models Spatially (3)
Room K412
Chair: Catherine Sutton-Brady
Mads Bruun Ingstrup & Torben Dambaard ‘Cluster facilitation in a cluster life cycle perspective’
Ricardo Correia ‘Regional and industrial dynamics: An integrated perspective’
Daniela Corsaro, Carla Ramaos, Stephan C Hennepgen & Peter Naude ‘Value creation of different innovation network configurations: An empirical study of a science and technology park’
Stefanos Mouzas & Stephan C Hennepgen ‘The impact of globalization on networks and relationship dynamics’

Session M, Customer Attractiveness, Supplier Satisfaction (2)
Room Col 429
Chair: Holger Schiele
Annie Zhang, Roger Baxter & Mark Glynn ‘How do salespeople help make buyer’s resources available?’
Sylvie Lacoste ‘Global account attractiveness: The shift in the “give and take” negotiation process with “strategic” suppliers.’
Aniko Bodis-Schubert ‘The conceptual model of success in buyer-supplier relationship’

Session N, Governments as B2B Actors (1)
Room Col430
Chair: Bernard Cova
Thomas O’Toole & Leanne Bowe ‘The role of a government intermediary (diplomatic broker) in developing a network of relationships between Ireland and Newfoundland, Canada’
Alexandra Waluszewski ‘The state and the transnational business networks. Governmental dreams about innovation’
Chiara Canti & Alessandra Tzaninis ‘From health service quality to health system quality: A network innovation adoption and diffusion’
Hans Kjellberg & Per Andersson ‘Nothing new under the sun? Marketing the Stockholm Olympics 1912’

Track 3, Supply Chain Management (4)
Room K314
Chair: Catherine Pardo
Cristina Baptista, Luis de Castro & João Mota ‘The boundaries of the firm and the relevance of their permeability’
Michael Bourlakis, Christos Fotopoulos & George Magliras ‘Becoming a best value supply chain? The case of the Greek food chain’
Benedikte Borthström, Per Andersson, Susanne Hertz & Lars-Gunnar Mattsson ‘A rhetorical analytic approach to understand the problematic nature of supply chain integration: The case of a customer ordered production strategy’
Petra Hoffmann, Holger Schiele, Michael Song & Koos Krabbenbom ‘Supply risk management from a transaction cost and social exchange theory perspective’

Track 4, Radical Innovation (4)
Room K317
Chair: Nikky Hynes
David Ford & Mike Redwood ‘The role of a single actor in technical innovation and network evolution: An historical analysis of the leather network’
Olavi Uusitalo ‘Impacts of networks on the emergence of dominant design: Fluid glass in Canada’
Natasa Golik Klana & Ksenija Cukovic ‘Legal and confidence value as the key factors of radical industrial innovation adoption: A case of a novel steel repair technology’
Armand Smits & Robert Kok ‘Customer oriented but losing sight of the big picture: How lack of “outside” validation can limit market information processing in NPD teams’

Session J, Interaction (4)
Room K317
Chair: Christopher Medlin
Lars Eshøj ‘Relationally-responsive interaction in business’
Olimpia Oancea ‘Quantitative research on tools measuring the efficiency of integrated marketing communication used by major companies of the bakery industry in Romania’
Robert Szczepański & Justyna Gwiazdowicz-Szczepańska ‘Risk management system in business relationships: Polish case studies’
Tea Palu ‘Developing networked business models for emerging technology-based services: Underlying challenges and opportunities’
Pia Hurbomslina-Laukkanen & Anssi Tarkianen ‘Knowledge protection and knowledge sharing: Benefits and problems in networked innovation’

Session K, Business & Marketing Models in Practice (4)
Room K327
Chair: Louise Young
Olimpia Oancea ‘Quantitative research on tools measuring the efficiency of integrated marketing communication used by major companies of the bakery industry in Romania’
Robert Szczepański & Justyna Gwiazdowicz-Szczepańska ‘Risk management system in business relationships: Polish case studies’
Tea Palu ‘Developing networked business models for emerging technology-based services: Underlying challenges and opportunities’
Pia Hurbomslina-Laukkanen & Anssi Tarkianen ‘Knowledge protection and knowledge sharing: Benefits and problems in networked innovation’

Session L, Business & Marketing Models Spatially (4)
Room K412
Chair: Catherine Sutton-Brady
Mads Bruun Ingstrup & Torben Dambaard ‘Cluster facilitation in a cluster life cycle perspective’
Ricardo Correia ‘Regional and industrial dynamics: An integrated perspective’
Daniela Corsaro, Carla Ramaos, Stephan C Hennepgen & Peter Naude ‘Value creation of different innovation network configurations: An empirical study of a science and technology park’
Stefanos Mouzas & Stephan C Hennepgen ‘The impact of globalization on networks and relationship dynamics’

Session M, Customer Attractiveness, Supplier Satisfaction (3)
Room Col 429
Chair: Lars Heumer
Svenhild E. Haugnes ‘The three-step process of categorising transformation: Using a typology of transformation’
Wesley J. Johnston, Minna Rollins & Danny N. Bellenger ‘Strategic utilization of customer information or just muddling through?’
Gert Human, Peter Naude & Elsamari Botha ‘The mediating effects of dyadic relational drivers in a business-to-business buyer network’

Session N, Governments as B2B Actors (2)
Room Col430
Chair: Hans Kjellberg
Romeo V. Túran & Ben Heslop ‘Towards an integrative model of knowledge transfer: A comparative study of Australian and UK universities’
Sofia Wagner ‘Achieving innovation in healthcare: The public quasi-market paradox’
Elina Jaakkola & Matthew Alexander ‘Exploring value co-creation within networks: Actor-to-actor service provision within a public transport service system’
Bernard Cova & Robert Salle ‘Shaping projects: A Case study of unsolicited proposals in a public-private partnership’
### Saturday 3rd September

| 9.00 - 10.30 | **Track 7, Industrial Branding (1)**  
Room K317  
Chair: Michael Bourlakis  
Yi-Jen Wang 'Does “brand” work in the Taiwanese SME manufacturers' industrial purchase decision-making process?'  
Jenny Sandbacka, Satu Näätä & Jaana Tähtinen 'Corporate branding in a micro-sized industrial service company'  
Minna Mäläskä, Salla Saraniemi & Mari Juntunen 'The corporate branding networks behind B2B SMEs: Revealing the actors' | **Session D, Market Studies (1)**  
Room K326  
Chair: Robert Spencer  
Johan Hagberg & Hans Kjellberg 'Cheapest on the market? Representing prices in retail trade'  
Lars Huemer & Xiaobei Wang 'The roles of logistics service providers in supply networks: Insights from three theoretical perspectives'  
Keith Blois & Annmarie Ryan 'Examining the forms of trust in operation within financial markets: The case of the Madoff Ponzi scheme' | **Session M, International Business (1)**  
Room K327  
Chair: Stephen Tagg  
Andrew Pressey, Markus Vanharanta, Alan Gilchrist 'The emergence of deviant networks: Inside the blackbox of the international cartel'  
Cecilia Pahlberg 'A Chinese investment in Sweden vs. a Swedish Investment in China: Differences and similarities in interaction between foreign investors and political actors'  
Elina Pernu 'Making sense of global customers in internal MNC network' |
| Coffee break |  | |
| 10.30 - 11.00 | **Track 7, Industrial Branding (2)**  
Room K317  
Chair: Yi-Jen Wang  
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'  
Cecilia Cederlund 'Understanding brand orientation in industrial markets: The brand’s role during a repositioning process: From product to solution focus' | **Session D, Market Studies (2)**  
Room K326  
Chair: Luis Araujo  
Viktoria Sundqvist, Kajsa Hultén & Lars-Erik Gadde 'Intermediation in the construction industry'  
Mette Vedel 'Novel actors in the apparel industry: Modelling intermediaries in global supply networks'  
Daniela Corsaro & Ivan Snehota 'Relationship value and market practices'  
Emma Reid & John Finch 'Audience development with limited mediation: Staging musical performances in unusual settings' | **Session M, International Business (2)**  
Room K327  
Chair: Juliette Wilson  
Dóra Berend, Judit Simon & Sandor P. Szabo 'Role of guanxi in Chinese-Hungarian business networks: A qualitative approach'  
Peter Trim 'Integrated partnership development: Japanese and Korean Perspectives'  
Thandiwe Mtewza, Colin Wheeler & Stephen Tagg 'The effect of the acquisition export market knowledge through business relationships on export performance of UK SMEs' |
| 11.00 - 12.30 |  |  |
| 12.30 | Lunch and conference ends |