

This is a first version of the program. Please note: On Thursday June 20th the conference will take place in the historical building of the "Jesuitenkolleg" in the city centre. On Friday and Saturday it will be held in the building of the Faculty of Social Science and Business Administration/Economics!

Information on the University of Bamberg is available from: en.wikipedia.org/wiki/University_of_Bamberg:
information on the city of Bamberg from: www.bamberg.info/en/

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| Session | Time | Author(s) | Title | Chair | Room | # papers |
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| Thursday | city center, address: An der Universität 2 | | | | | |
| Friday | Faculty of Soc. Sc. & Economics, Feldkirchenstrasse 21 | | | | | |
| Saturday | Faculty of Soc. Sc. & Economics, Feldkirchenstrasse 21 | | | | | |

June 20th Thursday Location: City Center, Building U2 (address: An der Universität 2 / corner Jesuitenstrasse and Austrasse)

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| A1.1 | 14h15-15h15 | Björn Ivens & Michael Kleinaltenkamp Fred Wiersma | Introduction ISBM B2B Agenda exploration - presentation and discussion | Kleinaltenkamp | U2, 00.25 | |
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| A2.1 | 15h45-17h00 | Clark/Freytag Baxter/Kleinaltenkamp Rebiazina | Customer Portfolios in Use: Issues of Implementation Intended Resource inputs Into Customer Relationships Managing portfolios of interconnected customers: Evidence from Russia | Pardo | U2, 00.25 | 3 |
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| A2.1 | 17h20-18h30 | Sisodia Wilkinson/Young Bicen | Improving New Product Development Performance with Interfirm Relationships: An Investigation of Resource Flexibility Rethinking Innovation in Business Relations and Networks: A Complex Systems Perspective How do firms successfully innovate under resource limitations? | Ritter | U2, 00.25 | 3 |
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| Evening | Participants explore Bamberg on their own | | | | | |
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June 21st Friday Location: Faculty of Social and economic sciences, outside city center, (address: Feldkirchenstrasse 21)

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| B1.1 | 08h30-10h00 | Engelseth/Hammervoll Hiongphisavivat Santema Rosenback | Variation in Value Co-creation Sustained Competitiveness and Success in Business Markets Through Holistic Value Creation: A New Challenging Perspective Is Best Value thinking a way to boost results and reduce risks in performance based B2B relations ? Total Cost of Ownership as an Industrial Marketing Tool | Eggert | F135 |
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| B1.2 | 08h30-10h00 | Grajczik/Amann/Essig Dopslaf/Wise/Pflaum Tamijani/Naudé/Chaharsoughi/ Ashnai/Zandi Renault/Worm/Ulaga/Dalsace | Towards a conceptual model of industrial Category Supply Management Intercultural Aspects in Supply Chain Management – Successfully managing intercultural hurdles along the international supply chain The importance of country of origin in purchasing industrial products: The case of the valves industry in Iran Successful Solution Deployment: How can Manufacturing Firms Leverage their Channel Partners more Effectively? | Henneberg | F383 |
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| B2.1 | 10h30-12h00 | Herbst/Preuß/Kemmerling/Kluike Geiger Ritter/Geersbro Mouzas/Henneberg | Do good and convince others to do good: The impact of ethical behavior on negotiation performance “What do we need to talk about?” - Agenda Setting, Issue Management and Issue Based Tactics in Business-to-Business Sales Negotiations What is the Outcome of Selling in Business Relationships? The Use of Inter-cognitive Representations | Ulaga | F135 |
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| B2.2 | 10h30-12h00 | Borg/Young/Wilkinson Bicen Plewa/Rampersad Pardo/Ivens | NLP – the lubricator of buyer-seller relationships? Alliance Market Orientation, New Product Creativity, and New Product Performance in High-Tech Industries Trust dynamics in University-Industry relationships Key Account Management and Project Business Management cohabitation | Geiger | F383 |
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| Break | Break | Lunch at university restaurant | Location right next to conference | Break | Break |
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| 13h30-14h00 | JBM journal presentation | | Editorial board | | |
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| B3.1 | 14h00-15h30 | Geigenmüller/Leischnig/Lohmann Buliga/Schindler/Voigt: Ehret Ishihara | Examining the Role of Alliance Management Capabilities in Technology Transfer: A Configurational Analysis From the Technology Transferor’s Perspective Measures for Innovating Business Models – an Empirical Study of German SME Entrepreneurship and the rise of the service economy Knowledge transfer in MNCs: Absorptive capacity and disseminative capacity | Geersbro | F135 |
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| B3.2 | 14h00-15h30 | Terho/Kairisto-Mertanen/Bellenger/Johnston | Salesperson Goal Orientations and the Selling Performance Relationship: The Critical Role of Mediation and Moderation | Worm | F383 |
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| | | Blois/Ryan Toth/Naudé/Henneberg Zaefarian/Mitrega/Forkmann/Henneberg | The interactions of interpersonal relationships with interorganizational relationships Understanding relational customer attractiveness from the supplier perspective A Capability Perspective on Relationship Ending and its Impact on Innovation and Performance | |
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| B4.1 | 16h00-17h30 | Voeth/Herbst/Kemmerling/Schmidt Leischnig/Henneberg Jouali/Chakor Rezaee/Homayoun | Tracing the methods – Assessing the evolution of the past 15 years of empirical B-to-B marketing research Fuzzy Set Qualitative Comparative Analysis: What it is and How it Helps Understand Business Market Management Issues Buyer-seller relationship in B2B context: Quantitative approach Integrating business sustainability into the curriculum: A survey of academics | Ramos F135 |
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| B4.2 | 16h00-17h30 | Danatzi/Geiger/Grossmann/ Kleinaltenkamp/Zhu Special Session: Fairness in Inter-organizational relationships | The Effects of Structural and Social Dimensions of Perceived Fairness and Unfairness on the Quality of Buyer-Seller Relationships – A Transaction Cost Perspective Industrial Negotiations and Contract Implementation and the Role of Fairness and other Perceptual Evaluations in Buyer-Seller Relationships How to Promote a Fairer Judgment from Business Partners and Use It to Gain Inter-organizational Compliance – A Cross-Cultural Study | Kleinaltenkamp F383 |
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| | | Conference dinner at "Altenburg" above Bamberg | www.restaurant-altenburg.de/eng/plaza/altenburg_neo?pid=1220 | |
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June 22nd Saturday

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| C1.1 | 09h00 - 10h30 | Thornton/Henneberg/Naudé Chakrabarti/Ramos/Henneberg Papert/Pflaum | Organizational Networking Behaviors – Conceptualization and Operationalization An event-structure-process analysis of business interactions and actors' roles in unstable business networks Business Ecosystem Models and Management Frameworks | Leischnig F135 |
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| C1.2 | 09h00 - 10h30 | Moadmoang Bairstow/Young Lacoste Rauschnabel | Impact of Asymmetric Power on Transaction Cost Economics Alienation in Channel Marketing Relationships Moving out of a low-power position - evidence from industrial suppliers | Pardo F383 |
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| C2.1 | 11h00 - 12h30 | Courvoisier/Calmelet/Charlesworth Glynn Lam/Low/Burton | B2B marketing strategies amongst suppliers SMEs in the Swiss watch industry How supplier brands affect retailers' willingness to invest Customer retention, customer loyalty and the moderating effect of Share of Wallet (SOW) in a B2B market | Mouzas F135 |
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| | | Azim/Hassan | Understanding recent wireless and mobile technological changes for business management practises | |
| C2.2 | 11h00 - 12h30 | Lin/Ansell Smirnova/Rebiazina Takimoto/Zieliski/Takemura/Hara Martinez-Centeno/Vargaz-Hernández/ | 'Made in China': Its Future Path Customer Orientation of Russian b2b Companies: Evidence from Empirical Research The creative strategy for supplier involvement management: A proposal of new supplier involvement framework from a case of Japanese company Franchise business opportunity in Mexico | Rauschnabel F383 |