

2018 CBIM INTERNATIONAL CONFERENCE

Center for business & Industrial marketing

“Sustainable business models: integrating employees, customers and technology”

18-20 June 2018 Madrid (Spain)

PROGRAMME

MONDAY 18 JUNE

11:00	Registration		
11:45-13:00	LUNCH Room: 601 (sixth floor)		
13:00-13:15	Opening of the Conference		
13:15-14:00	<p style="text-align: center;">PLENARY SESSION Keynote Speaker. Prof. Spiros Gounaris <i>“Research Challenges & Directions in the B2B Context”</i></p> <p>Room: Assembly Hall (Ground floor)</p>		
14:00-15:30	<p style="text-align: center;">Paralell Session 1A Room: 202 <i>Chair: Barbara Niersbach</i></p> <p style="text-align: center;">STRATEGY AND BUSINESS MODELS</p>	<p style="text-align: center;">Paralell Session 1B Room: 203 <i>Chair: Pablo Lorenzo</i></p> <p style="text-align: center;">BUSINESS RELATIONSHIPS</p>	<p style="text-align: center;">Paralell Session 1C Room: 204 <i>Chair: Noémi Piricz</i></p> <p style="text-align: center;">CHANNELS, POWER AND NETWORKS</p>
	<p>Bridging business models and customer orientation: new approach development and application. <i>Denis Klimanov, Olga Tretjak.</i></p> <p>Internet-Enabled Business Models: A Net Neutrality Perspective. <i>Harald Brege, Fredrik Lindeberg.</i></p> <p>Balanced centricity and triads: strategies to reach ecosystem equilibrium in the arts sector. <i>Maria José Quero, Montserrat Díaz-Méndez, Evert Gummesson.</i></p> <p>Organizational commitment in Key Account Management as a relevant resource for a sustainable marketing business model. <i>Bjoner Ivens, Barbara Niersbach, Catherine Pardo.</i></p>	<p>How to recover B2B relationships after a failed online reverse auction? <i>Roberto Mora Cortez, Wesley Johnston.</i></p> <p>Identification of Factors Affecting Purchasing Performance. <i>Ranjan Chaudhuri, Gitesh Chavan.</i></p> <p>Legitimacy needs, practices and the impact of reform policies in an institutionalized business environment. <i>Brian Low.</i></p> <p>A measurement model of trust in green markets: A proposal for electricity customers. <i>Andrea Mezger, Klaus Rudiger, Pablo Lorenzo, Francesca Cabbiddu.</i></p>	<p>Identifying omnichannel customer segments regarding the perceived usefulness, shopping enjoyment, and social influence. <i>Ana Mosquera, Emma Juaneda Ayensa, Yolanda Sierra Murillo, Cristina Olarte Pascual.</i></p> <p>Tension management in coopetition between small- and medium-sized manufacturing firms. <i>Henrik Virtanen.</i></p> <p>Changing roles in networks – Some management questions of smart grids. <i>Noémi Piricz.</i></p> <p>Making marketing decisions in turbulent business contexts. <i>Fredrik Nordin, Annika Raval, Paul Viio.</i></p>

15:30-16:00	COFFEE BREAK		
	Room: 601 (sixth floor)		
16:00-17:30	<p>Paralell Session 2A Room: 202 <i>Chair: M. Luz Martín-Peña</i></p> <p style="text-align: center;">SERVITIZATION</p>	<p>Paralell Session 2B Room: 203 <i>Chair: Jon Charterina</i></p> <p style="text-align: center;">INNOVATION AND SERVICE DEVELOPMENT</p>	<p>Paralell Session 2C Room: 204 <i>Chair: Michael Kleinaltenkamp</i></p> <p style="text-align: center;">VALUE IN BUSINESS MARKETS</p>
	<p>How can deservitization be avoided? <i>Luiz Reni Trento, Giancarlo Medeiros Pereira</i></p> <p>Integrative Model of Servitization and Corporate Entrepreneurship. <i>Isabel Soriano Pinar, Cristina García-Magro, Sonia López-Sáiz, Luisa Reyes-Recio</i></p> <p>Servitization concept and theoretical approaches: a co-word analysis. <i>Maria José Pinillos, Eloísa Díaz-Garrido, Maria Luz Martín-Peña.</i></p> <p>Digitalization, Servitization in Manufacture and Performance. An application in Spanish Industry. <i>María Luz Martín-Peña, José María Sánchez López, Eloísa Díaz-Garrido, Cristina Cachón-García.</i></p> <p>Gamification as a technique human centered design for the improvement of the design services. <i>Cristina García-Magro, Isabel Soriano-Pinar, Cristina Cachón-García.</i></p>	<p>The role of network ties in reaching radical innovation through institutionalization. <i>Rafael Ventura, María José Quero, Montserrat Díaz-Méndez.</i></p> <p>Open innovation and business model evolution in b2b markets. <i>Tindara Abbate, Anna Codini, Barbara Aquilani.</i></p> <p>Study of the Innovation Ecosystem and Marketing of Zhongguancun Science Park. <i>Chien Wen Yu.</i></p> <p>Value and barriers from knowledge enabled technologies for firms. A study of spanish enterprises. <i>Jon Charterina, Jon Barrutia, Jon Mikel Zabala.</i></p>	<p>The Assessment of a TBL Dominant Logic in Sustainable Business Practices. <i>Nils M. Høgevoid, Gøran Svensson, Rocio Rodríguez, David Eriksson.</i></p> <p>Customer engagement and value co-creation in Professional Service Firms: a Service Dominant Logic perspective. <i>Montserrat Diaz-Mendez, María José Quero, Michael Saren.</i></p> <p>An exploration of value-in-use of big data technology: a B2B agricultural perspective. <i>Priyanka Jayashankar, Wesley Johnston, Sree Nilakanta, Reed Burres, Qui Song.</i></p> <p>Mapping Value in Business Markets: An Integrative Framework. <i>Michael Kleinaltenkamp, Andreas Eggert, Vishal Kashyap,</i></p>

20.00h Guided walking tour on historical Madrid. (From Puerta de Sol. Meeting point statue “Oso y el Madroño”). After the visit we will go to a “tapas tour”.

TUESDAY 19 JUNE

09:00-10:30	<p>Paralell Session 3A Room: 202 <i>Chair: Alicia Blanco</i></p> <p>TECHNOLOGY AND BUSINESS DEVELOPMENT</p>	<p>Paralell Session 3B Room: 203 <i>Chair: Sonia Medina-Salgado</i></p> <p>SUSTAINABLE BUSINESS</p>	<p>Paralell Session 3C Room: 204 <i>Chair: Helen Mc Grath</i></p> <p>ENTREPRENEURSHIP AND BUSINESSES</p>
	<p>Value creation with augmented reality in an industrial context. <i>Gulnar Nussipova, Nishant Kumar, Fredrik Nordin.</i></p> <p>Can Artificial Neural Network Models be Used to Improve the Analysis of B2B Marketing Research Data? <i>Dale Wilson, Harriette Bettis-Outland.</i></p> <p>Digital Technology Impact on B2B Customer Engagement and Relationship Development. <i>Lucille Pointer, Ralph Kauffman.</i></p> <p>The adoption of big data by managers of information technology companies in Spain. <i>José Ramón Saura, Pedro Palos-Sánchez, Alicia Blanco.</i></p>	<p>Winning the heart of the customer and others will follow. <i>Danielle de Boer, Nelleke de Boer, Frederik Situmeang, Rob Loke</i></p> <p>Impact of social power on trust, agent dependence, affective commitment and environmental munificence: An emerging country context. <i>Sushant Kumar, Pradip Sadarangani.</i></p> <p>Framing Past and Present Efforts and Priorities of Sustainability Initiatives. <i>Rocío Rodríguez, Goran Svensson, Nils M. Høgevoid, David Eriksson.</i></p> <p>Method for designing sustainable business models for ceramic tiles manufacturers based on life cycle approach. <i>Fernando Enrique Garcia-Muiña, Davide Settembre-Blundo, Consuelo Mugoni, Cristina Siligardi Sonia Medina-Salgado, Lucrezia Volpi, Anna Maria Ferrari.</i></p>	<p>The role of state programs in supporting entrepreneurship in industry transformation. <i>Ignat Kulkov, Magnus Hellstrom, Kim Wikstrom.</i></p> <p>Online platform business models for value co-creation within a digital entrepreneurial ecosystem in B2B settings. <i>Julio Cuc, Mario Paredes, Rafael Ventura.</i></p> <p>Organizational capabilities and innovation in Industrial Marketing: How well are we prepared to face future challenges? Case applied to B2B sector in Chile. <i>Leslier Valenzuela, Natacha Peñaloza Briones.</i></p> <p>Coopetition: A fundamental feature of entrepreneurial firms' collaborative dynamics. <i>Helen McGrath, Thomas O'Toole, Louise Canning.</i></p>
10:30-11:00	<p>COFFEE BREAK</p> <p>Room: 601 (sixth floor)</p>		
11:00-12:30	<p>Paralell Session 4A Room: 202 <i>Chair: David Nickell</i></p> <p>SUPPLY CHAIN AND RELATIONSHIPS</p>	<p>Paralell Session 4B Room: 203 <i>Chair: Mohammad S. Khalil</i></p> <p>SOCIAL MEDIA AND BUSINESS MARKETS</p>	<p>Paralell Session 4C Room: 204 <i>Chair: Edyta Rudawska</i></p> <p>INTERNATIONAL BUSINESSES</p>
	<p>Asymmetric Relationships and Sustainability of the Apparel Supply Chain A novel look at asymmetry in</p>	<p>The story behind reviews: using text-mining techniques to look beyond review stars. <i>Nelleke de Boer, Danielle de Boer,</i></p>	<p>Value-Driven versus Business-Driven Sustainability Initiatives in Health Care Organizations. <i>Rocío Rodríguez, Goran Svensson,</i></p>

	<p>supply chains. <i>Cagri Talay, Michael Ehret.</i></p> <p>The mediating role of trust and commitment on economic and non-economic satisfaction in buyer – supplier relationships. <i>Juan Carlos Sosa-Varela, Goran Svensson.</i></p> <p>Criteria for Supplier Evaluation: A Literature Review. <i>Manojkumar Dalvi, Ravi Kant.</i></p> <p>Reverse Logistics as a Sustainable Business Model: A Multi-Industry Qualitative Study. <i>David Nickell, Cheryl Brown, Minna Rollins, Ashley Grimes.</i></p>	<p><i>Frederik Situmeang, Rob Loke.</i></p> <p>Optimization of cross-selling campaigns with artificial intelligence models. <i>Raúl Gómez Martínez, Laura Pascual Nebreda, Jessica Paule Vianes.</i></p> <p>A classificatory framework of social media network marketing strategies for entrepreneurial firms. <i>Conor Drumond, Helen McGrath, Thomas O'Toole.</i></p> <p>The effect of social media communication on collaborative activities in cross-border B2B relationships. <i>Mohammad Shadab Khalil.</i></p>	<p><i>Nils M. Høgevold, David Eriksson.</i></p> <p>Knowledge Sharing and Trust in Context: A Study of Buyer-Supplier Relationship in Thailand. <i>Rapeeporn Rungsithong.</i></p> <p>Facilitating Dynamism and Interaction with Global Markets in Clusters. <i>Aihie Osarenkhoe, Daniella Fjellström.</i></p> <p>Sustainable marketing strategy in food&drink industry – a cross-country analysis of SMEs operating in Europe. <i>Edyta Rudawska.</i></p>
12:30-13:45	<p>PLENARY SESSION WORKSHOP</p> <p>10+ Habits of a Productive Researcher. Prof. Eric Boyd</p> <p>Room: Assembly Hall (Ground floor)</p>		
13:45-15:15	<p>LUNCH</p> <p>Room: 601 (sixth floor)</p>		
15:15-16:45	<p>PLENARY SESSION</p> <p>Meet the expert researchers</p> <p><i>“Best practices, strategies and advice for a successful research career”</i></p> <p>Prof. Wesley Johnston; Prof. Spiros Gounaris; Prof. Eric Boyd; Prof. Michael Kleinaltenkamp; Prof. Thomas Brashear.</p> <p>Room: Assembly Hall (Ground floor)</p>		
16:45-18:15	<p>Paralell Session 5A Room: 202 <i>Chair: Bart Kamp</i></p> <p>SALES IN BUSINESS MARKETS</p>	<p>Paralell Session 5B Room: 203 <i>Chair: Katarzyna Dębkowska</i></p> <p>B2B RESEARCH</p>	
	<p>The Hockey Stick Phenomenon in the Sales at Business B2B. <i>Jose Roberto Concha, Benjamin Cabrera.</i></p> <p>Perceived usefulness of sales technology: Modeling the role of support service and</p>	<p>The Most Influential Journals of the Last 25 Years. Bibliometric Analysis in B2B Marketing. <i>Leslier Valenzuela, Jose M. Merigó, Carolina Nicolás.</i></p>	

	<p>competitor utilization. <i>Ashwani Kumar Upadhyay, Komal Khandelwal.</i></p> <p>Web 2.0 and Social Media Impact on Hotel Choice Decisions in B2B: The Comparative Study of Russian B2B and Leisure Tourist Practices. <i>Sergey Kazakov.</i></p> <p>Assessing the commercial chances of machine tool builders to supply advanced services among their industrial clients: a Transaction Cost Economics perspective. <i>Bart Kamp.</i></p>	<p>Measurement Model of Technology Trust in Case of Online Tax Filling Solutions. <i>Joanna Ejdis.</i></p> <p>The value and relevance of academic research for business practitioners in B2B marketing. <i>Olga Dziubaniuk, Marialvanova-Gongne, Nikolina Koporčić.</i></p> <p>A proposal for using the multidimensional statistical analysis and fuzzy set qualitative comparative analysis in the assessment of business models. <i>Katarzyna Dębkowska.</i></p>
20:00	<p>GALA DINNER</p> <p>(Venue: El Casino de Madrid) Calle Alcalá 15, 28022</p>	

WEDNESDAY 20 JUNE

09:30-11:00	<p>Paralell Session 6A Room: 202 <i>Chair: Fredrik Nordin</i></p> <p>COMPETITION AND CAPABILITIES</p>	<p>Paralell Session 6B Room: 203 <i>Chair: Brian P. Brown</i></p> <p>BRANDING IN BUSINESS</p>
	<p>Port Marketing: The Role of Market Externalities. <i>Tibor Mandjak, Peter Naude, Dominic Medway, Laurent Fedi, Andrea Gelei, Julian Hofmann, Alexandre Lavissiere, Samy Belaid, Augusto Newell.</i></p> <p>How to integrate organisations following a merger or acquisition? The importance of human resources. <i>Jose Luis Rodriguez Sanchez, Marta Ortiz de Urbina Criado, Eva Maria Mora Valentin.</i></p> <p>Evaluating the robustness of cluster estimation based on marketing practices. <i>Daria Lagutaeva, Olga Tretyak.</i></p> <p>Customer attractiveness across power configurations. <i>David Fridner, Fredrik Nordin, Anders Parment.</i></p>	<p>Neuromarketing research as method for brand associations perception. <i>Anastasia Nedelko.</i></p> <p>The impacts of social media usage on B2B brand performance. <i>Francesca Magno, Fabio Cassia.</i></p> <p><u>SPECIAL SESSION.</u> B2B advertising. <i>Brian Brown.</i></p>
11:00-11:30	<p>COFFEE BREAK</p> <p>Room: 601 (sixth floor)</p>	
11:30-12:30	<p>Closing session. Prof. Wesley Johnston. Georgia State University (USA)</p>	
12:30-13:30	<p>LUNCH</p> <p>Room: 601 (sixth floor)</p>	

Note: **Room 205** is available to all participants as silent study/work room.

CO-CHAIRS José L. Ruiz-Alba. University of Westminster. (UK). María Luz Martín-Peña. University Rey Juan Carlos (Spain).
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Underground: Estación (Station) Argüelles: Lines 3, 4 & 6. Also Estación (Station) Ventura Rodríguez: Line 3. Bus (EMT): – Calle Ferraz: 74 – Calle Marqués de Urquijo: 21 – Calle Princesa: 1, 2, 44, 133, C2

DIETARY REQUIREMENTS

Most of participants have informed us about their dietary requirements completing the survey https://docs.google.com/forms/d/e/1FAIpQLSdKRC9atuD9g2gxC_dQvzCKEHqtgo3PUWNTlii4K3053B-h8w/viewform

If you need to communicate any special concern regarding food during the Conference, the contact person is Isabel Soriano isabel.soriano@urjc.es

PRESENTATIONS

Slides

Please note that presentations should be uploaded on the day of your presentation. Please use the computer that is in your presentation room.

Presenters should not provide their own laptop as presentations will be loaded onto the main session room computer. It is recommended that you bring your presentation on a USB memory stick and if possible, also carry a back-up USB version in case one file is corrupted.

Time for the presentations

You will have **20 minutes maximum** for your oral presentation plus 2-3 minutes for questions/discussion just after each presentation.

GALA DINNER

Where and when is the Gala Dinner?

The Gala Dinner is in “El Casino de Madrid” at 20:00 on Tuesday 19 June (Calle Alcalá 15, 28022 Madrid)

<http://www.casinodemadrid.es/casinoa/index.html>

What's the dress code for the Gala Dinner?

The dress code is semi-formal.

Photographs and videos

Please note that some sessions may be photographed or video recorded for further CBIM promotional use. If you do not wish to be photographed, please contact info@cbim2018.org

Police number (Policía Nacional) 091

Local Police (Policía Local) 092

Emergencies (ambulance) 061