

8th INDUSTRIAL MARKETING MANAGEMENT SUMMIT

**University of Sarajevo -
School of Economics and Business**

**January 15 - 17
2025**



Call for Papers
8th Industrial Marketing Management Summit

15-17 January 2025

University of Sarajevo – School of Economics and Business, Bosnia and Herzegovina

Deadline for paper submission is **October 20, 2024**

For more info: <https://www.efsa.unsa.ba/ef/en/immsummit>

We are excited to announce that the 8th Industrial Marketing Management Summit will be held from 15-17 January 2025 at University of Sarajevo's School of Economics and Business. Join us in the historic city of Sarajevo, with the University of Sarajevo's School of Economics and Business located in the very heart of the city. Sarajevo, being at a crossroads of civilizations, offers an interesting cultural experience, from its landmarks to its culinary delights. The city is conveniently accessible via major hubs including Frankfurt, Vienna, London, and Istanbul routes, among others. The conference venue's central location allows for an array of accommodation options, from luxurious hotels to quaint boutique inns, catering to every taste and budget.

The 8th *Industrial Marketing Management Summit* aims to continue the tradition of fostering debate, sharing cutting-edge research, and advancing the industrial markets. The summit will feature recent advancements in theory and practice within business-to-business marketing. Building upon the success of previous summits and the rich legacy of *Industrial Marketing Management*, this event promises engaging discussions, thought leadership, and practical solutions. We are excited to continue with presentation of academic research within parallel session enriched with several new elements, including a doctoral summit, as well as an academic-practitioner event.

Doctoral summit

The doctoral summit will feature doctoral dissertation research in industrial and business-to-business marketing topics. Selected students will have the opportunity to present their work at the doctoral summit and obtain valuable feedback from the senior faculty members. Attendees at the doctoral summit can also look forward to a series of talks covering a wide range of topics.

An academic-practitioner event

This event aims to foster a dynamic exchange of ideas, where practitioners will present their challenges and work with academics to discuss those challenges. Attendees will have the unique opportunity to engage in discussions and participate in collaborative workshops, aiming to inspire new academic-practitioner collaborations. This new format was already featured in the previous IMM Summits and yielded new collaborations that we are especially proud of.

Special Issue

The authors of the best papers presented at the 8th Industrial Marketing Management Summit will be invited to submit their manuscripts for review in *Industrial Marketing Management* (IMM) special issue. All submissions for special issue should be made through the *Industrial Marketing Management's* [submission system](#) by using the dropdown box **8th IMM Summit**. All invited papers will go through the blind peer review process with at least two double-blind peer reviews of each manuscript. We expect that 12 months after the IMM Summit, the special issue will be ready for publication. More information about submission of invited outstanding papers will be available on January 30, 2025.

Please note that the acceptance of a paper to the 8th IMM summit conference is not a guarantee of publication by the IMM. Only a limited number of outstanding papers will be published in this special issue.

Tentative Program¹

- Wednesday, January 15: Registration and Doctoral Summit
- Thursday, January 16: Opening, Parallel Sessions and Gala Dinner (featuring the best doctoral paper and the best conference paper)
- Friday, January 17: Parallel Sessions and Academic-Practitioner Event

Important details:

- Deadline for paper submission is **October 20, 2024**.
- Please send the paper to Maja Arslanagic-Kalajdzic (maja.arslanagic@efsa.unsa.ba) and Selma Kadic-Maglajlic (skm.marktg@cbs.dk) and cc'ed the IMM editors Adam Lindgreen (adli.marktg@cbs.dk) and Anthony Di Benedetto (tonyd12345@icloud.com).
- Accept/Reject Notifications Sent: **Late November**
- Early-Bird Registration before December 10: Doctoral students (250,00 EUR)
- Early-Bird Registration before December 10: Faculty Registration (480,00 EUR)
- Faculty Registration after December 10: 550,00 EUR

Preparation and submission of paper and review process

Submissions should be about 2,500-4,000 words in length (everything included) and submitted by email to Summit co-chairs. Authors are requested to submit two files: Title file with information about the authors, their affiliations and contacts and manuscript file where authors must avoid revealing their identities in the body or reference section of the paper. Authors are advised to refer to the [Guide for Authors](#) before submission. If the paper is submitted for the doctoral summit, this should be specified in the body of both files that are submitted.

We look forward to your participation in the 8th *Industrial Marketing Management Summit* in historical Sarajevo.

See you!

Kind regards,

Maja Arslanagic-Kalajdzic
Associate Editor, *IMM*

Selma Kadic-Maglajlic
Associate Editor, *IMM*

Adam Lindgreen
Co-Editor-in-Chief, *IMM*

Anthony Di Benedetto
Co-Editor-in-Chief, *IMM*

¹ The final program will be announced 3 weeks before the Summit