

# 8<sup>th</sup> INDUSTRIAL MARKETING MANAGEMENT SUMMIT



University of Sarajevo -  
School of Economics and Business  
January 15 - 17  
2025

[www.efsa.unsa.ba/ef/en/immsummit](http://www.efsa.unsa.ba/ef/en/immsummit)

## DETAILED PROGRAM

Location: School of Economics and Business - University of Sarajevo (SEBS)



WEDNESDAY, JANUARY 15<sup>TH</sup> 2025

10:00 - 13:00	Networking through Sightseeing (Meeting Point: <a href="#">School of Economics and Business</a> ) - <i>Optional, signup via Whats'App group on January 13</i>
13:45 - 14:15	Doctoral Summit - Registration and Welcome Coffee, <i>E-net Center, III floor</i>
14:15 - 14:45	Doctoral Summit - PhD Project Showcase by Ali Anwar, <i>CEEPR<sup>1</sup>, III floor</i>
14:45 - 16:00	<p>PhD Session (Pia Hautamäki, Ad de Jong, and Torsten Ringberg will provide expert feedback to PhD students), <i>CEEPR</i></p> <ul style="list-style-type: none"><li>• More than 'I' in Top Management Teams? The Impact of Leadership Styles on Cross-Functional Cooperation and the Moderating Role of TMT Cohesion <i>Michael Georg Eichinger and Andreas Bausch</i></li><li>• Drivers of Marketing Agility in B2B Family-owned Businesses: Key Factors and Mechanisms of Influence <i>Lucija Mihotić and Gregor Pfajfar</i></li><li>• Social Enterprises as Key actors in the Emergence of Circular Service Ecosystems: a Service-Dominant Approach <i>Violeta Bouzada-Novoa and Marta Rey-Garcia</i></li></ul>

<sup>1</sup> CEEPR - The Center of Excellence for Evaluation and Policy Research

# 8<sup>th</sup> INDUSTRIAL MARKETING MANAGEMENT SUMMIT



University of Sarajevo -  
School of Economics and Business

January 15 - 17  
2025

[www.efsa.unsa.ba/ef/en/immsummit](http://www.efsa.unsa.ba/ef/en/immsummit)

## WEDNESDAY, JANUARY 15<sup>TH</sup> 2025

16:15 - 17:30	<p>PhD Session (Pia Hautamäki, Ad de Jong, and Torsten Ringberg will provide expert feedback to PhD students), <i>CEEPR</i></p> <ul style="list-style-type: none"><li>• Data-driven Service Innovation: A Platform Evolution View <i>Chipo Ziyambe, Christian Kowalkowski, and Lars Witell</i></li><li>• “The Delicate Hand” - Customer Referencing through Boundary Spanners and Boundary Objects in Finnish Health Technology SMEs <i>Wiik Josefin and Maria Ivanova-Gongne</i></li><li>• The Positive Side of Asymmetric Structure and Power Exploitation in Channel Relationship: A Meta-Analytic Review of Cultural Dimension Contingencies <i>Liu Yuerong, Xu Juan and Wang Haoran</i></li></ul>
17:30 - 18:30	IMM Summit Registration and Welcome Gathering, ( <i>SEBS's main hall</i> )
19:00	Networking through Tastes ( <u><a href="#">Bistro Grappa</a></u> ) - <i>Optional, please signup via Whats'App group on January 13</i>

## THURSDAY, JANUARY 16<sup>TH</sup> 2025

09:00 - 09:20	Welcome Addresses by Meliha Bašić, Dean of SEBS and Adam Lindgreen, Co-Editor in Chief of IMM, moderated by Selma Kadić-Maglajlić, Associate Co-Editor of IMM, <i>E-net Center (Room A)</i>
---------------	---

# 8<sup>th</sup> INDUSTRIAL MARKETING MANAGEMENT SUMMIT



University of Sarajevo -  
School of Economics and Business  
January 15 - 17  
2025

[www.efsa.unsa.ba/ef/en/immsummit](http://www.efsa.unsa.ba/ef/en/immsummit)

THURSDAY, JANUARY 16<sup>TH</sup> 2025

09:20 - 10:15	Keynote Talk and Q&A, Professor Christian Kowalkowski - <i>Customer Experience Management in B2B Markets: CXM Value Propositions and Archetypical CXM Strategies</i>	
10:15 - 10:45	Coffee Break, <i>E-net Center (SW-EWC)</i>	
10:45 - 12:15	<b>E-net Center (Room A)</b>  <b>1.A: Transformation of B2B Sales Relationships</b> Session chair: Grzegorz Leszczyński  <ul style="list-style-type: none"> <li>Exploring Immersive Technologies in B2B Selling: A Research Agenda. <i>Tim Kalwey, Drew Franklin, Rangarajan Deva, and Shahper Richter</i></li> <li>Gen-AI &amp; B2B Sales - Where to apply? A Classification of the Current Applicability of Generative AI along the B2B Sales Process with regard to Different Types of B2B Goods <i>Fabian Ramon Schmid and Matthias Schlipf</i></li> <li>Digital Twins Use and Customer Success in B2B Settings <i>Robert Mora Cortez and Michel Van der Borgh</i></li> <li>Digital Transformation in B2B Relationships: Research Topic and Gaps <i>Piotr Kwiatek and Grzegorz Leszczyński</i></li> </ul>	<b>CEEPR</b>  <b>1.B: Dynamics of B2B Relationships</b> Session chair: Nektarios Tzempelikos  <ul style="list-style-type: none"> <li>The Importance of Trust and Commitment in Online B2B Relationships <i>Wu Shanshan, Chris Raddats, and Severina Cartwright</i></li> <li>KAM Identity Sides: Where Relational Meets Individual/Collective <i>Catherine Pardo, Zoran Latinovic, and Björn Sven Ivens</i></li> <li>Relationship Value in Business Markets: Expanding the Nomological Network <i>Nektarios Tzempelikos and Outi Blackburn</i></li> <li>Relational Contracting Norms: A Qualitative Empirical Study of Norm Structures and Dynamics <i>Björn Sven Ivens</i></li> </ul>
12:15 - 13:15	Lunch Break, <i>E-net Center (SW-EWC)</i>	

# 8<sup>th</sup> INDUSTRIAL MARKETING MANAGEMENT SUMMIT



University of Sarajevo -  
School of Economics and Business

January 15 - 17  
2025

[www.efsa.unsa.ba/ef/en/immsummit](http://www.efsa.unsa.ba/ef/en/immsummit)

THURSDAY, JANUARY 16<sup>TH</sup> 2025

13:15 - 14:45	<p><b>E-net Center (Room A)</b></p> <p>2.A: Servitization and Sales Dynamics Session chair: Konstantinos Rigopoulos</p> <ul style="list-style-type: none"> <li>• Understanding the Impact of Servitization on the Sales Function in Industrial Manufacturing Companies: A Research Agenda <i>Ali Anwar, Colleen E. McClure, and Rangarajan Deva</i></li> <li>• Customer Education in Value-Based Selling <i>Florea Dorian, Ashwin Baliga, Deva Rangarajan, and Tobias Schäfers</i></li> <li>• The Role of Salespeople in Servitization - A Social Capital Perspective <i>Eva Lexutt, Konstantinos Rigopoulos, and Kostas Kaminakis</i></li> <li>• The Role of Emotional Demands, Resilience, and Collaborative Culture in Voluntary and Involuntary Presenteeism: Insights from Sales Professionals <i>Rıfı Buğra Bağcı, Ömer Gizlier, Mahmut Demirkiran, Mehmet Çetin, and İsmail Gölgeci</i></li> </ul>	<p><b>CEEPR</b></p> <p>2.B: Digitalization in B2B Chains Session chair: Božidar Vlačić</p> <ul style="list-style-type: none"> <li>• Applying AI along Various Stages of Customer Journey: Are We Missing the Most Important Angle? <i>Maria M. Smirnova and Dominik Henkel</i></li> <li>• Navigating Supplier Relationships: Supplier Journey and the Role of Digital Technologies <i>Désirée A. C. Wieland</i></li> <li>• The Impact of Upstream and Downstream Digitalization on Supply Chain Integration: A Multiple-Channel Perspective <i>Aleksa Dokić, Božidar Vlačić, and Marina Dabić</i></li> <li>• Digital Transformation in Buyer-Seller Relationships within an Ecosystem: What's the Impact on Engagement? <i>Geneviève Winninger Lemaquis, Stéphane Bourliataux-Lajoinie, and Barbara Niersbach</i></li> </ul>
14:45 - 15:15	Coffee break, <b>E-net Center (SW-EWC)</b>	

# 8<sup>th</sup> INDUSTRIAL MARKETING MANAGEMENT SUMMIT



University of Sarajevo -  
School of Economics and Business

January 15 - 17  
2025

[www.efsa.unsa.ba/ef/en/immsummit](http://www.efsa.unsa.ba/ef/en/immsummit)

THURSDAY, JANUARY 16<sup>TH</sup> 2025

<p>15:15 - 16:45</p>	<p><b>E-net Center (Room A)</b></p> <p>3.A: Shaping the B2B future Session chair: Thomas Ritter</p> <ul style="list-style-type: none"> <li>• Pathways to the Industrian Metaverse: A Qualitative Exploration of Use Cases, Challenges, and Opportunities <i>Dominik A.Henkel and Björn Sven Ivens</i></li> <li>• Developing a Framework of Data Reactance <i>Carsten Lund Pedersen and Thomas Ritter</i></li> <li>• Mapping Dynamic Capabilities and Performance Relationship in Exporting: A Taxonomy and Research Agenda <i>Cagla Dayangan and Bilge Aykol</i></li> <li>• B2B Trade Fairs - A Market Evolution Perspective <i>Sophie Feldner, Dominik Hettich and Torsten Bornemann</i></li> </ul>	<p><b>CEEPR</b></p> <p>3.B: Sustainability in B2B Markets Session chair: Dubravka Sinčić</p> <ul style="list-style-type: none"> <li>• Selling Sustainable Solutions and Emerging Tensions: Towards a Conceptual Framework and Future Research Agenda <i>Heiko Fischer, Colin Gabler, Omar Itani, Joona Keränen, Myles Landers, and Rangarajan Deva</i></li> <li>• Does Sustainable Marketing Orientation contribute to organisational performance? <i>Dubravka Sinčić and Andrea Lučić</i></li> <li>• The Role of B2B Sales Teams in Responding to Environmental Regulations <i>Carle Rikke and Pia Hautamaki</i></li> <li>• How do B2B SMEs Implement Green Business Strategies? The Key Roles of Customer Orientation, Entrepreneurial Orientation, and Environmental Regulation <i>Francisco Villegas, Stefan Marković, Mehdi Bagherzadeh, Milena Micevski, Leslier Valenzuela-Fernandez, and Cristina Sancha</i></li> </ul>
<p>19:30 - 23:00</p>	<p>Conference dinner (<a href="#">Restaurant Kibe Mahala</a>)* You can choose between a scenic 15-minute uphill walk or a quick taxi ride to reach the restaurant.</p>	

# 8<sup>th</sup> INDUSTRIAL MARKETING MANAGEMENT SUMMIT



University of Sarajevo -  
School of Economics and Business

January 15 - 17  
2025

[www.efsa.unsa.ba/ef/en/immsummit](http://www.efsa.unsa.ba/ef/en/immsummit)

FRIDAY, JANUARY 17<sup>TH</sup> 2025

08:30 - 09:00	Good Morning Coffee, <i>E-net Center (SW-EWC)</i>	
09:00 - 10:30	<b>E-net Center (Room A)</b>  <b>4.A: Digital platforms and B2B Insights</b> Session chair: Ruiqi Wei  <ul style="list-style-type: none"> <li>• A Platform for the Greater Good: How can Digital Platforms Facilitate Social Innovation? <i>Ruiqi Wei</i></li> <li>• Emergence and Dynamics of Value Proposition Position: A Case Study of a Digital Platform in Logistics <i>Daniela Micu</i></li> <li>• Mapping the Evolution of B2B Marketing Research: A Structural Topic Modelling Approach <i>Hornig Stefanie, Martin Wetzels, Ruud Wetzels, Philipp Klaus, and Ines Wilms</i></li> <li>• Collaborative Constellations and Conceptual Confusion: Practitioner perceptions of the ecoystem and network concepts <i>Anna Greta Nyström</i></li> </ul>	<b>CEEPR</b>  <b>4.B: B2B Branding and Beyond</b> Session chair: Ilias Kapareliotis  <ul style="list-style-type: none"> <li>• Employers' Branding during the GENZera: A Conceptualized Approach <i>Ilias Kapareliotis, Nefeli Iliopoulous, and Christina Giakoumaki</i></li> <li>• Antecedents and Consequences of Corporate Brand Avoidance in B2B Context: A Structural Equation Modelling Approach <i>Amélia Brandão, Rui Pinto, and Carlos Brito</i></li> <li>• How B2B Branding Research Measures Up: A Systematic Review of Key Themes, Theories, and Methods <i>Edwin Nijssen, Christian Kowalkowski, and Joona Keränen</i></li> <li>• Customer Advisory Boards (CABs): Current Status, Research Gaps, and Future Research Directions <i>Dorian Florea and Shanka Mesay Sata.</i></li> </ul>

# 8<sup>th</sup> INDUSTRIAL MARKETING MANAGEMENT SUMMIT



University of Sarajevo -  
School of Economics and Business

January 15 - 17  
2025

[www.efsa.unsa.ba/ef/en/immsummit](http://www.efsa.unsa.ba/ef/en/immsummit)

FRIDAY, JANUARY 17<sup>TH</sup> 2025

09:00 - 10:30	<b>E-net Center (SW-EWC)</b>  <b>4.C: Global Strategy and Marketing Agility</b> <b>Session chair: Gregor Pfajfar</b>  <ul style="list-style-type: none"> <li>• The Big Fish in a Little Pond? How B2B vs. B2C Sales FDI Projects Choose Global Locations <i>Juan Xu (Grace), Shanqing Du (Helen), Liu (Cindy) Yuerong, and Hong Hae-Jung</i></li> <li>• Drivers of Marketing Agility in B2B Family-owned Businesses: Key Factors and Mechanisms of Influence <i>Lucija Mihotić and Gregor Pfajfar</i></li> <li>• The Future of B2B Marketing Research: A Delphi Study <i>Stefanie Hornig</i></li> </ul>	
10:30 - 11:00	Coffee Break, <b>E-net Center (SW-EWC)</b>	
11:00 - 12:00	Academic-Practitioner Event - Company Cases Presentation by <a href="#">Nelt</a> and <a href="#">Zanat</a> , <b>E-net Center (Room A)</b>	
12:00 - 13:00	Lunch Break, <b>E-net Center (SW-EWC)</b>	
13:00 - 14:30	Academic-Practitioner Event, Cont., <b>E-net Center (Room A)</b>  Framing Research Projects with <a href="#">Nelt</a> Session chair: Tobias Schäfers	Academic-Practitioner Event, Cont., <b>Zanat's Showroom</b>  Framing Research Projects with <a href="#">Zanat</a> Session chair: Selma Kadić-Maglajlić
14:30 - 15:00	Farewell Coffee - <b>E-net Center (SW-EWC)</b>	