

**CBIM 2017 WORKSHOP PROGRAM**  
**19-21 JUNE 2017**  
**STOCKHOLM BUSINESS SCHOOL**

**Monday 19 June 2017**

<b>11:00</b>	<b>Registration- Location House 3 A</b>	
<b>12:00-13:00</b>	<b>Lunch and get together</b>	
<b>13:00-13:15</b>	<b>Opening of the Workshop</b>	
<b>13:15-13:45</b>	<b>Keynote I: Prof. Pervez Ghauri, University of Birmingham, U.K. Room: Gröjer house 3</b>	
<b>14:00-15:00</b>	<b>Session 1A Room: TBA Track: Internationalization</b>	<b>Session 1B Room: TBA Track: Business Relationships</b>
	Mette Vedel and Per Servais. <i>From channels and chains to business networks – the role of entry modes and nodes in a firm's internationalization</i>	Satu Nätti and Pauliina Ulkuniemi. <i>Personification in professional service relationships</i>
	Christina Papadopoulou, Aristeidis Theotokis and Magnus Hultman. <i>Psychic Distance and Export Price Adaptation among B2B firms: A Managerial Decision Making Perspective</i>	Ossi Pesämaa, Peter Dahlin and Christina Öberg. <i>Reduction of Negative Effects from the Dark Side of Cooperative Business Relationships</i>
	Sara Melén Hånell, Emilia Rovira Nordman and Daniel Tolstoy. <i>What scope of geographical operations is most beneficial for the smaller firms? A comparison of the internalization approach and the internationalization process approach</i>	Jakob Rehme, Daniel Ellström and Johan Holström. <i>Power in Buyer-Seller Relationships</i>
<b>15:00-15:30</b>	<b>COFFEE BREAK</b>	
<b>15:30-17:00</b>	<b>Session 2A Room: TBA Track: Marketing Capabilities, Business Models</b>	<b>Session 2B Room: TBA Track: Marketing Innovation</b>
	Thomas Ritter, Carsten Pedersen and Hans Eibe Sørensen. <i>Capabilities for Data-Driven Growth in B2B Firms</i>	Ali Yakhlef. <i>The production and reproduction of management/marketing novelty in organisations: an improvisational approach</i>
	Harald Brege and Daniel Kindström. <i>Extending Market Orientation: Developing Proactive Strategies for Increased Performance</i>	Pablo Cabanelas, Jose Sánchez-Gutiérrez, Jesus F. Lampon and Tania Elena González-Alvarado. <i>Value creation and competitiveness: the influence of relationship capabilities and marketing innovation</i>
	Annika Ravald, Mikael Paltschik and Sören Kock. <i>Avenues for business model transformation in SME-companies</i>	Elena Popkova. <i>Innovational process in the context of B2B marketing: peculiarities and perspectives</i>
	Cecilia Lindh and Emilia Rovira Nordman. <i>The impact of affective commitment on IT-capability and information exchange – A study of industrial business relationships</i>	Natasha Clennell and Judy Zolkiewski. <i>Managing and profiting from innovation in strategic networks</i>
<b>17:00-19:00</b>	<b>LIGHT DINNER</b>	

**Tuesday 20 June 2017**

<b>09:00-09:30</b>	<b>Keynote II: Prof. Cristina Mele, University of Naples Federico II Room: Gröjer house 3</b>	
<b>09:30-10:30</b>	<b>Session 3A Room: TBA Track: International Business</b>	<b>Session 3B Room: TBA Track: Business and Society</b>
	Minna Jukka. <i>Expectations for buyer-supplier relational exchange: Chinese, Finnish, and Russian perspectives</i>	Virpi Havila and Christopher Medlin. <i>A stakeholder approach to plant closure</i>
	Maarit Halttunen, Outi Kettunen and Katariina Palomäki. <i>Challenges of channel relationships in international markets - a</i>	Peter Dahlin and Christina Öberg. <i>Sharing Economy – For Whom?</i>

	<i>case study in an SME</i>	
	Susanne Gretzinger, Anna Marie Dyhr Ullrich and Svend Hollensen. <i>Getting Embedded in Industry Networks Abroad: The Case of LINAK A/S</i>	Mikael Ottosson, Thomas Magnusson and Hans Andersson. <i>From niches to market shaping - the qualification of the Swedish biogas sector</i>
<b>10:30-11:00</b>	<b>COFFEE BREAK</b>	
<b>11:00-12:30</b>	<b>Session 4A Room: TBA Track: Value Creation</b>	<b>Session 4B Room: TBA Track: Business Market Buying</b>
	Nina Hasche. <i>A search for a deeper understanding of value co-creation in business relationships</i>	R. Dale Wilson and Debra S. Silverman. <i>Using Predictive Marketing Analytics for Prospect Analysis, Churn, and Winback in B2B Marketing</i>
	Tore Strandvik, Kristina Heinonen and Sanna Vollmer. <i>Revealing business customer's hidden value formation: a Customer-Dominant Logic perspective</i>	Gitesh Chavan and Ranjan Chaudhuri. <i>Fifty Shades of Ray in Industrial Buying: A Bibliometric Analysis</i>
	Otto Rosendahl. <i>Justification of value calculations in B2B buying centers</i>	Maximilian Huber and Michael Kleinaltenkamp. <i>A typology of business usage center members</i>
	Hanna Komulainen, Saila Saraniemi, Pauliina Ulkuniemi and Marianne Ylilehto. <i>End-customer value as the driver for restructuring the service supply chain - empirical examination in the banking sector</i>	Eli Gimmon, Yanay Farja and Zeevik Greenberg. <i>To be or not 2B? The effect of target market choice on SMEs' growth in peripheral regions</i>
<b>12:30-14:00</b>	<b>LUNCH</b>	
<b>14:00-14:30</b>	<b>Keynote III: Prof. Jaana Tähtinen, University of Turku, Finland Room: Gröjer house 3</b>	
<b>14:30-15:30</b>	<b>Session 5A Room: TBA Track: Business Market Interactions</b>	<b>Session 5B Room: TBA Track: Entrepreneurship</b>
	Marie Blachetta and Michael Kleinaltenkamp. <i>Dispersion of marketing activities in business-to-business-companies</i>	Reema Akhter. <i>Role of immigrant entrepreneurs and how they develop their relationships in a new and foreign industrial network.</i>
	Christopher Medlin and Jan-Ake Tornroos. <i>Industrial network research: Extending the Interaction and Actor-Resource-Activity models</i>	Olga Dziubaniuk and Maria Ivanova-Gongne. <i>Adaptation to new ethical values: A case of Russian immigrant entrepreneurs in Finnish business networks</i>
	Vincent Fremont, Jens Eklinder-Frick, Lars-Johan Åge and Aihie Osarenkhoe. <i>Understanding interaction through boundary objects - How digitalization affects activity coordination</i>	Dan Horne. <i>Facilitating Channel Flows through Payment Innovation: Lessons from Micro-entrepreneurs in East Africa</i>
<b>15:30-16:00</b>	<b>COFFEE BREAK</b>	
<b>16:00-17:30</b>	<b>Session 6A Room: TBA Track: Relationship Dynamics</b>	<b>Session 6B Room: TBA Track: Marketing Management</b>
	Jaana Tähtinen and Maria Holmlund. <i>Business Relationship Dynamics as Stability and Change</i>	Roberto Mora Cortez and Wesley J. Johnston. <i>Cultivating Market Wisdom and Adaptive Marketing Capabilities in B2B settings</i>
	Katayoun Zafari, Sergio Biggemann and Tony Garry. <i>Structure and dynamics of relationship in turbulent environments</i>	Mario Kienzler, Christian Kowalkowski, Martin Larsson and Per Carlborg. <i>Managerial Intuition in Price Setting: Boon or Bane?</i>
	Richard Glavee-Geo, Per Engelseth and Arnt Buvik. <i>Power asymmetry and performance: Does social satisfaction matter as much as economic satisfaction in captive supplier-buyer relationships?</i>	Jon Charterina-Abando and Gloria Aparicio De Castro. <i>Marketing management differences in craft brewing: A comparative analysis using the Business Model Canvass</i>
	Abena Yeboah-Banin, Magnus Hultman and Nathaniel Boso. <i>Relational dynamics and customer satisfaction through improvisation in B2B sales</i>	Kristian Philipsen and Per Freytag. <i>Reposition in industry and network due to technological innovation: supplementing and/or competing explanations?</i>

18:00	Bus departs for gala dinner
18:30	GALA DINNER ON Waxholm III

### Wednesday 21 June 2017

09:30-10:30	Session 7A Room: TBA Track: Emerging Markets	Session 7B Room: TBA Track: Servitization
	Tibor Mandjak, Samy Belaid and Peter NaudÉ. <i>The development of trust over time in the Tunisian Automotive Sector</i>	Hajime Kobayashi, Yoritoshi Hara and Masataka Hashimoto. <i>The paradox of servitization: How to design PSSs</i>
	Olga Gulakova, Vera Rebiazina and Maria Smirnova. <i>How do Russian B2B firms understand and implement customer orientation?</i>	Jose Ruizalba, Anabela Soares and Javad Izadi. <i>Servitization of manufacturing: exploring financial performance</i>
	Olga Kusraeva. <i>Specific features of the relationships in Russian Agribusiness caused by food embargo.</i>	Jon Charterina-Abando, Julian Pando-García and Iñaki PeriÁñez-Cañadillas. <i>Critical generic competences in the selection of graduates in Business Studies: Implications for university graduate programs</i>
10:30-11:00	COFFEE BREAK	
11:00-12:00	Closing Session: Prof. Wesley J. Johnston, Georgia State University, USA Room: Gröjer house 3	
12:00-13:30	LUNCH	

#### ORGANIZING COMMITTEE

<b>Prof. Fredrik Nordin</b> Stockholm Business School, Stockholm University	<b>Assoc. Prof. Nishant Kumar</b> Stockholm Business School Stockholm University
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<b>Visiting adress:</b> Kräftriket 3A Roslagsvägen 101 Stockholm	For details visit the website: <a href="http://www.cbim2017.org">www.cbim2017.org</a> or write an email: <a href="mailto:cbim2017.sbs@su.se">cbim2017.sbs@su.se</a>
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