



**ACADEMY OF MARKETING 3rd B2B MARKETING COLLOQUIUM
UNIVERSITY PARIS 1 PANTHEON SORBONNE-BOURNEMOUTH UNIVERSITY-
23-24 June 2016**

**ADDRESSING THE BIG PICTURE: MACRO-ENVIRONMENT
CHANGES AND B2B FIRMS**

Paris, France

Keynote speaker and workshop host

**Professor Peter Laplaca,
Editor of Industrial Marketing Management**

Papers presented at this conference will be considered for publication
in a special issue of the journal
Industrial Marketing Management

ADDRESSING THE BIG PICTURE: MACRO-ENVIRONMENT CHANGES AND B2B FIRMS

To-date, B2B research has examined the factors that drive successful buyer/seller relational exchanges in business markets. However, the focus has mainly been on the supplier, the customer and/or the interaction between them, with little attention being paid to the impact of macro-factors on these interactions. The result is limited knowledge of the complexities that the broader macro-environment encompasses, how these affect the theory and practice of B2B marketing and how their management could be a source of differentiation for B2B firms. In other words, the ‘big picture’ of where and how B2B firms operate is still lacking.

Macro-environmental changes are both major and uncontrollable. They range from political and legal changes, to demographic and social conditions, as well as technological developments, natural disasters and civil wars. These factors influence firms’ decision making, their strategies, innovation, technological prowess, and market performances. . This need, to address the big picture of the impact of the macro environment on B2B firms, provides the topical basis for this Call for Papers.

Relevant topics for the colloquium and special journal issue include (but are not limited to):

- Analysis of B2B relationships and firm responses to macro environmental changes.
- The management of macro-environment changes by B2B firms in the present and the future.
- The effects of political changes on B2B relationships e.g. the current discussions on Britain’s continued membership of the EU
- Legal changes, e.g., the growth of patent applications and issues of Intellectual property as indicators of firms’ R&D and innovation activities in a country or countries.
- Social and psychological effects of B2B activities with the business customers.
- The impact of technological changes, e.g. how Social media is affecting B2B firms’ intelligence gathering and product marketing for their B2B
- How environmental factors affect (positively or/and negatively) relational exchanges in B2B markets.
- Value co-creation between firms and/or sub-contractors in similar or different industries
- Other topics affecting B2B firms, such us services marketing, customer relationship management, supply chain management and logistics.

This colloquium is dedicated to researchers in B2B marketing. Day one will provide an opportunity for authors to present their papers and gain feedback from their B2B peers. On day two the keynote speaker will provide insight into how to get published in top B2B journals. Papers presented at this conference will be considered for publication in a special dedicated issue of Industrial Marketing Management

Programme

Day 1

- 8.15-8.30 Welcome and refreshments
- 8.30-10.30 Parallel Session 1 Paper presentation
- 10.30- 10.45 Coffee break
- 10.45-13.00 Parallel Session 2 Paper presentation
- 13.00-14.00 Lunch
- 14.00-15.45 Parallel Session 3 Paper presentation
- 15.45-16.00 Coffee break
- 16.00-17.30 Parallel Session 4 Paper presentation
- 19.00 Dinner

Day 2

- 7:30 – 8:00 Refreshment
- 8:00 12:00 Keynote Session:
How to get published in a top B2B journal
Chair: Professor Peter Laplaca
- 12:00 – 12:15 Coffee break
- 12:15-14.00 Keynote Session:
B2B research needs: Advancing the discipline
Chair: Professor Peter Laplaca
- 14.00 Lunch and close of colloquium

Deadlines

- 1st May 2016 : Paper submission closes at midnight
- 8th May 2016 : Paper decision notified to authors: The papers will undergo a rapid-response review process by the review panel.
- 31st May 2016: Final deadline for revised papers
- 10th June 2016: Conference registration deadline

Paper Format & Review

- Paper length is a minimum of 5 pages and maximum of 7 pages.
- Format is expected to follow the standard guidelines for IMM (guidelines can be found at <https://www.elsevier.com/journals/industrial-marketing-management/0019-8501/guide-for-authors>).
- Papers should be submitted to kkooli@bournemouth.ac.uk. Do not submit papers to the IMM paper submission website.
- Manuscripts must be original, unpublished works not concurrently under review for publication at another outlet.
- Success in the review process will not guarantee publication in the special issue, but in order to be accepted for special issue publication, papers need to be presented at the colloquium.

Please address questions regarding the special issue to kkooli@bournemouth.ac.uk

Colloquium fees

Academics € 300

PhD students € 200

To register for the conference please go to <http://b2b2016.sciencesconf.org>

IMPORTANT

Due to the late registration date, there will be no refund of the fees for cancellation.

Organising team

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