





Conference program

## BMM-EMAC 8th Biennial International Conference on Business Market Management in Association with EMAC

Graz, July 6-8, 2017

We would like to thank our conference partners for their valuable support:



| Thursday, July 6, 2017    |  |  |
|---------------------------|--|--|
| 12.30 p.m. – 2.45<br>p.m. | Conference Registration, RESOWI - Center, Section E, Ground floor  |  |
| 1 p.m. – 1.30<br>p.m.     | Conference Opening, RESOWI - Center, Section E, Room: HS 15.04   |  |
| 1.30 p.m. – 2.45<br>p.m.  | Introductory Keynote Panel, Room: HS 15.04<br>Lisa K. Scheer, Robert J. Trulaske Sr. College of Business at the University of Missouri, U.S.A.<br>Kenneth H. Wathne, UiS Business School, University of Stavanger and BI Norwegian Business School, Norway<br>Moderation: Vishal Kashyap, School of Business, Economics and Social Sciences, University of Graz, Austria |  |
| 3.15 p.m. – 5.15<br>p.m.  | Guided City Tour Graz, Meeting Point: RESOWI - Center, Main Entrance   |  |
| 5.30 p.m. – 7.30<br>p.m.  | Welcome Reception at Graz City Hall, Hauptplatz 1  |  |

| Friday, July 7, 2017    |  |   |  |
|-------------------------|--|---|--|
| 8.30 a.m. – 5<br>p.m.   | Conference Registration, RESOWI - Center, Section E, Ground floor  |   |  |
|                         | PERFORMANCE IMPLICATIONS OF B2B MARKETING         ROOM: HS 15.04           Session chair: wolfgang ulaga         ROOM: HS 15.04  | RELATIONSHIPS AND B2B MARKETINGROOM: HS 15.05Session Chair: Lisa scheer   |  |
| 9 a.m. – 9.30<br>a.m.   | Mastering the Free-to-Fee Service Transition in Business Markets: A Taxonomy,<br>Roadmap, and Agenda for Academic Inquiry<br>Wolfgang Ulaga, W. P. Carey School of Business at the Arizona State University, USA<br>Mekhail Mustak, Turku School of Economics, Finland<br>Marcella Grohmann, ETH Zurich, Switzerland   | A Typology of Business Usage Center Members<br>Maximilian Huber, Free University Berlin, Germany<br>Michael Kleinaltenkamp, Free University Berlin, Germany   |  |
| 9.30 a.m. – 10<br>a.m.  | Third-Party Price Reports: A Value Added Service in B2B Markets or a Tool Leading to<br>Inefficient Pricing and Collusive Activity?<br>Steven R. Shook, University of Idaho, U.S.A.<br>Sanjay R. Sisodiya, University of Idaho, U.S.A.   | Culture Frame Switching in Business-to-Business Relationships:<br>Sensemaking Narratives of Russian Immigrant Entrepreneurs in Finland<br>Maria Ivanova-Gongne, Åbo Akademi University, Finland<br>Olga Dziubaniuk, Åbo Akademi University, Finland |  |
| 10 a.m. – 10.30<br>a.m. | Constructing Composite Indicators of Company Performance: An Overview and a<br>Proposal for Truck Manufacturers<br>Qinqin Zeng, Delft University of Technology, The Netherlands<br>Wouter Beelaerts van Blokland, Delft University of Technology, The Netherlands<br>Gabriel Lodewijks, School of Aviation at the University of New South Wales, Australia<br>Sicco Santema, Delft University of Technology, The Netherlands | A Project-Based Lens for Customer Relationship Strategy<br>Thomas Ritter, Copenhagen Business School, Denmark<br>Carsten Lund Pedersen, Copenhagen Business School, Denmark   |  |
| 10.30 a.m. – 11<br>a.m. | Coffee Break, RESOWI - Center, Section E   |   |  |

|                            | NETWORKS IN B2B MARKETING         ROOM: HS 15.04           Session Chair:: michael kleinaltenkamp         Keinaltenkamp   | B2B SERVICES AND SOLUTIONS         ROOM: HS 15.05           Session Chair: Kenneth Wathne         ROOM: HS 15.05   |  |
|----------------------------|---|--|--|
| 11 a.m. – 11.30<br>a.m.    | Getting Better Integrated into Foreign Markets Supported by the Incubator –The Case of<br>Linak A/S<br>Anna Marie Dyhr Ulrich, University of Southern Denmark, Denmark<br>Susanne Gretzinger, University of Southern Denmark, Denmark<br>Svend Hollensen, University of Southern Denmark, Denmark   | Business Solutions as Signals<br>Marcus Zimmer, Eidgenössische Technische Hochschule Zürich, Switzerland<br>Anna Salonen, University of Turku, Finland<br>Florian Wangenheim, Eidgenössische Technische Hochschule Zürich, Switzerland   |  |
| 11.30 a.m. –<br>12.00      | B2B Distributors as Possible Network Stewards<br>Catherine Pardo, EM LYON Graduate School of Business, France<br>Dessaigne Elsa, EM LYON Graduate School of Business, France  | The Impact of Infrastructure Services on the Entrepreneurship Process – The<br>Nonownership Value Proposition<br>Michael Ehret, Nottingham Business School at the Nottingham Trent University, U.K.<br>Daniel Junor, Nottingham Business School at the Nottingham Trent University, U.K.<br>David Smith, Nottingham Business School at the Nottingham Trent University, U.K. |  |
| 12.00 – 12.30<br>p.m.      | Who's Got the Power? How Data is Changing Power and Profits in Value Networks<br>Thomas Ritter, Copenhagen Business School, Denmark<br>Wolfgang Ulaga, W. P. Carey School of Business at the Arizona State University, USA  | Suppliers' Involvement in Service Definition - A Case Study in Public Procurement<br>Anne-Maria Holma, University of Vaasa, Finland  |  |
| 12.30 p.m. –<br>13.30 p.m. | Lunch, RESOWI-Center, Cafeteria, Section D, First Floor   |  |  |
| 13.30 p.m. – 3<br>p.m.     | Special Session: Challenges of Industry 4.0 for Marketing and Sales in B2B, Room: HS 15.04<br>Jan Lagast, Forte, Belgium<br>Michael Kleinaltenkamp, Free University Berlin, Germany   |  |  |
| 3 p.m. – 3.30<br>p.m.      | Coffee Break, RESOWI - Center, Section E  |  |  |
| 3.30 p.m. – 5<br>p.m.      | Keynote Panel, Room: HS 15.04<br>Kersi D. Antia, Ivey Business School at the Western University, Canada<br>Michael Kleinaltenkamp, Free University Berlin, Germany<br>Lisa K. Scheer, Robert J. Trulaske Sr. College of Business at the University of Missouri, U.S.A.<br>Kenneth H. Wathne, UiS Business School, University of Stavanger, Norway; BI Norwegian Business School, Norway<br>Moderation: Vishal Kashyap, School of Business, Economics and Social Sciences, University of Graz, Austria |  |  |
| 6.30 p.m. – 11<br>p.m.     | Gala Dinner sponsored by AVL, Schlossberg Restaurant, Am Schlossberg 7, 8010 Graz, via Cable Funicular Railway  |  |  |

| Saturday, July 8, 2017 |   |                |   |                |
|------------------------|---|----------------|---|----------------|
| 8.30 a.m. – 9<br>a.m.  | Good Morning Coffee, RESOWI - Center, Section E   |                |   |                |
|                        | KEY ACCOUNT MANAGEMENT  | ROOM: HS 15.04 | ISSUES IN B2B   | ROOM: HS 15.05 |
|                        | SESSION CHAIR: KERSI ANTIA  |                | SESSION CHAIR: ANDREAS EISINGERICH  |                |
| 9 a.m. – 9.30<br>a.m.  | Organisational Commitment in Key Account Management /<br>Organisational Interface Functions<br>Björn Ivens, Otto-Friedrich-Universität Bamberg, Germany |                | How Trait Emotional Intelligence moderates the Relationship of B2B<br>Skills and Performance<br>Andreas Zehetner, University of Graz, Austria | Salespersons'  |

|                            | Barbara Niersbach, Hochschule Ravensburg-Weingarten, Germany<br>Catherine Pardo, EM LYON Graduate School of Business, France   | Thomas Foscht, University of Graz, Austria<br>Vishal Kashyap, University of Graz, Austria   |  |
|----------------------------|--|---|--|
| 9.30 a.m. – 10<br>a.m.     | An Exploration of the Multiple Facets of Leadership within Key Account Management<br>Sylvie Lacoste, Pôle Universitaire Leonard de Vinci, France<br>Barbara Niersbach, Hochschule Ravensburg-Weingarten, Germany   | Assessing B2B High Tech Market Risks: TRL and MRL of C-ITS as Lessons Learnt from<br>the Austrian C-ITS Corridor ECo-AT<br>Wolfgang Schildorfer, HiTec Marketing, Austria<br>Walter Aigner, HiTec Marketing, Austria<br>Rainer Hasenauer, Vienna University of Economics and Business and HiTec Marketing,<br>Austria |  |
| 10 a.m. – 10.30<br>a.m.    | Key Account Management: Bibliometric Analysis of the Literature<br>Björn Ivens, Otto-Friedrich-Universität Bamberg, Germany<br>Barbara Niersbach, Hochschule Ravensburg-Weingarten, Germany<br>Martin Schunke, Otto-Friedrich-Universität Bamberg, Germany | Heterogeneity of IOS Standards Usage: Evidence from the Fast-Moving Consumer<br>Goods Sector<br>Maria Madlberger, Webster Vienna Private University, Austria<br>Vikram Bhakoo, University of Melbourne<br>Edward W.N. Bernroider, Vienna University of Economics and Business, Austria                                |  |
| 10.30 a.m. – 11<br>a.m.    | Coffee Break, RESOWI - Center, Section E   |   |  |
|                            | B2B BRANDING     ROOM: HS 15.05       SESSION CHAIR: MARIA MADLBERGER     ROOM: HS 15.05   |   |  |
| 11 a.m. – 11.30<br>a.m.    | Brand Meaning and Equity in B-to-B Markets: A Brand Co-Creation View<br>Samuel Kristal, University of Twente, The Netherlands<br>Carsten Baumgarth, Berlin School of Economics and Law, Germany<br>Jörg Henseler, University of Twente, The Netherlands    |   |  |
| 11.30 a.m. –<br>12.00      | B2B Brand Identity Capabilities: What Does it Take to Build B2B Brands?<br>René Resch, DHBW Ravensburg, Germany<br>Dirk Totzek, University of Passau, Germany  |   |  |
| 12.00 – 12.30<br>p.m.      | How Does Attachment Orientation in Business-to-Business Relationships Influence the Attachment to a Manufacturer's Brand – Brand Trust and Brand Loyalty Chain?<br>Sonja Bidmon, University of Klagenfurt, Austria   |   |  |
| 12.30 p.m. –<br>12.45 p.m. | Closing Remarks  |   |  |
| 12.45 p.m. – 1.45<br>p.m.  | Lunch, RESOWI-Center, Cafeteria, Section D, First Floor  |   |  |

## How to get to Resowi Center

- Bus Nr. 63, direction Schulzentrum St.Peter, Bus stop: Universität
  Tram Nr. 7, direction LKH Med Uni/Klinikum Nord, Tram stop: Merangasse
- Bus Nr. 31, direction Uni Resowi, Bus stop: Uni Resowi
  Taxi to Geidorfgürtel, entrance Resowi Center: 0316 2801, 0316 878, 0316 889

For any questions please call 0316 380 7210