



SCHOOL OF BUSINESS
ECONOMICS AND
SOCIAL SCIENCES



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:



KÜHNE+NAGEL



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

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

NETWORKS IN B2B MARKETING		ROOM: HS 15.04	B2B SERVICES AND SOLUTIONS		ROOM: HS 15.05
SESSION CHAIR: MICHAEL KLEINALTENKAMP		SESSION CHAIR: KENNETH WATHNE			
11 a.m. – 11.30 a.m.	Getting Better Integrated into Foreign Markets Supported by the Incubator –The Case of Linak A/S Anna Marie Dyhr Ulrich, University of Southern Denmark, Denmark Susanne Gretzinger, University of Southern Denmark, Denmark Svend Hollensen, University of Southern Denmark, Denmark		Business Solutions as Signals Marcus Zimmer, Eidgenössische Technische Hochschule Zürich, Switzerland Anna Salonen, University of Turku, Finland Florian Wangenheim, Eidgenössische Technische Hochschule Zürich, Switzerland		
11.30 a.m. – 12.00	B2B Distributors as Possible Network Stewards Catherine Pardo, EM LYON Graduate School of Business, France Dessaigne Elsa, EM LYON Graduate School of Business, France		The Impact of Infrastructure Services on the Entrepreneurship Process – The Nonownership Value Proposition Michael Ehret, Nottingham Business School at the Nottingham Trent University, U.K. Daniel Junor, Nottingham Business School at the Nottingham Trent University, U.K. David Smith, Nottingham Business School at the Nottingham Trent University, U.K.		
12.00 – 12.30 p.m.	Who's Got the Power? How Data is Changing Power and Profits in Value Networks Thomas Ritter, Copenhagen Business School, Denmark 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 Anne-Maria Holma, University of Vaasa, Finland		
12.30 p.m. – 13.30 p.m.	Lunch , RESOWI-Center, Cafeteria, Section D, First Floor				
13.30 p.m. – 3 p.m.	Special Session: Challenges of Industry 4.0 for Marketing and Sales in B2B, Room: HS 15.04 Jan Lagast, Forte, Belgium Michael Kleinaltenkamp, Free University Berlin, Germany				
3 p.m. – 3.30 p.m.	Coffee Break , RESOWI - Center, Section E				
3.30 p.m. – 5 p.m.	Keynote Panel, Room: HS 15.04 Kersi D. Antia, Ivey Business School at the Western University, Canada Michael Kleinaltenkamp, Free University Berlin, Germany Lisa K. Scheer, Robert J. Trulaske Sr. College of Business at the University of Missouri, U.S.A. Kenneth H. Wathne, UiS Business School, University of Stavanger, Norway; BI Norwegian Business School, Norway Moderation: Vishal Kashyap, School of Business, Economics and Social Sciences, University of Graz, Austria				
6.30 p.m. – 11 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 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 a.m.	Organisational Commitment in Key Account Management / Organisational Interface Functions Björn Ivens, Otto-Friedrich-Universität Bamberg, Germany		How Trait Emotional Intelligence moderates the Relationship of B2B Salespersons' Skills and Performance Andreas Zehetner, University of Graz, Austria		

