





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 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 ROOM: HS 15.04	RELATIONSHIPS AND B2B MARKETINGROOM: HS 15.05Session 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 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 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 Skills and Performance Andreas Zehetner, University of Graz, Austria	Salespersons'

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