

CALL FOR PAPERS

CBIM2024 International Conference

Journal of Business and Industrial Marketing



"From virtual to virtuous: Leveling up B2B marketing in a world of ubiquitous data"
12-14 JUNE 2024 – University of Graz (Graz, Austria)

IMPORTANT DATES

Submission deadline:

15th March 2024

Decision and Feedback:

15th April 2024

Registration (before 1 June):

Fee: 450 Euros

Early bird (30 April): 425 Euros

Conference dates:

12-14 June 2024

For more information, please contact:

cbim2024@uni-graz.at

CO-CHAIRS:

Michael Ehret,

Wesley Johnston,

Roberto Mora Cortez

HOSTING UNIVERSITY

University of Graz (Graz, Austria)



COLLABORATION

Georgia State University

Southern Denmark University



About CBIM2024

B2B interaction is currently fundamentally transformed, with ubiquitous computing nested in business equipment and Artificial Intelligence affecting virtually any decision making. Virtualization affects almost any B2B action and calls for revitalized efforts of marketing theory and research methods.

The CBIM conference offers space for the community of B2B academics, doctoral students and interested professionals from around the world to advance knowledge and practice in B2B markets. In a constructive and enjoyable environment scholars can present work, engage for progressing their research to publication and impact.

The Center for Business and Industrial Marketing has been organizing this International Conference since 1996, the year of the Summer Olympics in Atlanta. We are happy to announce that the University of Graz hosts this year's June 12-14, 2024. Graz is located in the Austrian Styria region, home to vibrant B2B ecosystems such as mobility, space, logistics and many more, as well as a vibrant research community. All that is settled in a beautiful city located in the Alpe-Adria region not far from Vienna

Please send by 15th March 2024

Detailed abstract or propose a special session of max. four presentations, (both maximum 4 pages double spaced). Acceptance letters will be sent before April 15, 2024. The acceptance of the papers implies that at least one of the authors is registered in the conference and presents the paper.

Publication opportunities:

A selection of authors presenting outstanding papers will be invited to submit their studies to Special Issues at JBIM and other journals.

Conference website: marketingconference.uni-graz.at

Provisional Tracks (not limited to):

- Sales in an age of disruption
- Data governance in B2B networks
- Business service innovation
- Advancing B2B theory and methods
- B2B in emerging economies and economic development
- Geopolitical transformation and B2B
- Purchasing and supply-chain management