

**ISBM Academic Conference 2016:
Advances in Business-to-Business Marketing
Conference Schedule**

**Emory University, Goizueta Business School
1300 Clifton Road
Atlanta, Georgia, 30322 USA**

Wednesday, August 3, 2016

11:00AM - 5:00PM	Registration	2nd Floor
11:30PM - 12:30PM	Welcome and Lunch (Academic Conference)	Coke Commons 1st Floor
12:30PM - 12:50PM	Welcome and Conference Overview (Erika James, Dean of Goizueta Business School; Gary Lilien, Penn State & Suzanne Lavin, Penn State)	Auditorium, Rm 106
1:00PM - 2:30PM	Concurrent Sessions	
WC1	(SS1) – Making Sense of the "Problem of Plenty": Understanding the Individual and Joint Effects of Multiple Marketing Levers Over Time (Session Chair, Kersi Antia)	Rm 201
WC1.1	<ul style="list-style-type: none"> • <i>The Impact of Marketing Alliance Portfolios on Stock Return Risk</i> (Tuba Yilmaz and Stefan Wuyts) 	
WC1.2	<ul style="list-style-type: none"> • <i>Governing Channel Relationships through Selective Entry and Costly Exit</i> (Kenneth H. Wathne, Jan B. Heide, Erik A. Mooi, and Alok Kumar) 	
WC1.3	<ul style="list-style-type: none"> • <i>Platform Service Offering to Business Customers: Strategic Considerations in Engendering Seller Use of Marketing Tools on E-commerce Platforms</i> (Botao Yang, Sha Yang, and Santanu Dutta) 	
WC1.4	<ul style="list-style-type: none"> • <i>The Impact of Buyer-Supplier Interactions on Firms' Bankruptcy Recovery Efforts</i> (Vivek Astvansh, Sudha Mani, and Kersi D. Antia) 	
WC2	(SS2) - The Internet of Things and Its Impact on Industrial Markets Growth (Chair, Wesley J. Johnston)	Rm 204
	<u>Presenters:</u>	
	<ul style="list-style-type: none"> • Ed Crowley, President and CEO of Photizo Group, Measuring the Impact of the IoT on Servitization in a Business Market • Taija Turunen, Assistant Professor of Design Business Management at the Department of Management Studies, Aalto University, Business Models and the Effect of the IoT • Ville Eloranta, Researcher and Doctoral Student in Service Engineering Management (SEM) group at Aalto University, The IoT and the Coming Changes in Industrial Markets • Brian Gregory, Associate Professor, Northern Arizona University, The Effect of the IoT on Organizational Buying Behavior and Supply Chain Management • Wesley J. Johnston, CBIM RoundTable Professor of Marketing, Georgia State University, The IoT and Big Data 	

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1:00PM - 2:30PM (continued)	WC3	(GN-01) – Interfirm Relationships 1 (Chair, Michael Kleinaltenkamp)	Rm 231
	WC3.1	<ul style="list-style-type: none"> • <i>The Effect of Employee Engagement on the Effectiveness of Business-Nonprofit Alliances: A Qualitative Analysis</i> (Hamid Abbassi) 	
	WC3.2	<ul style="list-style-type: none"> • <i>How to Move Services from Free to Fee Without Jeopardizing the Customer Relationship: The Role of Pricing Schemes, Service Level, and Communication Strategies</i> (Marcella Grohmann, Marcus Zimmer, Florian von Wangenheim, and Wolfgang Ulaga) 	
	WC3.3	<ul style="list-style-type: none"> • <i>The Role of Fairness in Contract Negotiation and Contract Implementation and its Influence on Business-to-Business Relationships</i> (Tobias Grossmann and Michael Kleinaltenkamp) 	
	WC4	(GN-08) – Channels 1 (Session Chair, Alberto Sa Vinhas)	Rm 234
	WC4.1	<ul style="list-style-type: none"> • <i>The Micro-Foundations of Value Creation in B2B Relationships: The Role of Cross-Understanding</i> (Jon Bingen Sande, Kenneth H. Wathne and Mrinal Ghosh) 	
	WC4.2	<ul style="list-style-type: none"> • <i>Annual Agreements Between Manufacturers and Retailers in a Multichannel Context: Development and Evaluation of a Decision Support System</i> (Markus Bergmeier and Dirk Totzek) 	
	WC4.3	<ul style="list-style-type: none"> • <i>Distribution Function Allocation Within B2B Distribution Channels to Deliver Customer Value: The Distributor’s Perspective</i> (Alberto Sa Vinhas) 	
2:30PM - 3:00PM		Networking Break	2nd Floor
3:00PM - 4:30PM		Concurrent Sessions	
	WD1	(SS4) – B2B Buying Behavior, Panel Discussion (Session Chair, Murali Mantrala)	Rm 201
		<u>Panelists:</u>	
		<ul style="list-style-type: none"> • Aric Rindfleisch • Sundar Bharadwaj • Sandy Jap • Rusty Martin, Global Director – Industrial Markets and Advanced Solutions, Porex 	
		<u>Moderator:</u>	
		<ul style="list-style-type: none"> • Murali Mantrala 	

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3:00PM - 4:30PM (continued)	WD2	(SS6) – Value Creation in Inter-Firm Relationships (Session Chair, Alok Saboo)	Rm 204
	WD2.1	<ul style="list-style-type: none"> • Analyzing Customer Profitability for New Products in B2B Markets (Ashish Sood and V. Kumar) 	
	WD2.2	<ul style="list-style-type: none"> • Combining Buyer-Seller Interfirm Network and Seller Within Firm Network to Drive Key Account Profitability in Business Markets (Aditya Gupta, Rajdeep Grewal, Gary Lilien, and Alok Kumar) 	
	WD2.3	<ul style="list-style-type: none"> • Paywalls: Monetizing Online Media (Adithya Pattabhiramiaiah, S. Sriram, and Puneet Manchanda) 	
	WD2.4	<ul style="list-style-type: none"> • Resource Overlap and Acquisition Performance: An Empirical Investigation (Amlesh Sharma, Alok Saboo, V. Kumar, and Anindita Chakravarty) 	
	WD3	(GN-04) – B2B Solutions (Session Chair, R. Dale Wilson)	Rm 231
	WD3.1	<ul style="list-style-type: none"> • Service Orientation and New Product Development in Manufacturing Firms: The Moderation of Strategic Flexibility (Dong Liu, Wenhong Zhang, and Yapu Zhao) 	
	WD3.2	<ul style="list-style-type: none"> • Solution Business Readiness: How to Secure that Solutions Do Not Become Problems (Michael Kleinaltenkamp, Suvi Nenonen, Kaj Storbacka, and Sascha Raithel) 	
	WD3.3	<ul style="list-style-type: none"> • Developing a Marketing Analytics Approach for Generating Customer Insight, CRM Strategies, and Sales Growth Campaigns in B2B Markets (R. Dale Wilson and Debra S. Silverman) 	
	WD4	(GN-10) – Salesforce 1 (Session Chair, Andrew Crecelius)	Rm 234
	WD4.1	<ul style="list-style-type: none"> • Do Salespeople Add Value In An Online World? Financial Implications of Multichannel Business Customers (Justin Lawrence, Andrew Crecelius, Ashutosh Patil and Lisa Scheer) 	
	WD4.2	<ul style="list-style-type: none"> • The Five Steps of the Salesperson in Co-creating Value (Benoit Bourguignon and Harold Boeck) 	
	WD4.3	<ul style="list-style-type: none"> • The Impact of External Network Resources on Sales Prospecting Effectiveness (Srinath Gopalakrishna, and Andrew Crecelius) 	
4:30PM – 5:00PM		Networking Break	2nd Floor
5:00PM - 6:00PM		(SS12) – ISBM-David T. Wilson Sheth Foundation Award for Long Term Impact in B2B Marketing, A Customer Lifetime Value Framework for Customer Selection and Resource Allocation Strategy (V. Kumar and Rajkumar Venkatesan)	Auditorium, Rm 106
6:00PM - 7:30PM		Networking Reception	Coke Commons 1st Floor
		Dinner on own	

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Thursday, August 4, 2016

8:00AM – 9:00AM	Breakfast	2nd Floor
8:00AM - 3:00PM	Registration	2nd Floor
9:00AM - 10:30AM	Concurrent Sessions	
TA1	(SS7) – Emergent Topics in Inter-Firm B2B Relationships Research (Session Chairs, Aric Rindfleisch and Argha Sen)	Rm 201
TA1.1	<ul style="list-style-type: none"> • Referring Competitors: Which Supplier Should a Customer Ask for a Competitor Referral? (Mahima Hada, Gary Lilien, and Arnaud De Bruyn) 	
TA1.2	<ul style="list-style-type: none"> • The Impact of User Contributions on NPD Success in a Crowdsourcing Community (Matthew O’Hern, Billur Akdeniz, and Shuili Du) 	
TA1.3	<ul style="list-style-type: none"> • Effect of Improvisation on Performance Outcomes for Firms in B2B Alliances (Argha Sen, Aric Rindfleisch, and Alok Kumar) 	
TA2	(SS11) – B2B Services Sourcing and Strategy (Session Chair, Chen Zhou)	Rm 204
TA2.1	<ul style="list-style-type: none"> • Services Sourcing Emphasis and Hospital Performance (Sachin B. Modi, Saurabh Mishra, and Peter A. Salzarulo) 	
TA2.2	<ul style="list-style-type: none"> • The Strategic Use of Early Bird Discounts for Dealers (Desmond Lo and Stephen Salant) 	
TA2.3	<ul style="list-style-type: none"> • The Impact of Product Recommendation Technology on Customer Behavior: Evidence from Field Research (Joon Ho Lim, Rishika Rishika, Ramkumar Janakiraman, and Subodha Kumar) 	
TA2.4	<ul style="list-style-type: none"> • Returns to Service Quality in Partnered Hybrid Offerings (Rafael Becerril Arreola, Chen Zhou, Raji Srinivasan, and Daniel Seldin) 	
TA3	(GN-02) - Interfirm Relationships 2 (Session Chair, Jody Crosno)	Rm 231
TA3.1	<ul style="list-style-type: none"> • Supplier-Customer Relationships: A Portfolio Analysis of Asymmetry (Sylvie Lacoste) 	
TA3.2	<ul style="list-style-type: none"> • Beyond Words: The Impact of Firms’ Customer-and Dealer-Targeted Communications on Product Recall Efficacy (Vivek Astvansh and Kersi D. Antia) 	
TA3.3	<ul style="list-style-type: none"> • Is It The Trust-Commitment Theory of Relationship Marketing or The Commitment-Trust Theory of Relationship Marketing? (James R. Brown, Jody L. Crosno, and Pui Ying Tong) 	

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**9:00AM -
10:30AM**
(continued)

TA4	(GN-05) – B2B Buying (Session Chair, Waldemar Pfortsch)	Rm 234
TA4.1	<ul style="list-style-type: none"> • Understanding the Effect of Social Networking Sites (SNS) on Buying Center in Business-to-Business Context (Priyavrat Sanyal and Bipul Kumar) 	
TA4.2	<ul style="list-style-type: none"> • Country-of-Origin Effects in Industrial Goods Markets: Do Country-of-Origin Image Effects Differ for Different Buying Center Members? (Michael Reichert and Claudia Fantapie Altobelli) 	
TA4.3	<ul style="list-style-type: none"> • Brand Performance and B2B Buying Behavior: The Impact of Customer Satisfaction, Brand Feelings, and Brand Attachment on B2B Buying Behavior (Waldemor Pfoertsch and Aaron Leander HauBmann) 	

**10:30AM -
11:00AM**

Networking Break

2nd Floor

**11:00AM -
12:30PM**

Concurrent Sessions

TB1	(SS5) – The Impact of Online, Peer-to-Peer Professional Reviews on B2B Buying Behavior (Session Chair, James A. Narus and Michelle D. Steward)	Rm 201
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- **Findings from a Series of Field Experiments Testing the Interaction Effects of Stage, Source, and Valence of Online Reviews on B2B Buying Behavior** (James A. Narus and Michelle D. Steward)

Where is the Yelp! of B2B? Will digital tools in B2B decision-making start to keep pace with those in the B2C? Join the discussion led by Jim Narus and Michelle Steward of Wake Forest University with industry executives from VendOp, JIVE Software, and Rubicon Global on Thursday, August 4, at 11am at the ISBM annual conference. This session focuses on learning what is actually occurring in business settings and the impact of online peer-to-peer professional reviews on B2B buying behavior.

Panel Discussion of the Use of Online Reviews in B2B Marketing & Purchasing Today:

- **How Millennials are Changing the B2B Buying Process** (Michael Otis, Supply Manager, Rubicon Global)
- **VendOp: The Online Review & Ratings Site for B2B Professionals** (Andy Kohm, CEO, VendOp)
- **Building Online Professional Communities for B2B Marketing & Purchasing Applications** (Rich Blank, Account Representative, JIVE Software)

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12:30PM**
(continued)

TB2 (SS3) – Multinational Corporations (MNC) in Marketing Research Rm 204
(Session Chair, Alok Kumar)

TB2.1 • ***Building New Product Advantage Across Markets Through Customer Participation: The Role of Cross-Country Collaboration Within Multinationals*** (David A. Griffith and Hannah S. Lee)

TB2.2 • ***International Marketing Strategy Fit: Antecedents, Outcomes, and Boundary Conditions*** (Magnus Hultmann, Constantine S. Katsikeas and Neil Morgan)

TB2.3 • ***Marketing Channel Management in Foreign Markets: Integrative Framework for Multinational Corporations*** (Rajdeep Grewal, Amit Saini, Alok Kumar, F. Robert Dwyer, and Robert Dahlstrom)

TB3 (GN-03) – Interfirm Relationships 3 (Session Chair, Sourav Ray) Rm 231

TB3.1 • ***The Importance of Firms' Interaction Capability for Firm-Customer Relationship Effectiveness: A Key Account Management Perspective*** (Nina Stuebiger and Alexander Haas)

TB3.2 • ***Effect of Customer-Centric Structure on Alliance Value Creation and Appropriation*** (Ju-Yeon Lee and Robert W. Palmatier)

TB3.3 • ***Disputes and Monitoring in the IOT Age: Implications for Contracts and Performance in Multi-Component Systems Industries*** (Saeed Shekari and Sourav Ray)

TB4 (GN-09) – Channels 2 (Session Chair, Moeen Butt) Rm 234

TB4.1 • ***Ex-Ante Voluntary Information Disclosures in Business Markets: Evidence from Franchising*** (Farhad Sadeh and Manish Kacker)

TB4.2 • ***Marketing Channel Structure and Shareholder Value*** (Manish Kacker, Saurabh Mishra, and Anna Sadovnikova)

TB4.3 • ***Proximity, Governance, and Individual Outlet Sales: A Multi-Year Analysis of an Evolving Franchise System*** (Moeen Butt, Kersi Antia, Brian Murtha, and Vishal Kashyap)

**12:30PM –
2:00PM**

Lunch Buffet

**Coke Commons
1st Floor**

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**2:00PM -
3:30PM**

Concurrent Sessions

**TC1 (SS9) – New Topics in B2B Innovation to Enhance Business Growth Rm 201
(Session Chair, Desmond Lo & Qiong Wang)**

TC1.1 • *The Case for Franchise Encroachment* (Tongil “TI” Kim and Sandy Jap)

TC1.2 • *The Role of Coordination and Economic Rent in Distribution Channels* (Desmond (Ho-Fu) Lo and Mrinal Ghosh)

TC1.3 • *Opportunism in Business Groups: A Tale of Hybrid Inter-Firm Governance* (Qiong Wang, William T. Ross Jr. and Juan Julie Li)

**TC2 (SS10) – Firm Performance Impact of B2B Services and Customer Solutions Rm 204
(Session Chair, Stefan Worm)**

TC2.1 • *When and Why Do Customer Solutions Pay Off In Business Markets?* (Stefan Worm, Wolfgang Ulaga, Sundar Bharadwaj, and Werner Reinartz)

TC2.2 • *Strategic Value of Solution Business Initiatives* (Marcus Zimmer, Anna Salonen, and Florian von Wangenheim)

TC2.3 • *Impact of New Service Introduction on B2B Manufacturers’ Firm Value* (Mehdi Nezami, Stefan Worm, and Robert Palmatier)

TC2.4 • *Mastering Solution Sales in Business Markets: The Key Role of Salespersons’ Solution Crafting Competence* (Eva Bohm, Andreas Eggert, Harri Terho, Wolfgang Ulaga, and Alexander Haas)

TC3 (GN-11) – Sales Force 2 (Session Chair, Desiree Jost) Rm 231

TC3.1 • *Compensation Mechanism for Coordinating Inside and Outside Sales Forces* (Yeji Lim and Murali K. Mantrala)

TC3.2 • *Firm Competition for Sales Force Owned Customer Loyalty* (Somnath Banerjee and Axel Stock)

TC3.3 • *Why Salesperson Customer Orientation Does Not Consistently Increase Performance: A Framework* (Desiree Jost and Alexander Haas)

**3:30AM –
4:00PM**

Networking Break

2nd Floor

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**4:00PM -
5:30PM**

Concurrent Sessions

TD1 (GN-07) - Innovation (Session Chair, Johanna Slot) **Rm 201**

TD1.1 • **Market Disruption: Launching Radical Innovations into Business Markets** (Thomas Ritter)

TD1.2 • **Ties that Blind: Managing Customer Relationships for Innovation Performance** (Ashish Sharma, Sundar Bharadwaj, and Kapil Tuli)

TD1.3 • **The Effect of Customer Participation in Outsourced NPD On NPD Project Performance: The Role of Relationship Multiplexity** (Johanna H. Slot, Stefan Wuyts, and Inge Geyskens)

TD2 (SS8) – Leveraging Big Data & Analytics for Service Innovation and Growth: Promising Research Avenues Grounded in Managerial Practice (Session Chair, Wolfgang Ulaga) **Rm 204**

B2B firms today seek innovation and growth through services based on data and analytics. Yet, many industrial companies still struggle to turn such concepts into commercial offers that meaningfully drive top-line revenue growth and bottom-line profits. In short, managers frequently complain that their companies find it harder than initially expected to monetize data-enabled services.

Against this backdrop, the aim of this special session is to identify promising research avenues grounded in managerial practice. Rather than focusing on key success factors related to technology, we focus on the most pressing managerial issues related to marketing and sales of innovative services based on data and analytics.

To this end, we first report on the pressing issues identified by ASU's Center for Services Leadership's Member Companies collaborating in its Community of Practice on Big Data and Analytics. We then broaden the perspective to include the views of the Center for Business and Industrial Marketing (CBIM) at Georgia State and the Institute for the Study of Business Markets (ISBM) at Penn State. Finally, we facilitate a discussion among panelist and session participants for identifying a roadmap of promising research avenues grounded in managerial concerns and practices in this field.

Panel Discussion:

- Jagannath Rao, President, Customer Services Business Unit, Siemens, Inc.; Board Member, Center for Services Leadership, Arizona State University
- Wesley J. Johnston, CBIM RoundTable Professor of Marketing and Executive Director, Center for Business and Industrial Marketing (CBIM), Georgia State University
- Gary L. Lilien, Distinguished Research Professor of Management Science, Pennsylvania State University, Smeal College of Business; Research Director, Institute for the Study of Business Markets
- Wolfgang Ulaga, Research Professor & Co-Executive Director, Center for Services Leadership (CSL), Arizona State University, W.P. Carey School of Business

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4:00PM - 5:30PM (continued)	TD3	(GN-12) – B2B Interfirm Relationships (Session Chair, Linda Hui Shi)	Rm 231
	TD3.1	<ul style="list-style-type: none"> • <i>The Antecedents and Consequences of Retailer Support in a Strategic Marketing Channel Change</i> (Farnoush Reshadi, James R. Brown, and Robert F. Lusch) 	
	TD3.2	<ul style="list-style-type: none"> • <i>Managing the Transition to Complex Hybrid Offerings: The Differences of Successful Salesperson Opportunity Recognition</i> (Stephan Volpers and Alexander Haas) 	
	TD3.3	<ul style="list-style-type: none"> • <i>Cultivating Boundary Spanning Global Account Management Organizational Units and Individuals</i> (Linda Hui Shi, Yanling (Linda) Liu, Jing Song, and Shaoming Zou) 	
5:30PM – 7:00PM		Networking Reception	Rm W525 West Wing
		Dinner on Your Own	