

**ISBM Academic Conference 2012:
Advances in Business-to-Business Marketing
Conference Schedule**

**University of Chicago, Gleacher Center
450 North Cityfront Plaza Drive
Chicago, Illinois, USA**

Wednesday, August 15, 2012

11:00AM - 5:00PM	Registration	Gleacher 450 North
11:30AM - 1:30PM	Welcome and Lunch (Academic Conference)	Gleacher 621 Exec. Dining Room
1:00PM – 1:15PM	Welcome and Conference Overview (Pradeep Chintagunta, University of Chicago and Gary Lilien, ISBM, Penn State)	
1:15PM – 1:30PM	What We Know About B2B Research Needs (Fred Wiersema, B2B Leadership Board)	
1:30PM - 3:00PM	Concurrent Sessions	
WC1	Invited Session – Dispersion of Marketing and Sales Activities in Business-to-Business Firms (Session Chair, Michael Kleinaltenkamp)	Gleacher Rm 400
WC1.1	<ul style="list-style-type: none"> • What Falls Into The Realm of Marketing? A Study of the Activities Defined as Being Part of Marketing in B2B Firms: (Bjoern Ivens, Universitaet Bamberg and Catherine Pardo, EMLYON) 	
WC1.2	<ul style="list-style-type: none"> • Marketing Without Marketers? Antecedents and Consequences of the Dispersion of Marketing Activities in B2B Organizations (Marie Sibum, Michael Kleinaltenkamp and Ingmar Geiger, Freie Universitaet Berlin) 	
WC1.3	<ul style="list-style-type: none"> • Dispersion of Market Activities in the Firm: A Configurational Approach (Andreas Eggert, Universitat Paderborn, and Thomas Ritter, Copenhagen Business School) 	
WC2	Invited Session – Contracts and Contract Challenges in Inter-Organizational Exchange (Session Chair, Steven H. Seggie)	Gleacher Rm 404
WC2.1	<ul style="list-style-type: none"> • Safeguarding Unilateral Investments through Contract Drafting: Making It Specific or Complex? (David A. Griffith, Lehigh University and Yanhui Zhao, Michigan State University) 	
WC2.2	<ul style="list-style-type: none"> • Pricing Formats as Governance Devices: The Role of Leasing in Complex Industrial Markets (Mrinal Ghosh, University of Arizona) 	
WC2.3	<ul style="list-style-type: none"> • The Importance of the Fit between Contract Framing and Relationship Type in Interorganizational Exchange (Qiong Wang, University of Oklahoma and Steven H. Seggie, Ozyegin University) 	

ISBM Academic Conference 2012: Advances in B-to-B Marketing Conference Schedule

1:30PM - 3:00PM (continued)	WC3 WC3.1 WC3.2 WC3.3	Global Marketing I (Session Chair, Patricia de Salles Vance) <ul style="list-style-type: none"> • <i>Brazilian Technological Park: The Creating Value and Delivering Value</i> (Elzo Aranha, Federal University of Itajuba) • <i>Moderating Role of Dominant Design in New Product Commercialization: Empirical Evidence from Global High-tech Industry</i> (Saji K.B., Indian Institute of Management, Lucknow and Shashi Shekhar Mishra, Indian Institute of Technology, Kanpur) • <i>Distinct Plural Form Structures in Emerging Markets</i> (Patricia de Salles Vance, Universidade Nove de Julho and Thomas Brashear Alejandro, University of Massachusetts Amherst) 	Gleacher Rm 406
3:00PM - 3:30PM	WC4	Sales 1 (Session Chair, Wolfgang Ulaga) <ul style="list-style-type: none"> • <i>To Follow-up or Not to Follow-up: Performance Impact of a Salesperson's Pursuit of Marketing-Generated Leads</i> (Sharmila C. Chatterjee, MIT Sloan School of Management) • <i>Evaluation Models in Complex Sales: Value Creation and Value Appropriation</i> (Jakob Rehme and Daniel Nordigarden, Linkoping and Thomas Brashear Alejandro, University of Massachusette) • <i>The Impact of Sales Visits on Mere-Measurement Effects: Evidence from a Business to Business Setting</i> (Xiaojing Dong, Santa Clara University, Ramkumar Janakiraman, Texas A&M University, and Ying Xie, Washington University) • <i>Aligning the Industrial Sales Force with Service Growth Strategies: Key Challenges for Selling Hybrid Offerings in Business Markets</i> (Wolfgang Ulaga, IMD International and James Loveland, HEC Montreal) 	Gleacher Rm 408
3:30PM - 5:00PM	WD1	Invited Session – Channel Governance Design Part I (Session Chair, Alok Kumar) <ul style="list-style-type: none"> • <i>Low Stakes Opportunism</i> (Sandy Jap, Emory University, Diana Robertson, University of Pennsylvania, Aric Rindfleisch, University of Illinois, and Ryan Hamilton, Emory University) • <i>Rule of Law and Channel Governance Modes Across Nations</i> (Ranjan Banerjee, Insta-Worldwide and George John, University of Minnesota) • <i>Reconciling Power and Efficiency Theories of Marketing Channel Governance</i> (Steve Carson, University of Utah and Mrinal Ghosh, University of Arizona) 	Gleacher Rm 400
3:00PM - 3:30PM		Networking Break	Gleacher 450 North
3:30PM - 5:00PM		Concurrent Sessions	

ISBM Academic Conference 2012: Advances in B-to-B Marketing Conference Schedule

3:30PM - 5:00PM (continued)	WD2	Invited Session – Pricing Issues in B2B Markets (Session Chair, Dirk Totzek) <ul style="list-style-type: none"> • <i>Capturing the Value of Hybrid Offerings: The Impact of the Price Presentation Format</i> (Andreas Eggert, University of Paderborn and Wolfgang Ulaga, IMD Lausanne, and Michael Steiner, University of Munster) • <i>Dynamic Effects of Price Discrimination on Customer Behavior in B2B Markets</i> (Shantanu Dutta, University of Southern California, Wayne Zhang and Hernan Bruno) • <i>Pricing in Industrial Markets: An Overview of Recent Empirical Insights:</i> (Christian Homburg and Dirk Totzek, University of Mannheim) 	Gleacher Rm 404
3:30PM - 5:00PM	WD3	Global Marketing II (Session Chair, Andrew Gross) <ul style="list-style-type: none"> • <i>Importer Opportunism: The Effect of Retailer Power and Price Demands on Importer-Exporter Relationship Quality</i> (Huma Amir, Institute of Business Administration) • <i>Creating Value and Delivering Value in Brazilian Helicopter Technology Center</i> (Elzo Aranha, Federal University of Itajuba) • <i>The Global Market For Engineering Consultancies: Forging Relationships and Promoting Expertise</i> (James Chowhan, McMaster University, Andrew Gross, Cleveland State University, and Emeric Solymossy, Western Illinois University) 	Gleacher Rm 406
	WD3.1		
	WD3.2		
	WD3.3		
	WD4	Medley (Session Chair, Kristina Maiksteniene) <ul style="list-style-type: none"> • <i>Antecedents and Consequence of Brand Extension Intent in B2B Market: Conceptual Framework with Research Propositions</i> (Saji K.B., Indian Institute of Management, Lucknow and Shashi Shekhar Mishra, Indian Institute of Technology, Kanpur) • <i>Beyond Quality Signaling: Brand Alliance Effects When a Client Endorses B2B Professional Service Provider</i> (Kristina Maiksteniene, ISM University of Management and Economics) 	Gleacher Rm 408
	WD4.1		
	WD4.2		
5:00PM - 6:30PM		Networking Reception & Welcome - (Ralph Oliva, ISBM, Penn State) (PhD Camp and Academic Conference) Dinner on own	Gleacher 621 Exec. Dining Room

Thursday, August 16, 2012

7:00AM – 8:00AM	Continental Breakfast	Gleacher 450 North
7:00AM - 3:00PM	Registration	Gleacher 450 North
8:00AM - 9:30AM	Concurrent Sessions	
TA1	Invited Session – Toward a Fuller Understanding of the Consequences of Alliance Participation (Session Chairs, Kersi D. Anita and Kenneth H. Wathne)	Gleacher Rm 400
TA1.1	<ul style="list-style-type: none"> • Managing Marketing Alliance Dilemma (Eric Fang, University of Illinois and Jongkuk Lee, Ewha Womans University) 	
TA1.2	<ul style="list-style-type: none"> • United We Stand? Antecedents and Consequences of Buying Group Participation (Inge Geyskens, Tilburg University, Katrijn Gielens, University of North Carolina at Chapel Hill, and Stefan Wuyts, Koc University and Tilburg University) 	
TA1.3	<ul style="list-style-type: none"> • Co-Marketing Alliance Networks and Customer Behavior: Examining the Joint Effects of Customers' Relationship with an Alliance and a Focal Member Firm (Son K. Lam, The University of Georgia, Kersi D. Antia, University of Wisconsin-Madison, and Kenneth D. Wathne, University of Stavanger Business School and BI Norwegian Business School) 	
TA2	Invited Session – Roads Not Yet Explored: Important, yet Challenging, Research Opportunities (Session Chair, Lisa Scheer)	Gleacher Rm 404
TA2.1	<ul style="list-style-type: none"> • Presenters: (Joe Cannon, Nirmalya Kumar, and Bob Lusch) 	
TA2.2	<ul style="list-style-type: none"> • Panel: (Shankar Ganesan, Raj Grewal, and Lisa Scheer) 	
TA3	Customer Management (Session Chair, Debra Zahay-Blatz)	Gleacher Rm 406
TA3.1	<ul style="list-style-type: none"> • Effect of Customer-Centric Structure on Firm Performance (Ju-Yeon Lee, University of Washington, Shrihari Sridhar, Penn State, Conor M. Henderson, University of Washington, and Robert W. Palmatier, University of Washington) 	
TA3.2	<ul style="list-style-type: none"> • Co-Creating Effective and Profitable Customer Solutions (Adnan Yusuf and Ujwal Kayande, The Australian National University) 	
TA3.3	<ul style="list-style-type: none"> • A Framework to Understand Quality Customer Data in CRM Systems for Financial Services Firms (Debra Zahay-Blatz, Northern Illinois University, James Peltier, University of Wisconsin-Whitewater, and Anjala S. Krishen, University of Nevada) 	

ISBM Academic Conference 2012: Advances in B-to-B Marketing Conference Schedule

8:30AM - 9:30AM (continued)	TA4	Capabilities (Session Chair, Pelin Bicen)	Gleacher Rm 408
	TA4.1	<ul style="list-style-type: none"> • <i>Firm Capabilities, Key Partner Participation, and Firm Performance</i> (Guangping Wang, Penn State, Xiaoqin Ma, Yancheng Institute of Technology, Wenyu Dou, City University of Hong Kong, and Nan Zhou, City University of Hong Kong) 	
	TA4.2	<ul style="list-style-type: none"> • <i>Service Innovation in Manufacturing: A Business Model Perspective</i> (Christian Kowalkowski, Hanken School of Economics and Daniel Kindstrom, Linkoping University) 	
	TA4.3	<ul style="list-style-type: none"> • <i>Creating New Business Models with Stakeholders: A Case Study Explicating The Underlying Organizational Capabilities</i> (Kande Kazadi, University of Antwerp, Annouk Lievens, University of Antwerp, and Dominik Mahr, Maastricht University) 	
	TA4.4	<ul style="list-style-type: none"> • <i>Resource Constraints in Innovation: The Moderating Role of Dynamic Capabilities</i> (Pelin Bicen, Penn State and William H.A. Johnson, Penn State) 	
	TA5	Networks I (Session Chair, Stefanos Mouzas)	Gleacher Rm 304
	TA5.1	<ul style="list-style-type: none"> • <i>A Dyadic Agent-based Simulation Approach to Studying Strategic Decision Making in Business Relationships and Networks</i> (Sebastian Forkmann, Di Wang, Stephan C. Henneberg, Peter Naude, and Alistair Sutcliffe, Manchester Business School) 	
	TA5.2	<ul style="list-style-type: none"> • <i>A Network-as-Practice Analysis of B2B Network Dynamics</i> (Ronika Chakrabarti, University of Lancaster, Carla Ramos and Stephan Henneberg, Manchester Business School) 	
	TA5.3	<ul style="list-style-type: none"> • <i>Contracting in Business Networks</i> (Stefanos Mouzas, Lancaster University) 	
9:30AM - 10:00AM		Networking Break	Gleacher 420 South Gleacher 450 North
10:00AM - 11:30AM		Concurrent Sessions	
	TB1	Invited Session – Channel Governance Design Part II (Session Chair, Alok Kumar)	Gleacher Rm 400
	TB1.1	<ul style="list-style-type: none"> • <i>Contracting in the Presence of Knowledge Investments</i> (Giorgio Zaranone, Colegio Universitario de Estudios Financieros and Desmond Lo, Santa Clara University) 	
	TB1.2	<ul style="list-style-type: none"> • <i>Product Form Choice: Selling Systems Versus Components in Industrial Markets</i> (Mrinal Ghosh, University of Arizona, Shantanu Dutta, University of Southern California, and Kellilynn M. Frias, Texas Tech University) 	

ISBM Academic Conference 2012: Advances in B-to-B Marketing Conference Schedule

	TB1.3	<ul style="list-style-type: none"> • Preventing and Combating the Onset of Dark Side Symptoms in Business Relationships: Some Preliminary Evidence from Two Empirical Investigations (Rajiv P. Dant and Aaron Gleiberman, University of Oklahoma, Matthias Juliger, Ko de Ruyter and Martin Wetzels, Maastricht University) 	
	TB1.4	<ul style="list-style-type: none"> • Reputation Effects in Inter-firm Relationships (Alok Kumar, Penn State and Jan B. Heide, University of Wisconsin-Madison) 	
10:00AM - 11:30AM (continued)	TB2	Business Customer (Session Chair, R. Dale Wilson)	Gleacher Rm 404
	TB2.1	<ul style="list-style-type: none"> • Valuing Business References: Who, What, and How (V Kumar, Georgia State University) 	
	TB2.2	<ul style="list-style-type: none"> • The Governance of Multiple Transactions: Discriminating Alignment and Performance Implications (Erik Mooi, VU University of Amsterdam, Kersi D. Antia, University of Wisconsin, Madison, and Mrinal Ghosh, University of Arizona) 	
	TB2.3	<ul style="list-style-type: none"> • Bankruptcy-Related Externalities in Franchisor-Franchisee Relationships (Kersi D. Antia, University of Wisconsin-Madison, Sudha Mani, University of Texas at Arlington, and Kenneth H. Wathne, BI Norwegian School of Management) 	
	TB2.4	<ul style="list-style-type: none"> • Using the Trade Show Experience as a Source of New Ideas: An Organizational Learning Perspective (Harriette Bettis-Outland, University of West Florida and R. Dale Wilson, Michigan State University) 	
	TB3	Marketing Relationships (Session Chair, Alberto Sa Vinhas)	Gleacher Rm 406
	TB3.1	<ul style="list-style-type: none"> • Channel Appropriability and Intangible Firm Value (Jun Kang and Thomas Brashear Alejandro, University of Massachusetts Amherst) 	
	TB3.2	<ul style="list-style-type: none"> • Managing Channel Complexity (Nermin Eyuboglu, Baruch College and Sertan Kabadayi, Fordham University) 	
	TB3.3	<ul style="list-style-type: none"> • Creating Successful Innovation Outcomes through Interfirm Relational Strategies (Brett William Josephson, Washington State University, Sean Yim, Washington State University, Sanjay Ram Sisodiya, University of Idaho, and Jean L. Johnson, Washington State University) 	
	TB3.4	<ul style="list-style-type: none"> • Managing Exclusive Channels for Relationship Effectiveness (Alberto Sa Vinhas, Washington State University and Richard Gibbs) 	
10:00AM - 11:30AM (continued)	TB4	Interfirm I (Session Chair, Stephan Henneberg)	Gleacher Rm 408
	TB4.1	<ul style="list-style-type: none"> • A Business-to-Business Love Story? Relational Attractiveness (RA) and Its Impact on Firms' Ability to Build and Maintain Business Relationships (Zsofia Toth, Stephan Henneberg and Peter Naude, University of Manchester) 	

ISBM Academic Conference 2012: Advances in B-to-B Marketing Conference Schedule

TB4.2	<ul style="list-style-type: none"> • <i>The Temporal Dynamics of the Antecedents of Interfirm Commitment</i> (Claude Obadia, Novancia Business School Paris) 	
TB4.3	<ul style="list-style-type: none"> • <i>The Effects of Relationship Role On Buyers' Responses To Relationship Failures and Recovery Efforts</i> (John D. Hansen, Donald J. Lund, and Thomas E. DeCarlo, University of Alabama at Birmingham, and Lisa K. Scheer, University of Missouri) 	
TB4.4	<ul style="list-style-type: none"> • <i>Do Supplier Perceptions of Buyer Fairness Lead to Supplier Sales Growth?</i> (Ghasem Zaefarian and Zhaleh Najafi Tavani, University of Leeds and Stephan C. Henneberg and Peter Naude, University of Manchester) 	
TB5	Sales II (Session Chair, Ingmar Geiger)	Gleacher Rm 304
TB5.1	<ul style="list-style-type: none"> • <i>Three Perspectives on the Making of a Good B2B Salesperson</i> (Tommi Mahlamaki, Toni Mikkola, and Santeri Repo, Tampere University of Technology) 	
TB5.2	<ul style="list-style-type: none"> • <i>Ready to Pitch? How Salespeople Engagement In Tenders Affects Vendors' Relational and Transactional Attractiveness</i> (Eva K. Steinbacher, Christian Schmitz, and You-Cheong Lee, University of St. Gallen, and Dirk Zupancic, German Graduate School of Management and Law) 	
TB5.3	<ul style="list-style-type: none"> • <i>Sales' Value Creating Capabilities As Sources of Interorganizational Competitive Advantage</i> (Alexander Haas and Nina Stuebiger, Karl-Franzens-University Graz) 	
TB5.4	<ul style="list-style-type: none"> • <i>Issue Management and Agenda Setting in Business-to-Business Sales Negotiations</i> (Ingmar Geiger, Freie Universitat Berlin) 	
TB6	Invited Session – Business-to-Business Marketing in the BRIC's (Session Chair, Wes Johnston)	Gleacher, Rm 306
TB6.1	<p>A Panelist representing one of the four countries will discuss B2B Marketing Practices in their country and how they differ from the current level of knowledge of marketing practices from the existing research bas.</p> <ul style="list-style-type: none"> • <i>Panel:</i> (Livia L. Barakat, Fudacao Dom Cabral - Brazil, Marina Sheresheva or Olga Tretyak, National Research Univeristy, Moscow - Russia, Jagdish Sheth, Emory University – India, and Wang Haizhu , Sun Yet Sen University - China) • <i>Moderator:</i> (Wes Johnston, Georgia State University) 	
11:30AM – 1:00PM	Lunch Buffet	Gleacher 621 Exec. Dining Room

ISBM Academic Conference 2012: Advances in B-to-B Marketing Conference Schedule

1:00PM –
2:30PM

TC1	Invited Session – B2B Sales Management (Session Chair, Thomas Steenburgh)	Gleacher Rm 400
TC1.1	<ul style="list-style-type: none"> • <i>How Internet Communication Technologies are Transforming B2B Sales Force Organizations</i> (Murali Mantrala, University of Missouri, Sonke Albers, Kuhne Logistics University, and Vamsi Kanuri, University of Missouri) 	
TC1.2	<ul style="list-style-type: none"> • <i>The Marketing-Sales Interface During a New Product Launch: How Can Marketing Influence the Sales Force?</i> (Michael Ahearne, University of Houston with Jeffrey Boichuk, Willy Bolander, Florian Kraus and Carment Liutec) 	
TC1.3	<ul style="list-style-type: none"> • <i>Price Stability as Selling Concept</i> (Manfred Krafft, University of Munster, Manuel Stegemann, University of Munster, and Kissan Joseph, University of Kansas) 	
TC1.4	<ul style="list-style-type: none"> • <i>Managing Short-term Pressure for Long-term Performance</i> (Thomas Steenburgh, Darden Graduate School of Business) 	
TC2	Invited Session - Meet The Editors I (Session Chair, Gary Lilien)	Gleacher Rm 404
TC2.1	<ul style="list-style-type: none"> • <i>Marketing Science</i> (Gary L. Lilien, Penn State University) 	
TC2.2	<ul style="list-style-type: none"> • <i>Journal of Marketing (JM)</i> (Raj Grewal, Penn State University or Ajay Kohli, Georgia Tech) 	
TC2.3	<ul style="list-style-type: none"> • <i>Journal of Marketing Research (JMR)</i> (V. Kumar, Georgia State Univeristy) 	
TC2.4	<ul style="list-style-type: none"> • <i>International Journal of Research in Marketing (IJRM)</i> (Sandy Jap, Emory University) 	
TC2.5	<ul style="list-style-type: none"> • <i>Journal of the Academy of Marketing Science</i> (Tomas Hult, Michigan State University) 	
TC2.6	<ul style="list-style-type: none"> • <i>Management Science</i> (Pradeep Chintagunta, University of Chicago) 	
TC3	Networks II (Session Chair, Sebastian Forkmann)	Gleacher Rm 406
TC3.1	<ul style="list-style-type: none"> • <i>Understanding Organisational Networking Behaviors in a Business Network Context</i> (Sabrina Thornton, Peter Naude, and Stephan Henneberg, Manchester Business School) 	
TC3.2	<ul style="list-style-type: none"> • <i>Knowledge Creation in Expertise-Driven Health Care Communities</i> (Sarah Van Oerle and Annouk Lievens, University of Antwerp and Dominik Mahr, Maastricht University) 	
TC3.3	<ul style="list-style-type: none"> • <i>Networking Capability in Business Relationships</i> (Maciej Mitrega, University of Economics in Katowice, Sebastian Forkmann, Carla Ramos, and Stephan C. Henneberg, Manchester Business School) 	

ISBM Academic Conference 2012: Advances in B-to-B Marketing Conference Schedule

1:00PM – 2:30PM (continued)	TC4	Interfirm II (Session Chair, Fabio Caldieraro)	Gleacher Rm 408
	TC4.1	<ul style="list-style-type: none"> • <i>The Use of Marketing Communication Channels in Relationship Development in Contemporary Industrial Markets</i> (Toni Mikkola and Tommi Mahlamaki, Tampere University of Technology) 	
	TC4.2	<ul style="list-style-type: none"> • <i>Where to Anchor Outcome Fairness: An Exploration of Antecedents of Fairness Judgment</i> (Miamiao Zhu, Freie Universität Berlin) 	
	TC4.3	<ul style="list-style-type: none"> • <i>How Brand Image and Product Characteristics Can Govern Firms' OEM and Entry Decisions</i> (Fabio Caldieraro, University of Washington) 	
	TC5	Invited Session - Dealing with the Dark Side: Digging More Deeply Into Dysfunction (Session Chair, Lisa Scheer)	Gleacher Rm 304
	TC5.1	<ul style="list-style-type: none"> • <i>Drifting Into Dysfunction: The Critical Role of Complacency</i> (Irina Kozlenkova, University of Missouri) 	
	TC5.2	<ul style="list-style-type: none"> • <i>Comply or Defy? An Empirical Investigation of Change Requests in Buyer-Supplier Relationships</i> (Jody L. Crosno, West Virginia University, Robert Dahlstrom, Miami University, and Chris Manolis, Xavier University) 	
	TC5.3	<ul style="list-style-type: none"> • <i>Delving Into the Dark Side: The Importance of Balance in B2B Research</i> (Lisa Scheer, University of Missouri) 	
2:30AM – 3:00PM		Networking Break	Gleacher 420 South Gleacher 450 North
3:00PM – 4:30PM	TD1	Invited Session – Creating Value Via B2B Customer Solutions (Session Chair, Stefan Worm)	Gleacher Rm 400
	TD1.1	<ul style="list-style-type: none"> • <i>Financial Performance Outcomes of B2B Customer Solution Offering</i> (Stefan Worm, HEC Paris, Wolfgang Ulaga, IMD, Sundar Bharadwaj, University of Georgia, and Werner Reinartz, University of Cologne) 	
	TD1.2	<ul style="list-style-type: none"> • <i>Managing Two Boundaries to Deliver Solutions</i> (Sundar Bharadwaj, Son K. Lam, and Stefan Sleep, University of Georgia) 	
	TD1.3	<ul style="list-style-type: none"> • <i>Successful Solution Deployment: How Manufacturing Firms Can Leverage Their Channel Partners</i> (Chloe Renault and Frederic Dalsace, HEC Paris, Wolfgang Ulaga, IMD, and Stefan Worm, HEC Paris) 	
3:00PM – 4:30PM (continued)	TD2	Invited Session - Meet The Editors 2 (Session Chair, Gary Lilien)	Gleacher Rm 404
	TD2.1	<ul style="list-style-type: none"> • <i>Journal of Research in Interactive Marketing (JRIM)</i> (Debra Zahay-Blatz, Northern Illinois University) 	
	TD2.2	<ul style="list-style-type: none"> • <i>Journal of Business Marketing Management (JBM)</i> (Michael Kleinaltenkamp, Freie Universität Berlin) 	

ISBM Academic Conference 2012: Advances in B-to-B Marketing Conference Schedule

TD2.3	<ul style="list-style-type: none"> • Journal of Product Innovation Management (JPIM) (Abbie Griffin, University of Utah) 	
TD2.4	<ul style="list-style-type: none"> • Journal of Retailing (JR) (Shankar Ganesan, University of Arizona) 	
TD2.5	<ul style="list-style-type: none"> • Industrial Marketing Management (IMM) (Peter LaPlaca, University of Hartford) 	
TD3	B2B Services (Session Chair, Christian Kowalkowski)	Gleacher Rm 406
TD3.1	<ul style="list-style-type: none"> • Service Quality Decision and Competition (Chen Zhou and Rajdeep Grewal, Penn State University and Paulo Albuquerque) 	
TD3.2	<ul style="list-style-type: none"> • Value Cocreation in a Usage Center (Michael Kleinaltenkamp, Freie Universitat Berlin, Emma Macdonald and Hugh Wilson, Cranfield University) 	
TD3.3	<ul style="list-style-type: none"> • Service Modularity As An Enabler For Value Co-Creation (Per Carlborg and Daniel Kindstrom, Linkoping University and Christian Kowalkowski, Hanken School of Economics) 	
TD4	Interfirm III (Session Chair, John Sande)	Gleacher Rm 408
TD4.1	<ul style="list-style-type: none"> • Implementing Market Orientation While Remaining Internally Efficient-Identifying Enabling Mechanisms (Daniel Kindstrom and Staffan Brege, Linkoping University) 	
TD4.2	<ul style="list-style-type: none"> • Exploring the Organizational Backbone of Pricing and Their Outcomes: A Configurational Perspective (Michael Burkert, University of Lausanne, Bjorn Sven Ivens, Otto-Friedrich-University Bamberg and Philipp Schradi, Otto-Friedrich-University Bamberg) 	
TD4.3	<ul style="list-style-type: none"> • Antecedents and Performance Implications of Misaligned Formal Contracting (John Sande, BI Norwegian) 	
TD5	e-Marketing (Session Chair, Ely Dahan)	Gleacher Rm 304
TD5.1	<ul style="list-style-type: none"> • Measurement of Business-to-Business Social Media Effectiveness (KyungOk Kacy Kim, The University of Texas at Austin) 	
TD5.2	<ul style="list-style-type: none"> • Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms (Anindita Chakravarty, University of Georgia, Alok Kumar and Rajdeep Grewal, The Pennsylvania State University) 	
TD5.3	<ul style="list-style-type: none"> • Better Recommendation Engines Improve B-to-B Marketing: Combining Conjoint, Consumer Choice and Crowdsourcing (Ely Dahan, UCLA) 	
4:30AM – 6:00PM	Networking Reception (PhD Camp and Academic Conference)	Gleacher 621 Exec. Dining Room

Dinner on Your Own