### Conference Schedule

**San Francisco State University, Downtown Center**  
**835 Market Street**  
**San Francisco, California, USA**  

**Wednesday, July 30, 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:00AM - 5:00PM</td>
<td>Registration</td>
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<tr>
<td>11:30PM - 1:00PM</td>
<td>Welcome and Lunch (Academic Conference)</td>
<td>Lounge, 609, 607</td>
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<tr>
<td>12:30PM - 12:50PM</td>
<td>Welcome and Conference Overview (Kathy O'Donnell, SFSU Associate Dean, Gary Lilien and Ralph Oliva, ISBM-Penn State)</td>
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<tr>
<td>1:00PM - 2:30PM</td>
<td>Concurrent Sessions</td>
<td>Rm 610</td>
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<tr>
<td><strong>WC1</strong></td>
<td>Special Session – Selling Value in Business Markets: Why a Powerful Idea Often Fails (Session Chair, Alexander Haas, Andreas Eggert, Harri Terho, Wolfgang Ulaga, Eva Boehm)</td>
<td>Rm 610</td>
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<tr>
<td><strong>WC2</strong></td>
<td>Special Session - Practitioner-Academic Partnerships in B-to-B Research: Opportunities and Case Examples in Event Marketing (Chair, Srinath Gopalakrishna)</td>
<td>Rm 612</td>
</tr>
</tbody>
</table>
|                 | Discussants: Jonathan “Skip” Cox  
|                 | Presenters: Srinath Gopalakrishna, Jonathan “Skip” Cox, Corporate Exhibitor, Exhibition Organizer |              |
| **WC3**         | Special Session - New Perspectives or Organizational Control in B2B Relationships (Chair, Jody L. Crosno) (Discussion Leader, James R. Brown) | Rm 613       |
| WC3.1           | • Strategy Congruence in Multi-Tiered Principal-Agent Relationships (Yoshi Tong) |              |
| WC3.2           | • Decoupling Ex Ante Contract Design and Ex Post Contract Implementation in Franchised Marketing Channels (Vishal Kashyap, Brian Murtha) |              |
| WC3.3           | • The Efficacy of Organizational Control: Is It Shaped by Regulatory Focus? (James R. Brown and Jody L. Crosno) |              |
## Conference Schedule

### 1:00PM - 2:30PM

**WC4** Sales 1 (Session Chair, Eva Boehm)  
Rm 608

- **WC4.1**  
  How Social Media Affects Salesperson Performance: The Importance of Individual and Organizational Influences (Melanie Bowen)

- **WC4.2**  
  Driving Sales Performance: A Capability View on Solution Business (Kaj Storbacka, Pia Polsa, and Laszlo Sajtos)

- **WC4.3**  
  Salespersons’ Solution Crafting Capability: A Knowledge-Based Perspective (Eva Boehm, Andreas Eggert, Harri Terho, Alexander Haas, and Wolfgang Ulaga)

### 2:30PM - 2:45PM

Networking Break  
Lounge

### 2:45PM - 4:15PM

Concurrent Sessions

**WD1** Special Session – B2B Brand Management (Session Chair, Waldemar Pfortsch)  
Rm 610

- **WD1.1**  
  B2B Brand Portfolio Management – Making Multi Brand Strategies Work

**WD2** Network Perspectives in Business Markets 1 (Session Chair, Aditya Gupta)  
Rm 612

- **WD2.1**  
  Economic Versus Social Closure in Network Triads (Michael Frechette)

- **WD2.2**  
  Intra-organizational Sales Networks: Networking Patterns and Their Dynamics (Carla Ramos, Danny P. Claro, and Thomas Brashear-Alejandro)

- **WD2.3**  
  The Network Value of Marketing Alliances Under Firm-Specific Uncertainty (Jameson Watts and Kenneth W. Koput)

- **WD2.4**  
  Key Account Profitability in Business Markets: Aligning Seller Intrafirm Network and Buyer-Seller Interfirm Network (Aditya Gupta, Rajdeep Grewal, Gary Lilien)

**WD3** Interfirm 1 (Session Chair, Irina Kozlenkova)  
Rm 613

- **WD3.1**  
  Organizational learning and innovation from resource complementarity and cultural compatibility of business alliance (Jiyouon An)

- **WD3.2**  
  The Relationship between Customers’ Emotional Attachment and Organizational Business Performance in B2B Context (Daniela Yu)

- **WD3.3**  
  Attributions of Causality for Destructive Acts in Distribution Channels (Hadi Eslaminosratabadi, Manish Kacker Jonathan Hibbard)
WD3.4 • The Role of Communication in Business-to-Business Relationships  
(Irina Kozlenkova, Robert Palmatier, Rajiv Dant)

2:45PM - 4:15PM

WD4 (continued)

WD4.1 • Profiling Trade Show Attendees: Using Cluster Analysis to Understand the Number of New Ideas Attendees Acquire at a Trade Show  
(Harriette Bettis-Outland, Dale Wilson)

WD4.2 • Dark Side of Resource Diversity Seeking: Implications of R&D in a Strategic Alliance for Innovation Outcomes  
(Shin-Hye Kim, Sakdipon Juasrikul, Richie L. Liu, Sean Yim)

WD4.3 • Alliance Market Orientation, New Product Creativity, and New Product Performance in High-Tech Industries  
(Pelin Bicen)

4:15PM – 4:30PM

Networking Break  
Lounge

4:30PM - 5:30PM

Plenary Session  
(Chair, Gary Lilien)  
Rm 609

4:30-4:40  
B2B Leadership Board, the B2B Agenda and ISBM Implications (Fred Wiersema)

4:40-4:50  
B2B Innovation Initiative (Abbie Griffin)

4:50-4:55  
B2B Buying Behavior Initiative (Raj Grewal)

4:55-5:00  
B2B Customer Analytics (ISBM-CAP) Initiation (Hari Sridhar)

5:00-5:15  
Implications for the B2B Academic Community (Fred Wiersema)

Q&A

5:30PM - 7:00PM

Networking Reception  
Rm 597

Dinner on own
Thursday, July 31, 2014

8:00AM – 9:00AM  Breakfast  Rm 609

8:00AM - 3:00PM  Registration

9:00AM - 10:30AM  Concurrent Sessions

**TA1**

Special Session – B2B Marketing Organization (Session Chairs, Bjorn Ivens, Catherine Pardo, Sanjit Sengupta)

- *The Informal Dispersion of Marketing Activities in B2B Firms* (Maria Blachetta & Michael Kleinaltenkamp)
- *Implications of Marketing Automation Software for B2B Marketing Organization* (Sanjit Sengupta)
- *The Corporate Marketing Department – Between Value and Vanish* (Thomas Ritter, Andreas Eggert, Eva Boehm, & Wolfgang Ulaga)
- *Key Account Managers’ Internal Tasks Inside Their Company – A Case Study* (Bjorn Ivens, Sylvie Lacoste, Alexander Leischning, Barbara Niersbach & Catherine Pardo)

**TA2**

Special Session – Innovation in B2B Markets - Diverse Pathways to Success (Session Chair, Lisa Scheer and Ruth Stock)

- *Power Motives and Other Relational Motives for Seller-Customer Product Co-Development:* (Ruth Stock, Ines Reiferscheid, and Lisa Scheer)
- *Service Transition versus Service Infusion: Different Pathways to Success for Service-Oriented Manufacturers?* (Vamsi Kanuri, Eva Boehm, and Lisa Scheer)

**TA3**

Special Session - Emerging Perspectives in Customer Relationship Management (Session Chair, Alok Kumar)

- *Internal versus External Reputation: An Investigation of Carry-Over Effects* (Hyo Jin (Jean) Jeon, and Rajiv Dant)
- *From Market-Driven to Market-Driving* (Goran Vlasic, Ajay Kohli, and Gabriele Trollo)
- *Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms* (Anindita Chakravarty, Alok Kumar, and Rajdeep Grewal)
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:00AM -</td>
<td><strong>Sales 2</strong> (Session Chair, Son Lam)</td>
<td>Rm 607</td>
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<td>10:30AM</td>
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<td><strong>TA4</strong></td>
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<td>- TA4.1</td>
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<td></td>
<td>- <em>Salesperson’s Effort Allocation Across an Assortment of High- and Low- Status Brands</em> (Moumita Das)</td>
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<td>- TA4.2</td>
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<td>- <em>Committed to the Customer or Committed to the Organization? Drivers and Outcomes of Salesperson Divided Loyalties in Business Markets</em> (Fabian Bill)</td>
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<td>- TA4.3</td>
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<td>- <em>Identifying Effective Hunters and Farmers in the Sales Force: A Dispositional-Situational Framework</em> (Son Lam, Thomas DeCarlo, and Michael Barone)</td>
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<td>10:30AM -</td>
<td><strong>Contemporary Challenges in Business Markets</strong> (Session Chair, Miaomiao Zhu)</td>
<td>Rm 608</td>
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<td>11:00AM</td>
<td><strong>TA5</strong></td>
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<td>- TA5.1</td>
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<td>- <em>Modelling the B2B customer preferences using CBC analysis: The case of BSGs from India</em> (K.B. Saji Nair, Shashi Shekhar Mishra, and Amarjeet Dua)</td>
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<td>- TA5.2</td>
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<td>- <em>Service Transition from the Customer Perspective – an Explorative Study</em> (Eva Lexutt and Sabine Fliss)</td>
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<td>- <em>Fairness Judgements as Pivotal Determinants to Achieve Compliance in German and Chinese Business Relationships</em> (Miaomiao Zhu, Michael Kleinaltenkamp, and Ingmar Geiger)</td>
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<tr>
<td>11:00AM -</td>
<td><strong>Networking Break</strong></td>
<td>Lounge</td>
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<td>12:30AM</td>
<td><strong>Concurrent Sessions</strong></td>
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<tr>
<td>10:30AM -</td>
<td><strong>B2B Marketing 1</strong> (Session Chair, Brian Murtha)</td>
<td>Rm 610</td>
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<td>11:00AM -</td>
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<td><strong>TB1</strong></td>
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<td>- <em>Expanding the Concept of Market Orientation to Fit B2B Markets</em> (Matthias Classen, Michael Kleinaltenkamp)</td>
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<td>- TB1.2</td>
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<td>- <em>Stock Market Reactions to Technology Licensing Contracts</em> (Stefan Wuyts and Erik A. Mooi)</td>
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<td>- <em>The Bright Side of Critical Incidents: how incidents affect reputation and firm value</em> (Anne Eckert, Alexander Haas)</td>
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<td>- TB1.4</td>
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# Conference Schedule

**TB2** Combined with WD3.3  
Rm 612

11:00AM - 12:30AM  
(continued)

**TB3** Special Session - New Directions in Business to Business Relationship Research  
(Session Chairs, Qiong Wang and Alok Kumar)  
Rm 613

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Chairs</th>
<th>Location</th>
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<tbody>
<tr>
<td>TB3.1</td>
<td>Complex, Multi-Provider Service Events: The Challenge of an Ad Hoc Service System</td>
<td>Stephen Hampton, and Lisa K. Scheer</td>
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<td>TB3.2</td>
<td>Contract Design To Dis-Incentivize Productive Investments: Theory and Evidence</td>
<td>Desmond (Ho-Fu) Lo, Giorgio Zanarone, and Mrinal Ghosh</td>
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<td>TB3.3</td>
<td>The Importance of the Fit Between Contract Framing and Relationship Type in Interorganizational Exchange</td>
<td>Qiong Wang and Steven H. Seggie</td>
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<tr>
<td>TB3.4</td>
<td>Institutional Influences on Governance Efficiency</td>
<td>Kenneth H. Wathne, Alok Kumar, Jan B. Heide</td>
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**TB4** Sales 3  
(Session Chair, Erin Gillespie)  
Rm 607

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<tbody>
<tr>
<td>TB4.1</td>
<td>What Workplace Constellations Lead to Frustration Among Salespeople?</td>
<td>Bjorn Ivens, Alexander Leischnig, and Stephan C. Henneberg</td>
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<tr>
<td>TB4.2</td>
<td>An Ambidextrous Perspective on Global Account Management Program</td>
<td>Linda Shi and Anthony Goerzen</td>
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<tr>
<td>TB4.3</td>
<td>Economic, Symbolic, and Human Resource Approach to Sales Management: An Examination of the Specificity of Salesperson Experience and the Underlying Process</td>
<td>Erin Gillespie, Son K. Lam, Stephanie M. Noble</td>
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**TB5** Innovation 2  
(Session Chair, Johanna Slot)  
Rm 608

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<th>Session</th>
<th>Title</th>
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<tbody>
<tr>
<td>TB5.1</td>
<td>How Do Firms Innovate With Limited Resources in Turbulent Markets</td>
<td>Pelin Bicen and William H.A. Johnson</td>
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<tr>
<td>TB5.2</td>
<td>Diluting or Reinforcing? The Impact of External Category Expansion Strategies on New Product Performance</td>
<td>Jake Hoskins and Abbie Griffin</td>
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<tr>
<td>TB5.3</td>
<td>Aligning Industrial Product Innovation Projects to Disruptive Technologies: An Exploratory Investigation</td>
<td>K.B. Saji Nair, Shashi Shekhar Mishra, and Satyam</td>
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<tr>
<td>TB5.4</td>
<td>Managing the Crowd: Creativity in Online Idea Generation Contests</td>
<td>Johanna Slot, Raji Srinivasan, and Stefan Wuyts</td>
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</tbody>
</table>

12:30AM – 2:00PM  
Lunch Buffet  
Lounge, 609

Revised 7/29/2014 12:01 PM, - Page | 6
2:00PM - 3:30PM

TC1 B2B Marketing 2 (Session Chair, Adnan Yusuf)  

TC1.1 • Service and Solution Pricing and Revenue Models: A Review and Categorization (Mario Kienzler and Christian Kowalkowski)

TC1.2 • A View of the Non-Structured B2B Marketplace (Martin Block, Don Schultz, and Lauren Pardun)

TC1.3 • Rethinking Transformation towards B2B Solutions (Marcus Zimmer and Florian Wangenheim)

TC1.4 • Co-creating Effective and Profitable Customer Solutions in Business Markets (Adnan Yusuf, Ujwal Kayande, and Sabine Kuester)

TC2 Network Perspectives in B2B Markets 2 (Session Chair, Per Carlborg)  

TC2.1 • Network-Oriented Behaviors in Business-to-Business Markets: An Empirical Study (Sabrina Thornton, Peter Naude, and Stephan C. Henneberg)

TC2.2 • Attractiveness and Corporate Social Capital from a Network Perspective – the Case of the Corporate Online Reference Network (CORN) (Zsofia Toth, Peter Naude, and Stephan Henneberg)

TC2.3 • Network Involvement in Service Innovation (Per Carlborg)

TC3 Interfirm 3 (Session Chair, Hari Sridhar)  

TC3.1 • Disruptive Change: The Role of Transformational Relationship Events in B2B Relationships (Colleen Harmeling and Robert W. Palmatier)

TC3.2 • Allocation of Reseller Effort in Distribution Channels (David Gilliland and Steve Kim)

TC3.3 • Is Online Newspaper Advertising Cannibalizing Print Advertising? (Hari Sridhar and S. Sriram)
ISBM Academic Conference 2014: Advances in B-to-B Marketing

Conference Schedule

2:00PM – 3:30PM (continued)

TC4

Special Session - The Differential Effects of Incentives on Motivating Sales People’s Performance in Business Markets (Session Chair, Desmond Lo)

TC4.1

- Incentive Compensation: When and How Does It Work? (Doug J. Chung and Das Narayandas)

TC4.2

- Is Cash King? A Field Intervention on Mental Accounting in a Sales Force (Madhu Viswanathan, Xiaolin Li, Om Narasimhan, and George John)

TC4.3

- Delegation and Performance Pay: Evidence from Industrial Sales Forces (Wouter Dessein, Francine Lafontaine, Mirinal Ghosh, and Desmond Lo)

TC5

B2B Marketing 3 (Session Chair, Toni Mikkola)

TC5.1

- The Impact of Co-Innovation Management on Customers’ Value-in-Use in Business-to-Business Contexts (Carolin Wernicke and Michael Kleinaltenkamp)

TC5.2

- B2B branding intent: The construct, research propositions, and managerial implications (K.B. Saji Nair and Shashi Shekhar Mishra)

TC5.3

- Proposing and Conceptualizing Customer Resource Integration Readiness in Business Markets (Ilias Danatzis, Michael Kleinaltenkamp, and Ingo Karpen)

TC5.4

- Understanding the Selection of Information Sources in an Industrial B2B Context (Toni Mikkola, Tommi Mahlamaki, and Olavi Uusitalo)

3:30AM – 4:00PM

Networking Break

4:00PM - 5:30PM

Concurrent Sessions

4:00PM – 5:30PM

TD1

B2B Connections (Session Chair, Stephan C. Henneberg)

TD1.1

- Building Business Brands through Dynamic Storytelling: Metrics for Understanding the Role of Social Media (Brandon M. Gustafson, Babu John Mariadoss, Jean Johnson, Brett Josephson)

TD1.2

- A Model of Inter-Personal and Inter-Organizational Trust in Business-to-Business Relationships (Stephan C. Henneberg, Bahar Ashnai, and Peter Naude)

TD1.3

- Networking Capability in Supplier Relationships: Concept and Impact on Innovativeness and Firm Performance (Stephan C. Henneberg, Ghasem Zaefarian, Maciej Mitrega, and Sebastian Forkmann)
4:00PM – 5:30PM
TD2 Special Session - B2B Service Innovation and Service-led Growth Rm 612
(Session Chair, Christian Kowalkowski)

TD2.1 • Success in Solution Business: It’s More Than Value Based Selling
(Kaj Storbacka)

TD2.2 • Service Integration in the Infrastructure Industry (Sergio
Biggemann)

TD2.3 • Exploring Service Prototyping in B2B Services (Daniel Kindstrom,
Johan Blomkvist, and Stefan Holmlid)

TD2.4 • What Service Transition? Reconceptualizing Service Infusion
Processes in Manufacturing Firms (Christian Kowalkowski, Charlotta
Windahl, Daniel Kindstrom, and Heiko Gebauer)

TD4 Special Session - Meet The Editors (Session Chair, Gary Lilien) Rm 609

- International Journal of Research in Marketing (Peter Verhoef)
- Journal of Business Market Management (Michael Kleinaltenkamp)
- Journal of Marketing (V. Kumar)
- Journal of Marketing Research (Raj Grewal)
- Journal of Retailing (Shankar Ganesan)
- Journal of the Academy of Marketing Science (Tomas Hult)
- Marketing Science (Ganesh Iyer)

5:30AM – 7:00PM Networking Reception Rm 597

Dinner on Your Own