

# **38<sup>th</sup> IMP Annual Conference Programme**

**University of Florence, Florence, Italy**

**30 August – 2 September 2022**

## **SECOND DRAFT CIRCULATED**

All sessions are in the Polo di Novoli, building D6, Via delle Pandette 9, Florence.

### **Tuesday, August 30th**

08.30 – 09.00	<b>Doctoral colloquium registration and coffee:</b> the Polo di Novoli, building D6
09.00 – 17.00	<b>Doctoral colloquium:</b> the Polo di Novoli, building D6
17.30 – 18.30	<b>Registration:</b> the Polo di Novoli, building D6
18.00 – 18.45	<b>Welcome cocktail</b>

### **Wednesday, August 31st**

8.00 – 9.00	<b>Registration:</b> the Polo di Novoli, building D6
9.00 – 10.40	<b>Plenary Session:</b> Aula Magna Room 0.01 - Chair: Simone Guercini  <b>Salutations:</b> Alessandra Petrucci, Rector, University of Florence Maria Elvira Mancino, Director, DISEI, University of Florence Simone Guercini and Matilde Milanese, Conference Chairs, University of Florence  <b>Business Speaker:</b> Marco Hannappel, Chairman and MD, Philip Morris Italia  <b>Keynote Speaker:</b> Roberto Grandinetti, University of Padova
10.40 - 11.00	Morning tea and coffee
11.00 - 12.30	<b>Parallel sessions:</b> the rooms are in building D6
	Room 0.01 - Track: General - Chair: Enrico Baraldi – Clemens Friedl, Paul Matthyssens, Wouter Van Bockhaven - Strategic flexibility in servitization strategy transition: how effectuation and market learning help overcoming complexities – Nina Laubscher, Gert Human - Dependence, relational darkness and complacency in business-to-business relationships – Hannes Huttelmaier, Julia Heigl, Jonas Keller - Influence of Emojis on the success of B2B social media posts – Hyland Chao Ji, Joseph Coughlan - The moderating effect of competitive intensity on the relationships between risk mitigation strategies and supply chain performance
	Room 0.16 - Track: Business networks in the change towards sustainability - Chair: Tuula Lehtimäki – Olga Dziubaniuk, Maria Ivanova-Gongne, Monica Nyholm - Circular economy models implementation in textile industry: an emerging business network perspective – Per Calborg, Debbie Harrison, Nina Hasche, Frans Prenkert - Advancing sustainability through business network transformation – Sophie-Marie Ertelt, Louise Pelgander, Frans Prenkert, Johan Kask - Understanding the impact of sustainable & circular-oriented innovations on business networks: the case of sustainable road freight transport – Elina Jaakkola, Leena Aarikka-Stenroos, Lauri Alkki, Linnea Harala, Mari Riuttala, Eeva Pohls - Experiences catalysing in business networks: the case of concrete reuse in the construction industry
	Room 0.15 - Track: Network outsidership and internationalization new trends and emerging issues - Chair: Martin Johanson – Hongzhi Gao, Simone Guercini - Deglobalization, liability of origin and co-evolutions in international business networks

	<ul style="list-style-type: none"> <li>– Bryndís Ólafsdóttir, Erla Sólveig Kristjánsdóttir - Significance of local actors for insidership in a complex market</li> <li>– Milena Ratajczak-Mrozek, Aleksandra Hauke-Lopes, Łukasz Małys, Krzysztof Fonfara - Network position in internationalisation – What do we know and where are we heading for?</li> <li>– Martin Johanson - Institutions, decision-making and network insidership</li> </ul>
	<p>Room 0.14 - Track: Resource interaction in established and novel areas - Chair: Debbie Harrison</p> <ul style="list-style-type: none"> <li>– Per Christian Ahlgren, Johnny Lind - The role of deals in reconfiguring the resource interactions of collaborative health care – the importance of constructing value measuring</li> <li>– Elisa Carloni, Serena Galvani, Roberta Bocconcelli - A resource interaction perspective on the evolution of digital servitization: from after-sales to advanced services</li> <li>– Hannes Lindqvist, Anna Dubois, Frida Lind, Lisa Melander - Multiple perspectives on the values of a resource combination – The case of geofencing in freight transport</li> <li>– Tamara Oukes, Ariane von Raesfeld - Resource interaction to scale social impact of inclusive businesses in South-East Asia and Sub-Saharan Africa: a network perspective</li> </ul>
12.30 - 14.00	Lunch at College's House
14.00 - 15.30	<b>Parallel sessions:</b> the rooms are in building D6
	<p>Room 0.01 - Track: General - Chair: Aino Halinen</p> <ul style="list-style-type: none"> <li>– Akmal Hyder, Agneta Sundström, Nina Daskalova - Disruptive innovation in SMEs: a market orientation-networking approach</li> <li>– Anna Ragén, Emilene Leite, Gabriel Linton, Christina Öberg - Sensemaking, sensegiving and sensedrift in the university-innovation ecosystem</li> <li>– Sabrina Thornton, Alexander Leischnig, Thi Ngo - When and how does going beyond direct customers facilitate innovation success?</li> <li>– Grzegorz Leszczyński, Tibor Mandjak, Tihamér Margitay, Marek Zieliński - Digitally saturated relationships. Extensions to the ARA model</li> </ul>
	<p>Room 0.16 - Track: Business networks in the change towards sustainability - Chair: Pauliina Ulkuniemi</p> <ul style="list-style-type: none"> <li>– Sandra Brüel Grönberg, Kajsa Hulthén - The impact of policies for actors involved in sustainable e-commerce packaging</li> <li>– Sara Shahin Moghadam - An agent-based model to explore the structural dynamics of supply networks in transition towards sustainability</li> <li>– Ann Vellesalu, Daniel Hjelmgren - Product development as resource interaction in a business network's efforts to advance sustainability</li> <li>– Mariia Syväri, Jaana Tähtinen, Sini Nordberg-Davies - Developing a digital platform as a market shaping device for sustainability – A process view</li> </ul>
	<p>Room 0.15 - Track: Decision Making when interacting in business relationships - Chair: Simone Guercini</p> <ul style="list-style-type: none"> <li>– Fabrice Cavarretta - Managerial paradigms as socially calculated metaheuristics</li> <li>– Piotr Gaczek, Grzegorz Leszczyński, Amira Mouakher - Decision-making in interactions with machines - managers' resistance to AI</li> <li>– Matteo Cristofaro, Dermot Breslin, Johan Kask, Gianpaolo Abatecola - Industrial marketing &amp; purchasing research in networks: A review and a co-evolutionary lens to solve paradoxes</li> <li>– Jose Antonio Alfaro Tanco, Pedro Mir Bernal, Simone Guercini - The corporate social innovation process and the IMP approach: actors, resources and activities emerging in a case study in the Spanish fashion industry</li> </ul>
	<p>Room 0.14 - Track: Resource interaction in established and novel areas - Chair: Frida Lind</p> <ul style="list-style-type: none"> <li>– Enrico Baraldi, Torkel Strömsten - Target costing and inter-organizational product development. framing exploitative and explorative network projects</li> <li>– Anna Dubois, Elsebeth Holmen, Maria Landqvist, Frida Lind, Ann-Charlott Pedersen - How about circular economy and resource interaction? Considering the importance of resource versatility</li> </ul>

	<ul style="list-style-type: none"> <li>– Heléne Lundberg, Edith Andresen, Sabine Gebert Persson - A great place in space – intra-firm positioning through place-bound networking</li> <li>– Conor Drummond, Helen McGrath, Thomas O’Toole - The dark side of social media resource mobilisation in an entrepreneurial context</li> </ul>
15.30 - 16.00	Afternoon tea and coffee
16.00 - 17.30	<b>Parallel sessions:</b> the rooms are in building D6
	<p>Room 0.01 - Track: General - Chair: Per Vagn Freytag</p> <ul style="list-style-type: none"> <li>– Joona Keranen, Natalia Turkina, Kevin Argus - Implementing a creating shared value approach in B2B markets</li> <li>– Eija-Liisa Heikka, Pia Hurmelinna-Laukkanen, Eelis Paukku, Satu Nätti - Factors influencing perception of service provider expertise when ‘panic buying’ professional business services</li> <li>– Hannu Makkonen, Mervi Saarikorpi - Fits, misfits and relationship transitions: relationship management as managing within and between relationship positions</li> <li>– Luiza Stein Da Silva, Natasha Evers, Timo Koivumäki - Public-private interactions in emerging sectors: A literature review and future research agenda</li> </ul>
	<p>Room 0.16 - Track: General - Chair: Ian Wilkinson</p> <ul style="list-style-type: none"> <li>– Dariusz Siemieniako, Piotr Kwiatek – Versatile product co-development dynamic capabilities in buyer-supplier power asymmetrical relationships: a weaker supplier perspective</li> <li>– Arja Lemmetyinen, Lenita Nieminen, Tuomas Pohjola - Prerequisites for inclusive and sustainable interaction in cultural and creative business networks</li> <li>– Ian Wilkinson, Louise Young - An agent-based model of complex adaptive business ecosystems</li> <li>– Filoumena Zlatanou, Stephan Dickert, Stephan Henneberg - Understanding the micro foundations of emotions in business relationships: systematic literature review and meta-analysis</li> </ul>
	<p>Room 0.15 - Track: Business networks in the change towards sustainability - Chair: Tuula Lehtimäki</p> <ul style="list-style-type: none"> <li>– Chiara Cantù, Alessandra Tzannis - Exploring the role of business relationships for sustainable strategies: the humanistic management perspective</li> <li>– Eini Haaja, Natasha Evers - Orchestrating in business networks to enhance the co-creation of eco-innovations</li> <li>– Lei Huang, Debbie Harrison - From free water to precious water? How sustainability issues interplay in valuing solution embedding in ecosystems</li> </ul>
	<p>Room 0.14 - Track: Resource interaction in established and novel areas - Chair: Roberta Bocconcelli</p> <ul style="list-style-type: none"> <li>– Julia Bondeli - Stability in the lack of heavy resource interfaces – A fish story? The case of international trade in the pelagic industry</li> <li>– Carla Ferreira, Frida Lind, Ann-Charlott Pedersen - Value creation from combining digital and non-digital resources: the case of “smart products”</li> <li>– Andrea Perna, Enrico Baraldi - The dark side of innovation: a resource interaction approach to barriers and negative effects of innovation</li> <li>– Carl Westergren, Edith Andresen, Christina Öberg - Implementation first – On the reverse order of public sector innovation processes</li> </ul>

Free evening

#### Thursday, September 1st

09.00 - 10.30	<b>Parallel sessions:</b> the rooms are in building D6
	<p>Room 0.01 - Track: General - Chair: Morten Abrahamsen</p> <ul style="list-style-type: none"> <li>– Morten Abrahamsen, Kristin Munksgaard - Adaptation in a time of crisis: Covid-19 and supplier mobilization in public healthcare</li> <li>– Xiaomin Han, François Goxe - Be well or be vile: Effects of political appointments on firm illegality in a transition economy</li> </ul>

	<ul style="list-style-type: none"> <li>– Aino Halinen, Sini Nordberg-Davies - Is there room for a future perspective in business network research?</li> <li>– Alexandra Waluszewski, Alessandro Cinti, Andrea Perna, EU Policy, industry and the use of antibiotics for animals. The Italian or Swedish way?</li> </ul>
	<p>Room 0.16 - Track: General - Chair: Stefanos Mouzas</p> <ul style="list-style-type: none"> <li>– Oscar Swinden, Anna Bengtson, Susanne Åberg – Exploring complex matters at the European Spallation Source</li> <li>– Tibor Mandják, Zsuzsanna Szalkai, Erika Hlédik, Edit Neumann-Bódi, Judit Simon - A hidden face of resource interaction: The role of knowledge</li> <li>– Stefanos Mouzas, David Ford - What explains evolution in business networks?</li> <li>– Anne-Maria Holma, Romy Narayan - Potential for blockchain technology in managing perceptions related to fairness at the early phases of public procurement process</li> </ul>
	<p>Room 0.15 - Track: Network outsidership and internationalization new trends and emerging issues - Chair: Mikael Hilmersson</p> <ul style="list-style-type: none"> <li>– Roger Schweizer, Mikael Hilmersson, Sylvie Chetty – The internationalization process of digital firms – a multi-level conceptualization</li> <li>– Agneta Sundström, Akmal Hyder - Integration of digital dynamic capabilities in market-oriented business model - an SME internationalization perspective</li> <li>– Ahmed Mahdi, Jari Ruokolainen - Challenges and barriers of SMES from developing countries</li> </ul>
	<p>Room 0.14 - Track: Understanding and managing digital transformation from an inter-organizational perspective - Chair: Peter Naudé</p> <ul style="list-style-type: none"> <li>– Christine Falkenreck, Ralf Wagner - IoT-related business models in critical infrastructure settings: Evaluating the drivers of relationship quality</li> <li>– Ruiqi Wei, Catherine Pardo - Looking for resource density and liquidity in digital business networks</li> <li>– Brendan Keegan, Sophie Iredale, Peter Naudé - ARA in the AI realm</li> <li>– Raeesah Chohan - B2B firms' intention and expectation to adopt blockchain technology</li> </ul>
10.30 - 11.00	Morning tea and coffee
11.00 - 12.30	<b>Parallel sessions:</b> the rooms are in building D6
	<p>Room 0.01 - Track: General - Chair: Judy Zolkiewski</p> <ul style="list-style-type: none"> <li>– Per Vagn Freytag - Business development through collaborative workshops</li> <li>– Elisabete Cardoso Parodi, João F. Proença - Business resilience and ecosystems: a systematic literature review</li> <li>– Valerio D'Amico, Isabella Maggioni, Daniela Corsaro, Digitalization in fashion: approaches and opportunities</li> <li>– Annalisa Tunisini, Matteo Dominidiato, Simone Guercini, Matilde Milanesi - Process and product innovation within business networks for sustainability</li> </ul>
	<p>Room 0.16 - Track: Understanding and managing digital transformation from an inter-organizational perspective - Chair: Vincent Fremont</p> <ul style="list-style-type: none"> <li>– Lars-Johan Åge, Katarina Arbin, Jens Eklinder-Frick, Daniella Fjällström - Safety, digital tools and knowledge in the construction industry</li> <li>– Poul Houman Andersen, Victor Eriksson, Elsebeth Holmen, Ann-Charlott Pedersen – Project success through supplier development: relational interfaces in the offshore wind industry</li> <li>– Vicky Dhanis Wardhana, Idris Gautama So, Dezie Leonarda Warganegara, Mohammad Hamsal - Technology disruption and the urgency of building adaptive organization and business model transformation: an Indonesian advertising agency study</li> <li>– Mekhail Mustak, Deva Rangarajan, Anna Salonen, Harri Terho - How marketing supports sales in B2B markets: towards a contextual understanding of customer purchase journey facilitation</li> </ul>
	<p>Room 0.15 - Track: Business networks in the change towards sustainability - Chair: Pauliina Ulkuniemi</p>

	<ul style="list-style-type: none"> <li>– Antonella La Rocca, Silvia Dal Molin - Exploring opportunities and challenges of sustainable start-ups</li> <li>– Mari Mehtälä , Tuula Lehtimäki, Hanna Komulainen - Shaping markets for sustainable innovation: case study on public-private innovation network at the crossroads of industries</li> <li>– Omar Mohammed, Fatima Khitous, Pauliina Ulkuniemi - Designing Ecosystem for circular economy business model innovation in the electronics industry: a customer engagement perspective</li> <li>– Romy Narayan, Annika Tidström - Slow Fashion as a transition strategy for reorienting network resources by leveraging local materials</li> </ul>
	<p>Room 0.14 – Track: Entrepreneurs and consumers in business networks - Looking at passion and entrepreneurship through IMP lenses - Chair: Bernard Cova</p> <ul style="list-style-type: none"> <li>– Helen McGrath, Thomas O’Toole, Louise Canning - The influence of emotions on entrepreneurial network capability development</li> <li>– Alessandro Pagano, Roberta Bocconcelli, Francesco Petrucci - Entrepreneurship, entrepreneur(s) and IMP thinking: moving the dialogue forward</li> <li>– Andrea Runfola, Giulia Monteverde - Investigating network relationships in fashion new ventures: how sustainability shapes entrepreneurship</li> <li>– Andrea Sabatini, Francesco Capone, Gian Luca Gregori - Passion and entrepreneurship in the Sport industry. An empirical investigation through the IMP lens</li> </ul>
12.30 - 14.00	Lunch at College’s House
14.00 - 15.00	<p><b>Meet the Editors and Guest Editors Session:</b> Two parallel sessions, building D6, Room 0.01 – Chair: Debbie Harrison</p> <ul style="list-style-type: none"> <li>– <i>Industrial Marketing Management</i>, EIC: Adam Lindgren</li> <li>– <i>Special Issue IMM</i>, Guest Editors: Simone Guercini and Matilde Milanese</li> <li>– <i>Journal of Business Research</i>, AE: Stefanos Mouzas</li> <li>– <i>Journal of Management and Governance</i>, AE: Andrea Melis</li> <li>– <i>Journal of Purchasing and Supply Management</i>, EIC: Steven Carnovale (online)</li> </ul> <p>Room 0.16 – Chair: Roberta Bocconcelli</p> <ul style="list-style-type: none"> <li>– <i>Management Decision</i>, EIC: Brandon Randolph-Seng</li> <li>– <i>Special Issue MD</i>, Guest Editors: Simone Guercini and Antonella La Rocca</li> <li>– <i>Journal of Business and Industrial Marketing</i>, EIC: Antonella La Rocca</li> <li>– <i>Special Issue JBIM</i>, Guest Editors: Simone Guercini, Andrea Perna, Andrea Runfola, Annalisa Tunisini</li> <li>– <i>Italian Journal of Marketing</i>, EIC: Daniele Dalli</li> <li>– <i>Special Issue IJM</i>, Guest Editors: Roberta Bocconcelli, Chiara Cantù, Alessandro Pagano, Annalisa Tunisini</li> </ul>
15.00 - 15.30	Afternoon tea and coffee
15.20 - 16.30	<b>Parallel sessions:</b> the rooms are in building D6
	<p>Room 0.01 - Track: General - Chair: Björn Ivens</p> <ul style="list-style-type: none"> <li>– Björn Ivens - Governance norms and relational exchange: The neglected dynamic aspect</li> <li>– Bernard Cova, Robert Salle - The success of the rafale or the ketchup principle: a case of mimetic decision making amongst military buyers</li> <li>– Milena Ratajczak-Mrozek, Aleksandra Hauke-Lopes, Debbie Harrison - The multiple roles of platforms as actors embedded in complex networks</li> </ul>
	<p>Room 0.16 - Track: Understanding and managing digital transformation from an inter-organizational perspective - Chair: Andrea Perna</p> <ul style="list-style-type: none"> <li>– Ala Arvidsson, Lisa Melander - Interactions and digitalization of public procurement</li> <li>– Chiara Cantù, Elisa Martinelli - Digital transformation: the key role of business relationships for a new business model</li> <li>– Ville Tuominen, Paul Matthyssens - The relationship between customer value management and digital servitization</li> </ul>

	<p>Room 0.15 - Track: Dynamics of interaction, business relationships and business network - Chair: Poul Houman Andersen</p> <ul style="list-style-type: none"> <li>– Nagy Gabor, Nikolina Koporcic, Matti Jaakola - Interfirm collaboration, innovativeness, and performance: the mediating roles of organizational learning and intrafirm causal ambiguity</li> <li>– Virpi Havila, Christopher Medlin, Mikael Gidhagen - Leaving a place</li> <li>– Maria Ivanova-Gongne, Wilhelm Barner-Rasmussen, Lasse Torkkeli, Maria Elo - Language in inter-cultural business interaction at different levels of market exposure: A contextualized sensemaking perspective</li> </ul>
	<p>Room 0.14 - Track: Mergers, acquisitions and network change - Chair: Christina Öberg</p> <ul style="list-style-type: none"> <li>– Christina Öberg - How do we comprehend networks in mergers and acquisitions? A co-citation analysis</li> <li>– Sabine Gebert-Persson, Heléne Lundberg, Christina Öberg - Networks of networks – The liability of relationships in a merger and acquisition process</li> <li>– Florian Bauer, Stefanos Mouzas - How private equity firm activities transform business networks</li> </ul>
18.15 -	<p><b>Conference dinner</b>  Villa Viviani, Via Gabriele D’Annunzio 218, 50135 Florence, <a href="http://www.villaviviani.it">www.villaviviani.it</a></p> <p>Coaches depart at 18.15 in front of the building D4  Dress code: smart casual/cocktail dress</p>

#### Friday, September 2<sup>nd</sup>

9.30 – 10.40	<p><b>Parallel sessions:</b> the rooms are in building D6</p>
	<p>Room 0.01 - Track: General - Chair: Tibor Mandják</p> <ul style="list-style-type: none"> <li>– Åse Linné, Malena Havenvik, Viktoria Sundqvist, Sofia Wagrell - Governing knowledge integration in temporary actor constellations</li> <li>– Jari Ruokolainen, Katariina Yrjönkoski, Pia Hautamaki, Pasi Vakaslahti - Enterprise Sexton account concept for educational institutes’ industry collaboration in a region</li> <li>– Hugh Pattinson, Suresh Sood - Security and future enhancements (safe) IMP: a helicopter view addressing the onrushing wave of cyberattacks on B2B marketing</li> </ul>
	<p>Room 0.16 - Track: Resource interaction in established and novel areas - Chair: Milena Ratajczak-Mrozek</p> <ul style="list-style-type: none"> <li>– Roberto Grandinetti - Combining resources in the age of artificial intelligence and internet of things: looking at the consumption contexts</li> <li>– Bente Flygansvær, Lars Huemer - Bundling resources to create value in the circular economy: RENAS moves up the zero-waste hierarchy</li> <li>– Yoritoshi Hara, Yonghoon Choi - How do relationship structurers affect knowledge adaptation for value enhancement?</li> </ul>
	<p>Room 0.15 - Track: Network outsidership and internationalization new trends and emerging issues - Chair: Andrea Runfola</p> <ul style="list-style-type: none"> <li>– José Novais Santos, Matilde Milanesi, Francesco Petrucci - Developing initial business relationships in a digital context for internationalization: a case study approach</li> <li>– Maria Fregidou-Malama, Akmal Hyder - Managing institutional barriers in international marketing of healthcare services: Elekta in South Africa</li> <li>– Xiaomin Han, François Goxe - Networks and internationalization: Insights and recommendations from a systematic review</li> </ul>
	<p>Room 0.14 - Track: Understanding and managing digital transformation from an inter-organizational perspective - Chair: Andrea Perna</p> <ul style="list-style-type: none"> <li>– Fabienne Garcia - Examining multilevel interactions for industry digital projects in a supply chain context</li> <li>– Vojtech Klezl - Digital transformation in the video game industry: exploring indie developers’ perspective</li> </ul>

	<ul style="list-style-type: none"> <li>– Emilene Leite - Actor roles influencing innovation networks formation in smart city development</li> </ul>
10.40 - 11.10	Morning tea and coffee
11.10 - 12.40	<b>Parallel sessions:</b> the rooms are in building D6
	<p>Room 0.01 - Track: General - Chair: Catherine Sutton-Brady</p> <ul style="list-style-type: none"> <li>– Zsofia Toth, Maria Luo, Martin Liu, Russa Yuan - Human touch through social media in B2B interaction and networking – A social capital theory perspective</li> <li>– Laura Hill, Minna Rollins, David Nickell - The role of social media in industrial branding: a focus on small and medium-sized companies</li> <li>– Anna Bengtson, Susanne Åberg, Oscar Swinden – Living with a compromise</li> <li>– Hannu Torvinen - Interaction beyond efficiency? Review of citizen-centred assessment in public procurement</li> </ul>
	<p>Room 0.16 - Track: Decision Making when interacting in business relationships - Chair: Antonella La Rocca</p> <ul style="list-style-type: none"> <li>– Friedric Frantz, Simone Guercini, Julian Marewski - Decision rules in the interaction between commissioning editors and independent TV producers</li> <li>– Andrea Runfola, Matilde Milanese, Simone Guercini - Business to business relationship in a gaming context</li> <li>– Yoel Asseraf, Carol Finnegan - Personality traits, strategic approaches and improvisation capabilities: an international business perspective</li> </ul>
	<p>Room 0.15 - Track: Business networks in the change towards sustainability - Chair: Pauliina Ulkuniemi</p> <ul style="list-style-type: none"> <li>– Ilkka Ojansivu, Salla Saraniemi, Julius Erkkonen, Legitimizing ‘invisible’ sustainable B2B brands in domesticated markets/networks</li> <li>– Raffaella Montera, Mario Rapaccini, Silvia Ranfagni - Culture in business networks for sustainable innovations: An integrated resource interaction perspective</li> <li>– Serena Rovai, Carlotta Pasquinelli – Passion-driven entrepreneurship: framing “passion” in the sustainable luxury fashion industry</li> <li>– Mark Ryan, Alan Gilchrist, Alison Stowell - Why are circular solutions so difficult to create? A business network approach to understanding negative value orientation in a circular economy technology solution</li> </ul>
	<p>Room 0.14 - Track: Resource interaction in established and novel areas - Chair: Conor Drummond</p> <ul style="list-style-type: none"> <li>– Annika Tidström, Shuwei Jiang - The managerial mindset and its influence on knowledge exchange in cooperative business relationships</li> <li>– José Novais Santos - Managing cooperation in multipartner alliances</li> <li>– Emilene Leite, Roger Schweizer, Katarina Lagerström, Cecilia Pahlberg - When to compete or when to cooperate? – A parent-subsidiary relationship study</li> </ul>
12.40 - 14.00	Lunch at College’s House

CONFERENCE CONCLUDES