

38th IMP Annual Conference Programme
“Interaction and networking for adaptation in a complex and challenging environment”
University of Florence, Florence, Italy
30 August – 2 September 2022

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

Tuesday, August 30th

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

Wednesday, August 31st

8.00 – 9.00	Registration: the Polo di Novoli, building D6
9.00 – 10.40	<p>Plenary Session: Aula Magna Room 0.18 - Chair: Simone Guercini</p> <p>Salutations: Alessandra Petrucci, Rector, University of Florence Maria Elvira Mancino, Director, DISEI, University of Florence Simone Guercini and Matilde Milanese, Conference Chairs, University of Florence</p> <p>Business Speaker: Marco Hannappel, Chairman and MD, Philip Morris Italia – PMI’s transformation and its Italian value chain</p> <p>Keynote Speaker: Roberto Grandinetti, University of Padova – Consumers in the business rainforest: what’s changing in the digital transition</p>
10.40 - 11.00	Morning tea and coffee
11.00 - 12.30	Parallel sessions: the rooms are in building D6
	<p>Room 0.18 - Track: General - Chair: Enrico Baraldi</p> <ul style="list-style-type: none"> – Clemens Friedl, Paul Matthysens, 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
	<p>Room 0.16 - Track: Business networks in the change towards sustainability - Chair: Tuula Lehtimäki</p> <ul style="list-style-type: none"> – 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
	<p>Room 0.15 - Track: Network outsidership and internationalization new trends and emerging issues - Chair: Martin Johanson</p>

	<ul style="list-style-type: none"> – Hongzhi Gao, Simone Guercini - Deglobalization, liability of origin and co-evolutions in international business networks – Bryndís Ólafsdóttir, Erla Sólveig Kristjánsdóttir - Significance of local actors for insidership in a complex market – Milena Ratajczak-Mrozek, Aleksandra Hauke-Lopes, Łukasz Małys, Krzysztof Fonfara - Network position in internationalisation – What do we know and where are we heading for? – Martin Johanson - Institutions, decision-making and network insidership
	<p>Room 0.14 - Track: Resource interaction in established and novel areas - Chair: Debbie Harrison</p> <ul style="list-style-type: none"> – Per Christian Ahlgren, Johnny Lind - The role of deals in reconfiguring the resource interactions of collaborative health care – the importance of constructing value measuring – Elisa Carloni, Serena Galvani, Roberta Bocconcelli - A resource interaction perspective on the evolution of digital servitization: from after-sales to advanced services – Hannes Lindqvist, Anna Dubois, Frida Lind, Lisa Melander - Multiple perspectives on the values of a resource combination – The case of geofencing in freight transport – 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
12.30 - 14.00	Lunch at College's House
14.00 - 15.30	Parallel sessions: the rooms are in building D6
	<p>Room 0.18 - Track: General - Chair: Aino Halinen</p> <ul style="list-style-type: none"> – Akmal Hyder, Agneta Sundström, Nina Daskalova - Disruptive innovation in SMEs: a market orientation-networking approach – Anna Ragén, Emilene Leite, Gabriel Linton, Christina Öberg - Sensemaking, sensegiving and sensedrift in the university-innovation ecosystem – Sabrina Thornton, Alexander Leischnig, Thi Ngo - When and how does going beyond direct customers facilitate innovation success? – Grzegorz Leszczyński, Tibor Mandjak, Tihamér Margitay, Marek Zieliński - Digitally saturated relationships. Extensions to the ARA model
	<p>Room 0.16 - Track: Business networks in the change towards sustainability - Chair: Pauliina Ulkuniemi</p> <ul style="list-style-type: none"> – Sandra Brüel Grönberg, Kajsa Hulthén - The impact of policies for actors involved in sustainable e-commerce packaging – Sara Shahin Moghadam - An agent-based model to explore the structural dynamics of supply networks in transition towards sustainability – Ann Vellesalu, Daniel Hjelmgren - Product development as resource interaction in a business network's efforts to advance sustainability – Mariia Syväri, Jaana Tähtinen, Sini Nordberg-Davies – Developing a digital platform as a market shaping device for sustainability
	<p>Room 0.15 - Track: Decision Making when interacting in business relationships - Chair: Simone Guercini</p> <ul style="list-style-type: none"> – Fabrice Cavarretta - Managerial paradigms as socially calculated metaheuristics – Matteo Cristofaro, Dermot Breslin, Johan Kask, Gianpaolo Abatecola - Industrial marketing & purchasing research in networks: A review and a co-evolutionary lens to solve paradoxes – 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
	<p>Room 0.14 - Track: Resource interaction in established and novel areas - Chair: Conor Drummond</p> <ul style="list-style-type: none"> – Enrico Baraldi, Torkel Strömsten - Target costing and inter-organizational product development. framing exploitative and explorative network projects – Anna Dubois, Elsebeth Holmen, Maria Landqvist, Frida Lind, Ann-Charlott Pedersen - How about circular economy and resource interaction? Considering the importance of resource versatility

	<ul style="list-style-type: none"> – Heléne Lundberg, Edith Andresen, Sabine Gebert Persson - A great place in space – intra-firm positioning through place-bound networking – Conor Drummond, Helen McGrath, Thomas O’Toole - The dark side of social media resource mobilisation in an entrepreneurial context
15.30 - 16.00	Afternoon tea and coffee
16.00 - 17.30	Parallel sessions: the rooms are in building D6
	<p>Room 0.18 - Track: General - Chair: Per Vagn Freytag</p> <ul style="list-style-type: none"> – Joona Keranen, Natalia Turkina, Kevin Argus - Implementing a creating shared value approach in B2B markets – Eija-Liisa Heikka, Pia Hurmelinna-Laukkanen, Eelis Paukku, Satu Nätti - Factors influencing perception of service provider expertise when ‘panic buying’ professional business services – Hannu Makkonen, Mervi Saarikorpi - Fits, misfits and relationship transitions: relationship management as managing within and between relationship positions – Luiza Stein Da Silva, Natasha Evers, Timo Koivumäki - Public-private interactions in emerging sectors: A literature review and future research agenda
	<p>Room 0.16 - Track: General - Chair: Ian Wilkinson</p> <ul style="list-style-type: none"> – Dariusz Siemieniako, Piotr Kwiatek – Versatile product co-development dynamic capabilities in buyer-supplier power asymmetrical relationships: a weaker supplier perspective – Arja Lemmetyinen, Lenita Nieminen, Tuomas Pohjola - Prerequisites for inclusive and sustainable interaction in cultural and creative business networks – Ian Wilkinson, Louise Young - An agent-based model of a business network – Filoumena Zlatanou, Stephan Dickert, Stephan Henneberg - Understanding the micro foundations of emotions in business relationships: systematic literature review and meta-analysis
	<p>Room 0.15 - Track: Business networks in the change towards sustainability - Chair: Tuula Lehtimäki</p> <ul style="list-style-type: none"> – Chiara Cantù, Alessandra Tzannis - Exploring the role of business relationships for sustainable strategies: the humanistic management perspective – Eini Haaja, Natasha Evers - Orchestrating in business networks to enhance the co-creation of eco-innovations – Lei Huang, Debbie Harrison - From free water to precious water? How sustainability issues interplay in valuing solution embedding in ecosystems
	<p>Room 0.14 - Track: Resource interaction in established and novel areas - Chair: Roberta Bocconcelli</p> <ul style="list-style-type: none"> – Julia Bondeli - Stability in the lack of heavy resource interfaces – A fish story? The case of international trade in the pelagic industry – Carla Ferreira, Frida Lind, Ann-Charlott Pedersen - Value creation from combining digital and non-digital resources: the case of “smart products” – Andrea Perna, Enrico Baraldi - The dark side of innovation: a resource interaction approach to barriers and negative effects of innovation – Carl Westergren, Edith Andresen, Christina Öberg - Implementation first – On the reverse order of public sector innovation processes

Free evening

Thursday, September 1st

09.00 - 10.30	Parallel sessions: the rooms are in building D6
	<p>Room 0.18 - Track: General - Chair: Morten Abrahamsen</p> <ul style="list-style-type: none"> – Morten Abrahamsen, Kristin Munksgaard - Adaptation in a time of crisis: Covid-19 and supplier mobilization in public healthcare – Xiaomin Han, François Goxe - Be well or be vile: Effects of political appointments on firm illegality in a transition economy – Aino Halinen, Sini Nordberg-Davies - Is there room for a future perspective in business network research?

	<ul style="list-style-type: none"> – Alexandra Waluszewski, Alessandro Cinti, Andrea Perna, EU Policy, industry and the use of antibiotics for animals. The Italian or Swedish way?
	<p>Room 0.16 - Track: General - Chair: Stefanos Mouzas</p> <ul style="list-style-type: none"> – Oscar Swinden, Anna Bengtson, Susanne Åberg – Exploring complex matters at the European Spallation Source – Tibor Mandják, Zsuzsanna Szalkai, Erika Hlédik, Edit Neumann-Bódi, Judit Simon - A hidden face of resource interaction: The role of knowledge – Stefanos Mouzas, David Ford - What explains evolution in business networks? – Anne-Maria Holma, Romy Narayan - Potential for blockchain technology in managing perceptions related to fairness at the early phases of public procurement process
	<p>Room 0.15 - Track: Network outsidership and internationalization new trends and emerging issues - Chair: Mikael Hilmersson</p> <ul style="list-style-type: none"> – Roger Schweizer, Mikael Hilmersson, Sylvie Chetty – The internationalization process of digital firms – a multi-level conceptualization – Agneta Sundström, Akmal Hyder - Integration of digital dynamic capabilities in market-oriented business model - an SME internationalization perspective – Ahmed Mahdi, Jari Ruokolainen - Challenges and barriers of SMES from developing countries
	<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"> – Christine Falkenreck, Ralf Wagner - IoT-related business models in critical infrastructure settings: Evaluating the drivers of relationship quality – Ruiqi Wei, Catherine Pardo - Looking for resource density and liquidity in digital business networks – Brendan Keegan, Sophie Iredale, Peter Naudé - ARA in the AI realm – Raeesah Chohan - B2B firms' intention and expectation to adopt blockchain technology
10.30 - 11.00	Morning tea and coffee
11.00 - 12.30	Parallel sessions: the rooms are in building D6
	<p>Room 0.18 - Track: General - Chair: Judy Zolkiewski</p> <ul style="list-style-type: none"> – Per Vagn Freytag - Business development through collaborative workshops – Åse Linné, Malena Havenvid, Viktoria Sundqvist, Sofia Wagrell - Governing knowledge integration in temporary actor constellations – Valerio D'Amico, Isabella Maggioni, Daniela Corsaro, Digitalization in fashion: approaches and opportunities – Annalisa Tunisini, Matteo Dominidiato, Simone Guercini, Matilde Milanesi - Process and product innovation within business networks for sustainability
	<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"> – Lars-Johan Åge, Katarina Arbin, Jens Eklinder-Frick, Daniella Fjällström - Safety, digital tools and knowledge in the construction industry – Poul Houman Andersen, Victor Eriksson, Elsebeth Holmen, Ann-Charlott Pedersen – Project success through supplier development: relational interfaces in the offshore wind industry – 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 – Mekhail Mustak, Deva Rangarajan, Anna Salonen, Harri Terho - How marketing supports sales in B2B markets: towards a contextual understanding of customer purchase journey facilitation
	<p>Room 0.15 - Track: Business networks in the change towards sustainability - Chair: Pauliina Ulkuniemi</p> <ul style="list-style-type: none"> – Antonella La Rocca, Silvia Dal Molin - Exploring opportunities and challenges of sustainable start-ups

	<ul style="list-style-type: none"> – Mari Mehtälä , Tuula Lehtimäki, Hanna Komulainen - Shaping markets for sustainable innovation: case study on public-private innovation network at the crossroads of industries – Omar Mohammed, Fatima Khitous, Pauliina Ulkuniemi - Designing Ecosystem for circular economy business model innovation in the electronics industry: a customer engagement perspective – Romy Narayan, Annika Tidström - Slow Fashion as a transition strategy for reorienting network resources by leveraging local materials
	<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"> – Helen McGrath, Thomas O’Toole, Louise Canning - The influence of emotions on entrepreneurial network capability development – Alessandro Pagano, Roberta Bocconcelli, Francesco Petrucci - Entrepreneurship, entrepreneur(s) and IMP thinking: moving the dialogue forward – Andrea Runfola, Giulia Monteverde - Investigating network relationships in fashion new ventures: how sustainability shapes entrepreneurship – Andrea Sabatini, Francesco Capone, Gian Luca Gregori - Passion and entrepreneurship in the Sport industry. An empirical investigation through the IMP lens
12.30 - 14.00	Lunch at College’s House
14.00 - 15.00	<p>Meet the Editors and Guest Editors Session: Two parallel sessions, building D6, Room 0.18 – Chair: Debbie Harrison</p> <ul style="list-style-type: none"> – <i>Industrial Marketing Management</i>, EIC: Adam Lindgren – <i>Special Issue IMM</i>, Guest Editors: Simone Guercini and Matilde Milanese – <i>Journal of Business Research</i>, AE: Stefanos Mouzas – <i>Journal of Purchasing and Supply Management</i>, EIC: Steven Carnovale (online) <p>Room 0.16 – Chair: Roberta Bocconcelli</p> <ul style="list-style-type: none"> – <i>Management Decision</i>, EIC: Brandon Randolph-Seng – <i>Special Issue MD</i>, Guest Editors: Simone Guercini and Antonella La Rocca – <i>Journal of Business and Industrial Marketing</i>, EIC: Antonella La Rocca – <i>Special Issue JBIM</i>, Guest Editors: Simone Guercini, Andrea Perna, Andrea Runfola, Annalisa Tunisini – <i>Italian Journal of Marketing</i>, EIC: Daniele Dallì – <i>Special Issue IJM</i>, Guest Editors: Roberta Bocconcelli, Chiara Cantù, Alessandro Pagano, Annalisa Tunisini
15.00 - 15.30	Afternoon tea and coffee
15.20 - 16.30	Parallel sessions: the rooms are in building D6
	<p>Room 0.18 - Track: General - Chair: Björn Ivens</p> <ul style="list-style-type: none"> – Björn Ivens - Governance norms and relational exchange: The neglected dynamic aspect – Bernard Cova, Robert Salle - The success of the Rafale or the ketchup principle: a case of mimetic decision making amongst military buyers – Milena Ratajczak-Mrozek, Aleksandra Hauke-Lopes, Debbie Harrison - The multiple roles of platforms as actors embedded in complex networks
	<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"> – Ala Arvidsson, Lisa Melander - Interactions and digitalization of public procurement – Chiara Cantù, Elisa Martinelli - Digital transformation: the key role of business relationships for a new business model – Ville Tuominen, Paul Matthyssens - The relationship between customer value management and digital servitization
	<p>Room 0.15 - Track: Dynamics of interaction, business relationships and business network - Chair: Poul Houman Andersen</p>

	<ul style="list-style-type: none"> – Nagy Gabor, Nikolina Koporcic, Matti Jaakola - Interfirm collaboration, innovativeness, and performance: the mediating roles of organizational learning and intrafirm causal ambiguity – Virpi Havila, Christopher Medlin, Mikael Gidhagen - Leaving a place – 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
	<p>Room 0.14 - Track: Mergers, acquisitions and network change - Chair: Christina Öberg</p> <ul style="list-style-type: none"> – Christina Öberg - How do we comprehend networks in mergers and acquisitions? A co-citation analysis – Sabine Gebert-Persson, Heléne Lundberg, Christina Öberg - Networks of networks – The liability of relationships in a merger and acquisition process – Florian Bauer, Stefanos Mouzas - How private equity firm activities transform business networks

18.15 -	<p>Conference dinner Villa Viviani, Via Gabriele D’Annunzio 218, 50135 Florence, www.villaviviani.it</p> <p>Coaches depart at 18.15 in front of the building D4 Dress code: smart casual/cocktail dress</p>
---------	---

Friday, September 2nd

9.30 – 10.40	<p>Parallel sessions: the rooms are in building D6</p>
	<p>Room 0.18 - Track: General - Chair: Tibor Mandják</p> <ul style="list-style-type: none"> – Elisabete Cardoso Parodi, João F. Proença - Business resilience and ecosystems: a systematic literature review – Jari Ruokolainen, Katariina Yrjökoski, Pia Hautamaki, Pasi Vakaslahti - Enterprise Sexton account concept for educational institutes’ industry collaboration in a region – Hugh Pattinson, Suresh Sood - Security and future enhancements (safe) IMP: a helicopter view addressing the onrushing wave of cyberattacks on B2B marketing
	<p>Room 0.16 - Track: Resource interaction in established and novel areas - Chair: Milena Ratajczak-Mrozek</p> <ul style="list-style-type: none"> – Raffaella Montera, Mario Rapaccini, Silvia Ranfagni - Culture in business networks for sustainable innovations: An integrated resource interaction perspective – Bente Flygansvær, Lars Huemer - Bundling resources to create value in the circular economy: RENAS moves up the zero-waste hierarchy – Yoritoshi Hara, Yonghoon Choi - How do relationship structurers affect knowledge adaptation for value enhancement?
	<p>Room 0.15 - Track: Network outsidership and internationalization new trends and emerging issues - Chair: Andrea Runfola</p> <ul style="list-style-type: none"> – José Novais Santos, Matilde Milanesi, Francesco Petrucci - Developing initial business relationships in a digital context for internationalization: a case study approach – Maria Fregidou-Malama, Akmal Hyder - Managing institutional barriers in international marketing of healthcare services: Elekta in South Africa – Xiaomin Han, François Goxe - Networks and internationalization: Insights and recommendations from a systematic review
	<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"> – Fabienne Garcia - Examining multilevel interactions for industry digital projects in a supply chain context – Vojtech Klezl - Digital transformation in the video game industry: exploring indie developers’ perspective – Emilene Leite - Actor roles influencing innovation networks formation in smart city development
10.40 - 11.10	<p>Morning tea and coffee</p>

11.10 - 12.40	Parallel sessions: the rooms are in building D6
	<p>Room 0.18 - Track: General – Chair: Catherine Sutton-Brady</p> <ul style="list-style-type: none"> – Zsofia Toth, Maria Luo, Martin Liu, Russa Yuan – Human touch through social media in B2B interaction and networking. A social capital theory perspective – Laura Hill, Minna Rollins, David Nickell – The role of social media in industrial branding: a focus on small and medium-sized companies – Anna Bengtson, Susanne Åberg, Oscar Swinden – Living with a compromise – Hannu Torvinen - Interaction beyond efficiency? Review of citizen-centred assessment in public procurement
	<p>Room 0.16 - Track: Decision Making when interacting in business relationships – Chair: Antonella La Rocca</p> <ul style="list-style-type: none"> – Friedric Frantz, Simone Guercini, Julian Marewski – Decision rules in the interaction between commissioning editors and independent TV producers – Piotr Gaczek, Grzegorz Leszczyński, Amira Mouakher – Decision-making in interactions with machines - managers’ resistance to AI – Andrea Runfola, Matilde Milanese, Simone Guercini – Business to business relationship in a gaming context – Yoel Asseraf, Carol Finnegan – Personality traits, strategic approaches and improvisation capabilities: an international business perspective
	<p>Room 0.15 - Track: Business networks in the change towards sustainability – Chair: Pauliina Ulkuniemi</p> <ul style="list-style-type: none"> – Ilkka Ojansivu, Saira Saraniemi, Julius Erkkonen – Legitimizing ‘invisible’ sustainable B2B brands in domesticated markets/networks – Serena Rovai, Carlotta Pasquinelli – Passion-driven entrepreneurship: framing “passion” in the sustainable luxury fashion industry – 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
	<p>Room 0.14 - Track: Resource interaction in established and novel areas - Chair: Conor Drummond</p> <ul style="list-style-type: none"> – Annika Tidström, Shuwei Jiang – The managerial mindset and its influence on knowledge exchange in cooperative business relationships – Markku Nikkanen – Teaching and learning ethics: How do university level students perceive responsibility? – José Novais Santos – Managing cooperation in multipartner alliances – Emilene Leite, Roger Schweizer, Katarina Lagerström, Cecilia Pahlberg – When to compete or when to cooperate? A parent-subsidiary relationship study
12.40 - 14.00	Lunch at College’s House

CONFERENCE CONCLUDES