



Copenhagen  
Business School  
HANDELSHØJSKOLEN



Call for Papers

## 4<sup>th</sup> International Conference on Business Market Management

Copenhagen  
18 – 20 March 2009

*organized by the*

Center for Business Marketing  
and Purchasing (BMP)



Every year, leading academics in the field of business-to-business markets meet at the International Conference in Business Market Management to present and discuss latest research results. We welcome researchers in the field of business-to-business markets to share their knowledge while enjoying a stimulating and diverse program complemented by the opportunity to network with colleagues and friends.

We are keen to receive both strong and innovative conceptual as well as empirical contributions with a profound theoretical basis. Papers, abstracts and special session proposals should be submitted to [aoj.marktg@cbs.dk](mailto:aoj.marktg@cbs.dk). Submissions should be made in MS Word format. Maximum length of papers is 25 pages including references, tables and figures. Abstracts are expected to have a length of about 5 pages. Please check jbm's author guidelines for style/format instructions. Deadline for submissions is **31 October 2008**. Reviews and acceptance letters will be sent 15 December.



For further information, please contact:

Thomas Ritter  
*conference chair, [ritter@cbs.dk](mailto:ritter@cbs.dk)*  
Anne Overgaard Jørgensen  
*conference manager, [aoj.marktg@cbs.dk](mailto:aoj.marktg@cbs.dk)*

[www.cbs.dk/bmm](http://www.cbs.dk/bmm)  
[www.business-market-management.de](http://www.business-market-management.de)



Copenhagen  
Business School  
HANDELSHØJSKOLEN



Center for Business Marketing and Purchasing

Journal of Business Market Management