

CALL FOR PAPERS

2018 CBIM International Conference

Center for Business & Industrial Marketing



SUSTAINABLE BUSINESS MODELS: INTEGRATING EMPLOYEES, CUSTOMERS AND TECHNOLOGY

18-20 JUNE 2018 MADRID (SPAIN)

HOSTING UNIVERSITY



IMPORTANT DATES

Submission deadline:

15 February 2018

Early Bird Registration:

15 April 2018

Fee: 425 Euros

Final Registration:

1 June 2018

Fee: 475 Euros

PhD student discount: 50%

Conference dates:

18-20 June 2018

For more information, please contact:

info@cbim2018.org



[@cbim2018](https://twitter.com/cbim2018)



CO-CHAIRS

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J. MACK
ROBINSON
COLLEGE
OF BUSINESS



Universidad
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WELCOME NOTE

We are happy to announce that the University Rey Juan Carlos will host the 2018 CBIM International Conference from June 18-20, 2018. The CBIM International Conference welcomes academics, professionals and doctoral students from around the world to a rigorous, candid, but friendly discussion of current topics in B2B marketing. We invite you to join us in Madrid.

Suggested topics

Trust	Customer orientation
Power	Franchise
Talent management	Key account management
Marketing Capabilities	Supply chain management
Communication	Sales management
Business Ethics	Social Media Marketing
Sustainability	Buyer behaviour
Marketing strategy	Industry 4.0
Servitization	Internet of things
Business models	Blockchain
Absorptive capacity	Big data
Collaboration and co-opetition	Digitalization
Marketing Innovation	Augmented reality and virtual reality
Family firms	Artificial Intelligence; disruptive technologies
Customer engagement	Networks
New forms of communication with customers (e.g., social media)	

Please send by February 15, 2018:

Detailed abstract (maximum 4 pages double spaced)

Acceptance letters will be sent before 15 March 2018. The acceptance of the paper implies that at least one of the authors attends the conference and presents the paper.

Paper submission link: <http://cbim2018.org/>

Conference proceedings:

Accepted abstracts that have been presented in the conference will be published in an electronic non-copyrighted conference proceeding.

Journals:

Authors presenting outstanding papers will be invited to submit an extended version to one among the following journals: *Journal of Business & Industrial Marketing*; *Marketing Intelligence & Planning*.