Researching Processes in and across B2B Networks

Department of Entrepreneurship & Relationship Management
University of Southern Denmark, Kolding

2020 CBIM International Conference
June 24-26, 2020
We are happy to invite you to participate in the 2020 CBIM International Conference


The Department of Entrepreneurship and Relationship Management, University of Southern Denmark will host the 2020 CBIM International Conference from June 24-26, 2020. 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 Kolding.

Themes

B2B marketing theory has evolved through more than six decades and provided a number of major theories for understanding processes in and across B2B networks and supply chains. Some of the focus areas have been:

- Organizational buying processes
- Relationship beginning, development and endings
- Interorganizational processes & network dynamics
- Co-creation of value and solutions
- Customer interaction and evolution
- Sales and operations planning

We invite you to submit conceptual, methodological and/or empirical based papers addressing these and other contemporary themes emerging in the B2B sphere. The conference will have one or more general tracks for other B2B marketing topics.

In addition, the conference will have a key note session that focuses on the conference theme of processes in B2B relationships. Process-based research is gaining increasing attention as researchers consider the events and activities that shape networks and the relationships between these.

Submission

Please send a detailed abstract (maximum 4 pages double spaced) by February 15, 2020 to the conference website. Acceptance letters will be sent before March 31, 2020. The acceptance of the paper implies that at least one of the authors will attend the conference and present the paper. The conference will accept a maximum of three abstracts per author.

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 and Marketing Intelligence & Planning.
Conference venue
University of Southern Denmark, campus Kolding

Getting to and from Kolding
The closest airport is Billund Airport, situated 40 kilometers from Kolding. Buses to Kolding leave the airport approx. once an hour (see timetable at the airport website bill.dk/en-en). A taxi from the Billund airport to Kolding is approx. 500 Dkr.
It is also possible to arrive at Copenhagen Airport and then go by train to Kolding (approx 3 hours) or arrive at Hamburg Airport and go by car or train to Kolding.

Important dates
Submission Deadline: 15 Feb, 2020
Early Bird Registration: 17 Apr, 2020
Final Registration: 27 Jun, 2020

Conference registration and payment
- Early registration: Before April 17
- Latest registration: 27 June

Conference fee
- Early bird conference fee (before 17 April) 410 Eur
- Final Registration (after April 17-June 27) 450 Eur Dkr
- Ph.d student discount: 25%

Social program
Dinner on Koldinghus (June 24)
Dinner on Koldingfjord (June 25)

Keynote Speakers
Wesley J. Johnston
Ian Wilkinson
Louise Young

Co-Chairs
Per Vagn Freytag
Ann Højbjerg Clarke
Roberto Mora Cortez
Bo Mortensen

Organizers
Department of Entrepreneurship and Relationship Management
University of Southern Denmark
J. Mack Robinson College of Business
Georgia State University
Isenberg School of Management
UmassAmherst

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See you in Denmark