



***THE IMP FORUM***

***The Journal of Business and Industrial Marketing (JBIM) and  
BI Norwegian Business School, Campus Stavanger***

Would like to invite you to the forthcoming

**IMP Forum Seminar  
May 7-8 2020  
Stavanger, Norway**

Dear IMP colleagues,

We have the pleasure of inviting you to the *IMP Forum Seminar* that will take place at BI Norwegian Business School, Campus Stavanger 7-8. May 2020. The seminar will start at noon on May 7th and will end at lunch on May 8th 2020.

The aim of the seminar is to discuss papers on interdependencies in exchange; that is empirical research on relatedness, interaction patterns, relationships, and networks. All forms of papers are welcome, e.g. conceptual, methodological, managerial, and policy focused papers.

The papers are to be discussed across two tracks; one General and one Special. For the General Track we welcome researchers to submit papers on any aspect of the overall phenomenon of the *interactive business world*.

The special track topic is *Business and Societal Challenges*, related to Climate Change, Environment, Health, etc., where businesses are considered both part of the problems and of the solutions needed. We also welcome research on ‘*Grand Challenges*’, a concept that has been revitalized in contemporary policy, referring to institutional and/or NGO defined problems to be solved through new modes of interaction between science, business and policy (Kaldewey, 2018; Hicks, 2016; Forey et al, 2012).

What all these business and societal challenges have in common is that they require new ways of utilizing resources, organising activities and relating as actors, in private and public settings, across organisational and legal borders. Investigating how such challenges are coped with by business and policy implies a need for an analytical and methodological approach able to cover systemic

features of the business landscape. Hence, we welcome papers stretching from empirical studies of specific problems over to studies with a specific focus on policy.

The ambition of the IMP Forum Seminar is twofold: first, to share and confront ideas among the participants (authors/reviewers), but also to enhance the quality of the review process for selected papers that will be invited for publication in The IMP Forum in JBIM. Please keep in mind that the IMP Forum seminar is meant to be a complementary platform to the IMP Conference, which means you are free to bring to the seminar works based on presentations at the annual IMP Conference.

### **Some important principles of the IMP Forum Seminar:**

- *It is the paper that is in focus. The key issue is how to develop the quality of the paper.* Every author has a paper slot of 45 minutes. During this time, each author will receive comments from experienced IMP researchers and hands-on constructive suggestions for how to develop their paper further.
- Every paper submitted will have two reviewers. *The first reviewer has a central role for each session. The first reviewer starts the session, presents the paper and then provides their review.* The second reviewer continues with their comments, before the floor is opened for the author and the other participants. In other words, the author does not present the paper.
- *Every participant (author) will be reviewer on at least one paper.* Nevertheless, we expect all seminar participants to read all the papers in their track. This contributes to the quality of the discussion.

### **Time table for paper production:**

- We invite abstracts (maximum of two pages) of a paper for the general or the special track by February 3<sup>th</sup> 2020. Abstracts will be reviewed by the organizing team within one week.
- Full versions of papers (finalized or work in progress) are to be submitted by April 5<sup>th</sup> 2020.
- Following the seminar, all authors will receive the two written reviews and will be asked to revise the paper according to reviewers' comments before submitting the paper to the IMP Forum in JBIM (<https://mc.manuscriptcentral.com/jbim>).

### **Time table for the seminar:**

- The seminar starts at 12.00 on Thursday 7th May and will be concluded at 12.00 Friday 8th May.
- There is no fee for the seminar. Lunches and a dinner will be provided. However, participants have to cover their own travel and accommodation costs. Further information about Hotels, venue and transportation will be made available to participants at a later stage.

Please submit abstracts to [morten.abrahamsen@bi.no](mailto:morten.abrahamsen@bi.no)

***We look forward to receiving your abstract for the IMP Forum Seminar in Stavanger 2020!***

Best wishes from the

IMP Forum Seminar Stavanger Organizing Team

Morten H. Abrahamsen, Debbie Harrison, Antonella La Rocca and Alexandra Waluszewski

## **The IMP Forum in JBIM: Call for papers to the Special track; *Business and Societal Challenges***

The IMP research community has for 40 years extended our understanding of the interactive world. Today we are facing societal challenges such as global warming, tightening supplies of energy, water and food, ageing societies, public health, pandemics or security. The IMP research experience is that no significant change can be carried out by an actor in isolation. A related experience is that the costs and benefits of innovation are rarely distributed equally among direct and indirect related actors; in business and society at large (see e.g. Håkansson et al., 2009). What pictures of challenges, and possibilities to cope with these, can empirical studies carried out in an interactive perspective bring forward? What requirements on analytical frameworks and methodology can be addressed? What are the implications for industry and policy? How do IMP core concepts, such as interaction, interdependence and cooperation fare when addressing these challenges?

Questions to address in order to gain increased understanding of the relation between Business and Societal challenges, as well as those addressed in terms of Grand Challenges could include, but are not limited to, the following:

- How do companies relate to societal challenges? How are direct and indirect actors on the producing and using side involved; that is customers, suppliers, policy, NGO etc.?
- How do public actors approach businesses in relation to societal/grand challenges?
- What role does public procurement play?
- What are assumptions behind governmental policies and how do these reflect the ability of businesses (and public actors) to create change?

We are convinced that the IMP perspective with its focus on interactions, relationships and networks, can generate new and valuable insights to this issue by tackling the problem from a theoretical, methodological, managerial and policymaking perspective. The aim of the seminar is to bring forward the discussion on these issues.