



IMP 2019 Conference & Doctoral Colloquium

August 27-30, 2019
Paris, IÉSEG School of Management

CALL FOR PAPERS IMP 2019

The Industrial Marketing & Purchasing Group Conference

The 35th IMP Conference will take place at IÉSEG School of Management, Paris campus, situated within the Grande Arche of La Défense, in sight of the Arc de Triomphe. The co-chairs of IMP 2019 conference invite scholars having interest in the field of industrial marketing and purchasing to share their latest research on the current challenges firms face in Business-to-Business Markets.



The current worldwide business environment is leading marketing scholars and practitioners to reconsider a number of historical and current views of the marketplace and how it functions. The fast political changes, technological advancement and the rapid growth in international business operations all impose new issues and challenges for the global marketing activities. Firms are exposed to opportunities alongside the challenges they face. The theme of the conference explores how firms can sustain their existence and manage their network relationships within such competitive environment.

IÉSEG School of Management, triple crown accredited (EQUIS, AACSB and AMBA), is one of the top business schools in France belonging to the prestigious Grande École system. It was established in 1964 and for the last several years has been rapidly developing as a **leading Research and Teaching institution in Europe**. Its Parisian campus is located in the La Defense financial district. The school has about 5500 students and more than 137 permanent international faculty members.

IMP 2019 will provide the opportunity for researchers to disseminate knowledge on **emerging trends in industrial marketing**. It is an ideal opportunity to meet with peers and exchange ideas to **enrich your work with valuable feedback** in a unique setting and atmosphere.

The selected papers from the conference will go into a special issue in the journal Industrial Marketing Management.

Don't miss this event and save the dates!

Deadline for abstract submission: January 15, 2019

Full Paper Submission: March 10, 2019

Notification of Paper Acceptance: April 30, 2019

More information about IÉSEG: www.ieseg.fr/en/

