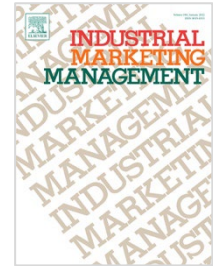


PRE-ANNOUNCEMENT: *6th Industrial Marketing Management Summit*

19-20 January 2023

[Otto-Friedrich-University of Bamberg](#),  
[Chair of sales and marketing](#) (Björn Ivens),  
Bamberg, Bavaria, Germany



*Industrial Marketing Management* is the leading outlet for theoretical, empirical, and case-based research geared to the needs of marketing scholars and practitioners researching and working in industrial and business-to-business markets. The journal's global reach is evidenced by the fact that international scholars and practitioners from all regions of the globe share their latest findings for improving effectiveness and efficiency of industrial markets. This comprehensive approach has helped to keep readers abreast of the timeliest research and practice necessary for better marketing decisions and strategy in global industrial and business-to-business markets.

In 2018, together with the journal's publisher, the co-editors-in-chief launched the *Industrial Marketing Management Summit*. The aim of the summit is to offer a platform for debating (as opposed to writing and reading) current theory and practice challenges and their solutions. The summit's interactive format enabled academics to discuss thought leadership and develop solutions for society. The first two summits took place in Copenhagen, the third in Philadelphia, and the fourth and fifth were online due to travel restrictions.

The 6th *Industrial Marketing Management Summit* will take place **19-20 January 2023** at the [Faculty of Social and Economic Sciences](#), University of Bamberg\*, Germany. This summit will focus on recent advances in theory and practice within global industrial and business-to-business marketing. The summit will build upon the proud traditions of *Industrial Marketing Management* and the first five summits.

An informal get-together is scheduled for the evening of **Wednesday 18 January 2023**. Registration and presentations will commence on Thursday 19 January and will continue through Friday 20 January. One dinner (Thursday) and two lunches (Thursday and Friday) are included in the conference fee. We will complete the final program once it is clear which papers have been accepted. The final program will include details about the conference fee, address of venue, etc.

Deadline for submission of papers to the journal's co-editors-in-chief is **November 15, 2022** ([tonyd12345@icloud.com](mailto:tonyd12345@icloud.com) and [adli.marktg@cbs.dk](mailto:adli.marktg@cbs.dk)). Following the conference, and as in past years, the authors of selected papers will be invited to submit to a special issue of *Industrial Marketing Management*.

We hope to see as many participants as possible in the beautiful medieval [City of Bamberg](#), a much-visited UNESCO world heritage site. If there are still pandemic-related issues restricting travel, the summit might progress online or in a hybrid format.

See you!

Kind regards,

Björn Ivens,  
*University of Bamberg*

Tony Di Benedetto and Adam Lindgreen  
Co-Editors-in-Chief, *Industrial Marketing Management*

\* The University of Bamberg can easily be reached through the airports of Nuremberg (closest by), Munich, or Frankfurt, as well as on motorway A73. Bamberg train station lies on the high-speed ICE train link Berlin-Munich. For more information, do not hesitate to contact [bjoern.iven@uni-bamberg.de](mailto:bjoern.iven@uni-bamberg.de)