CALL FOR PAPERS:

2017 CBIM Academic Workshop

Center for Business & Industrial Marketing

http://sbs.su.se/CBIM2017

VALUE INNOVATION IN PRACTICE: LEVERAGING LEARNING IN DISTANT CONTEXTS

HOSTING UNIVERSITY

Stockholm University
Stockholm Business School

IMPORTANT DATES:

Submission deadline:
28 Feb 2017

Early bird registration:
19 April 2017
Fee: 4000 SEK

Late registration:
01 June 2017
Fee: 4500 SEK

PhD student discount: 50%

Conference dates:
19-21 June 2017

FOR MORE INFORMATION, PLEASE CONTACT:

2017 CBIM Academic Workshop
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WELCOME NOTE

We are happy to announce that the Stockholm Business School will host the 2017 CBIM Academic Workshop from June 19-21, 2017. The CBIM workshop 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 Stockholm.

Suggested topics:

- Interaction
- Channel relationships
- Marketing strategy
- Influence strategies
- Communication
- Selling tactics
- Experimentation
- Sensemaking
- Learning
- Technology
- Adaptation
- Business models
- Product and service innovation
- Value innovation
- Process innovation
- Market Innovation
- Collaboration
- Delivery strategies
- Capabilities
- Co-creation

Please send one of the following by February 28, 2017:

1. Detailed abstract (maximum 2 pages double spaced),
2. Paper or case study (maximum 20 pages double spaced),
3. Special session proposal (1 page double spaced).

Acceptance letters will be sent on 31st of March 2017. Acceptance of the paper implies that at least one of the authors attends the conference and presents the paper.

Paper submission link: https://easychair.org/conferences/?conf=2017cbim

Conference proceedings:

Accepted papers or extended abstracts and posters 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*** and ***Journal of Global Scholars of Marketing Science.***

ORGANIZERS

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Isenberg School of Management, UMassAmherst

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