



# IMP CONFERENCE AND DOCTORAL COLLOQUIUM 2018

**3-7 SEPTEMBER 2018**



**KEDGE Business School, Marseille Campus, France**



## **“FROM BUSINESS TO RESEARCH AND BACK AGAIN”**

**The core theme for this 2018 conference is one on everyone’s lips at the moment especially in the field of management: the pertinence, relevance and impact of research. Consideration of the links between research on the one hand, and education and industry impact and practice on the other, is a key issue and challenge.**

**Contributions which provide answers or illustrations to address associated questions are particularly welcome, be they empirical or conceptual in nature.**



**The main conference will take place at the Palais du Pharo, situated at the entrance of the Vieux Port in the heart of Marseille.**

**The IMP Group’s annual conference is the largest in the world dealing specifically with marketing and purchasing issues within a business-to-business context.**

## **Key Dates**

**Doctoral Colloquium:  
3-4 September 2018**

**Main Conference:  
5-7 September 2018**

**Abstract Submission:  
12 January 2018**

**Full Paper Submission:  
1 March 2018**

**Notice of Acceptance:  
20 April 2018**

**Website Operational:  
31 October 2017**

## **Key Information**

**Doctoral Colloquium  
Location:  
KEDGE Business School,  
Marseille Campus**

**Domaine de Luminy  
Rue Antoine Bourdelle  
13009 Marseille**

**Main Conference Location:  
Le Palais du Pharo  
(Marseille City Center)**

**58 Boulevard Charles Livon  
13007 Marseille**

## **CONTACT INFORMATION**

**Website**

**[www.imp2018.com](http://www.imp2018.com)  
(operational as of 31 October 2017)**

**Email**

**[imp2018@kedgebs.com](mailto:imp2018@kedgebs.com)**



## The IMP Group

The IMP Group was originally formed in the mid 1970's, as a research project on "Industrial Marketing and Purchasing", by a group of researchers representing five European countries and universities; the Universities of Uppsala, Bath, UMIST, ESC Lyon and the Ludwig Maximilians University (Munich). A dynamic model of buyer-supplier relationships, was developed and used in comparative empirical studies of industrial marketing and purchasing within and across a number of European countries (France, Germany, Italy, Sweden and UK). A common experience from these early investigations of about 900 business relationships was that business exchange cannot be understood as series of independent transactions but rather as complex relationships between buying and selling organizations, where value is created through interaction. Today the IMP Group has emerged as an informal, international network of scholars who continue to approach marketing, purchasing, technological development and management from an interactive perspective, in a B2B and a B2C context.

The IMP Group represents a research tradition of empirically based studies of how companies do business and of what is created when businesses and other organizations interact.

**Today, the IMP Group represents an international network of researchers. The annual IMP conference provides an important meeting place for researchers from all over the world, sharing an interactive perspective on the business landscape.**