

**The IMP Forum in the Journal of Business and Industrial Marketing**  
**and**  
**Poznań University of Economics and Business**  
**invite you to participate in**  
**the IMP Forum Seminar, June 12-13 2025 in Poznań, Poland**

Dear Colleagues,

We kindly invite you to participate in the upcoming **IMP Forum Seminar**, a paper development workshop for the IMP Forum, which is part of the “**Journal of Business and Industrial Marketing**” (**Impact Factor: 3.8**). The seminar will be organized by Industrial Marketing and Purchasing (IMP) Group, the Department of Business Relationships and International Marketing and the Department of Marketing Strategies at the Poznań University of Economics and Business, Poland. It will take place in **Poznań on June 12–13 2025**.

**The scope of the IMP Forum Seminar:** The ambition of the IMP Forum Seminar is twofold: to share and discuss ideas among participants (authors/reviewers) and to improve the preparation and quality of papers that may later be submitted to the IMP Forum in the “Journal of Business and Industrial Marketing” (JBIM). The research focus of the IMP Forum examines the dynamics of interactivity and interdependence in business relationships. It explores their impact on marketing management, business development, and broader societal issues (for more information, please visit [www.emeraldgroupublishing.com/journal/jbim](http://www.emeraldgroupublishing.com/journal/jbim)).

Both conceptual and empirical papers are welcomed for submission to the IMP Forum Seminar. You can submit work-in-progress manuscripts too. Please note that the seminar is intended as a complementary platform to the IMP Conference, meaning you are free to bring works that have been or will be presented at the annual IMP Conference. All submitted papers should be prepared according to JBIM manuscript requirements (please see [www.emeraldgroupublishing.com/journal/jbim](http://www.emeraldgroupublishing.com/journal/jbim)).

**The course of the IMP Forum Seminar:** This event indeed focuses on paper development. During the IMP Forum Seminar, each paper is allocated 45 minutes for discussion, exchange of opinions, and helpful suggestions for improvement. Each paper receives two reviews, which are presented during the seminar session. The first reviewer takes the leading role in the review session by first presenting the paper and then the review. The second reviewer follows and contributes further to the discussion. At the end, all participants provide feedback on the paper. The authors do not present their papers during the seminar.

Reviewers send their detailed reviews to the Authors within two weeks after the IMP Forum Seminar. Please note that each participant will be asked to prepare at least one peer review of a paper submitted to the Seminar.

**Submission:** We invite all Seminar participants to submit their revised papers to the IMP Forum in JBIM.

**Participation costs and venue:** Participation in the IMP Forum Seminar is **free of charge**. Coffee breaks and light lunches will be provided on both days. Participants are responsible for covering their own travel and accommodation costs.

Poznań is one of the biggest cities in Poland, with a rich history and vibrant modern life. The city is well connected by flights to several European cities and easily accessible by trains from Berlin and Warsaw that offer flights to many cities. You can find more information about Poznań at <https://visitpoznan.pl/en>. Further information about hotels, venues, and transportation will be provided to participants, along with accepted abstracts.

**Important dates:**

**3.02.2025:** Submission of an extended abstract (2-3 pages). Please send the abstracts to: [impforum@konf.ue.poznan.pl](mailto:impforum@konf.ue.poznan.pl)

**10.02.2025:** Confirmation of abstract acceptance

**12.05.2025:** Submission of papers

**12-13.06.2025:** IMP Forum Seminar in Poznań, Poland

**27.06.2025:** Deadline for sending the review file to the Authors of the reviewed paper

We strongly encourage you to participate in the IMP Forum Seminar and meet in Poznań.

Best wishes,

Milena Ratajczak-Mrozek, Aleksandra Hauke-Lopes, and Grzegorz Leszczyński

Please, contact us at: [impforum@konf.ue.poznan.pl](mailto:impforum@konf.ue.poznan.pl)