

IMP Conference 2026

Building a Sustainable World Through Business Relationships and Networks



01-04 September 2026



Università Politecnica delle Marche

UNIVPM And The Industrial Marketing And Purchasing Group (IMP) Are Happy To Welcome You To The 42nd IMP Conference In Ancona, Italy, 1-4 September 2026

The IMP 2026 conference theme – Building a Sustainable World Through Business Relationships and Networks – explores how interaction mechanisms, business relationships, and networks contribute to addressing societal challenges and advancing sustainability. In addition to regular IMP themes on b2b marketing, we encourage contributions that explore the role of business relationships and networks in advancing environmental and social sustainability, responses to grand challenges such as climate change, inequality, and digital transformation, the paradoxes and unintended consequences of pursuing sustainability goals. We also welcome processual studies, interdisciplinary approaches, and methodological innovations that extend the scope of IMP research.

42th IMP Conference Tentative Programme – April 2026

About the Conference

Building a Sustainable World Through Business Relationships and Networks

Università Politecnica delle Marche and The Industrial Marketing and Purchasing Group (IMP) welcome you to the 42nd IMP Conference in Ancona, Italy.

The conference explores how interaction mechanisms, business relationships, and networks contribute to addressing societal challenges and advancing sustainability — including responses to climate change, inequality, digital transformation, and their paradoxes.



Venue

Facoltà di Economia
"Giorgio Fuà" · Ancona



Dates

1–4 September 2026



Chair

Andrea Perna



Contact

imp2026@univpm.it

106

Accepted Abstract

8

Special Tracks

5

Parallel Rooms

3+1

Conference Days
+ Doctoral Colloquium

Conference Tracks — IMP 2026



GT

General Track

IMP 2026



ST1

Resilience & Antifragility

Business Networks



ST2

Business Networks, Society

Sustainability & Circularity



ST3

Socio-Cultural & Ethical Dimensions

Sustainability Transformations



ST4

B2B Sales & Business Relationships

Sustainable World



ST5

Resource Interaction & Sustainability

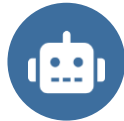
Business Networks



ST6

Simulating Industrial Networks

From Ideas to Practice



ST7

Artificial Intelligence

Resilient Business Relationships & Networks



ST8

Network, Sustainability, Legislation

The Role of Actors

Tuesday, 1 September 2026 – Doctoral Colloquium

TIMING	ACTIVITY	VENUE E NOTES
<i>Morning</i>	11:00 – 11:30 – Welcome coffee 11:30 – 12:30 - Panel discussion	Faculty reception for registration and rooms for sessions Coffee breaks and light lunch.
<i>Lunch time</i>	12.30 – 14.00 Welcome lunch at the faculty	Rooms next to the Room A
<i>Afternoon</i>	14:00 – 14:45 – PhD Presentation Sessions 14:45 – 15:30 – PhD Presentation Sessions 15.30 – 16.00 – Coffee Break 16:00 – 16:45 – PhD Presentation Sessions 16:45 – 17:15 – PhD Presentation Sessions	Faculty reception for registration and rooms for sessions
<i>Afternoon</i>	14.00 – Open “Pre Conference” Registration (registration to be open all day during the conference)	Room A
<i>Evening</i>	Free	

Wednesday, 2 September 2026

TIMING	ACTIVITY	VENUE E NOTES
<i>Morning</i>	09:00 - all day - Registration (registration to be open all day during the conference) 10.30 – 11.00 Welcome Coffee	Room A (main conference room) and rooms next to the Room A
<i>Morning</i>	11.00 – 12.30 Conference opening and sessions	Room A (main conference room)
<i>Lunch time</i>	12.30 – 14.00 Welcome lunch at the faculty	Rooms next to the Room A
<i>Afternoon</i>	14.00 – 15.30 Conference Sessions 15.30 – 16.00 Coffee Break 16.00 – 17.30 Conference Sessions	Coffee breaks and lunch in rooms next to the Room A Faculty reception for registration and rooms for sessions.
<i>Evening</i>	19.30 – Welcome reception, drinks and light dinner	Room A (main conference room) and rooms next to the Room A

Thursday, 3 September 2026

TIMING	ACTIVITY	VENUE E NOTES
<i>Morning</i>	09.00 – 10.30 Conference sessions 10.30 – 11.00 Coffee break 11.00 – 12.30 Conference sessions	Faculty reception for registration and rooms for Conference sessions Coffee breaks in rooms next to Room A
<i>Lunch time</i>	12.30 – 14.00 Lunch at the faculty	Rooms next to the Room A
<i>Afternoon</i>	14.00 – 15.00 MEET THE EDITOR 15.00 – 15.30 Coffee Break 15.30 – 17.00 Conference Sessions	Meet the editors @ Room A (main conference room) Coffee breaks and lunch in rooms next to the Room A Faculty reception for registration and rooms for sessions.
<i>Evening</i>	19.30 - Meet to go to Portonovo for Conference gala dinner and reception	Aperitivo and dinner in Portonovo bay (12km far from from Ancona centre, transfer provided by DIMA). Several restaurants by the sea are available.

Friday, 4 September 2026

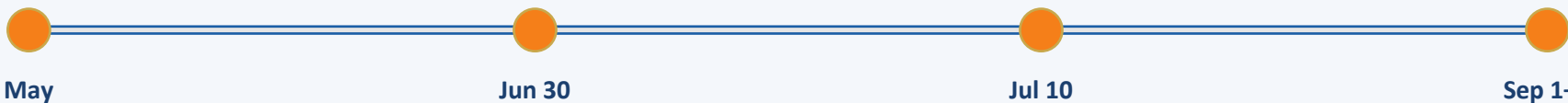
TIMING	ACTIVITY	VENUE E NOTES
<i>Morning</i>	09.00 – 10.30 Conference sessions 10.30 – 11.00 Coffee break 11.00 – 12.30 Conference sessions	Faculty reception for registration and rooms for Conference sessions Coffee breaks in the main area
<i>Lunch time</i>	12.30 – 14.00 Farewell light lunch	Rooms next to the Room A
<i>Afternoon</i>	Free	
<i>Evening</i>	Free	

Registration & Fees

Opens 30 April 2026 · Closes 10 July 2026

CATEGORY	EARLY BIRD (by 30 June 2026)	STANDARD (after 30 June 2026)	NOTES
Full Participant	€600	€700	Early bird: by 30 June 2026
Doctoral Colloquium	€320	—	Includes main conference access
Accompanying Person	€320	On request	Subject to availability after 30 June

Key Dates



Registration Opens

Early Bird Deadline

Registration Closes

Conference

Special Issues & Committees

Associated Special Issues

Industrial Marketing Management

Building a Sustainable World Through Business Relationships and Networks
Exclusive conference invitations — selected papers only

Journal of Business & Industrial Marketing

Analysing Business Networks in the Age of AI, Digital Technologies, and New
Forms of Organizing
Open call — all conference participants



Committees

Conference Chair

Andrea Perna

Scientific Committee

E. Baraldi · R. Bocconcelli · G.L. Gregori · A. La Rocca ·
A. Perna · A. Waluszewski

Organizing Committee

A. Cinti · A. Cioli · N. Lillini · F. Pascucci · A. Sabatini

Welcome to Ancona!

IMP Conference 2026

Building a Sustainable World Through Business Relationships and Networks

1–4 September 2026

Facoltà di Economia Giorgio Fuà

Università Politecnica delle Marche, Ancona, Italy

impgroup.org/imp-conference-2026 · imp2026@univpm.it