

IMP CONFERENCE 2026 — Full Programme Schedule

Building a Sustainable World Through Business Relationships and Networks · 1–4 September 2026 · Ancona, Italy

DAY	TIME SLOT						Room T36 · Doctoral Colloquium	Room T37 · Doctoral Colloquium						
TUESDAY 1 Sep 2026		Room T37 · Room T36 IMP DOCTORAL COLLOQUIUM · 08:30 – 16:30												
08:30 – 08:50		🕒 Registration and Welcome Coffee												
Tuesday, 1 Sep	08:50 – 09:00							Welcome to IMP Ancona Andrea Perna						
								Welcome to the Doctoral Colloquium Catherine Sutton-Brady						
	09:00 – 09:45							Room T36 · Doctoral Colloquium	Room T37 · Doctoral Colloquium					
								Candidate: Pegah Monzeri Discussant: Catherine Sutton-Brady	Candidate: Anna Gruszczyńska-Radecka Discussant: Kajsa Hulthén					
								Candidate: Eleanora Colagiacomi Discussant: Helen McGrath	Candidate: Bissah Emmanuel Discussant: Simone Guercini					
	09:45 – 10:15							Candidate: Jian Lee Discussant: Catherine Sutton-Brady	Candidate: Emily Boxall Discussant: Chiara Cantù					
	10:15 – 11:00													
11:00 – 11:30	Coffee Break													
11:30 – 12:15														Panel Discussion run by IMPEC
12:15 – 14:00													🕒 Welcome Lunch — Faculty Rooms	
DAY	TIME SLOT												Room T36 · Doctoral Colloquium	Room T37 · Doctoral Colloquium
Tuesday, 1 Sep	14:00 – 14:45							Candidate: Nicole Lillini Discussant: Helen McGrath	Candidate: Laura Morandi Discussant: Kajsa Hulthén					
	14:45 – 15:30								Candidate: Matin Taheriruh Discussant: Catherine Sutton-Brady					
	15:30 – 15:45							Concluding Remarks Catherine Sutton-Brady						
	15:45 – 16:15									Coffee Break				
16:15 – 17:45		🕒 City Tour												

IMP CONFERENCE 2026 - Main Conference

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WEDNESDAY 2 Sep 2026		ROOM A · CONFERENCE OPENING + KEYNOTE · 11:00 – 12:30						
12:30 – 14:00		☕ Welcome Lunch — Faculty Rooms						
DAY	TIME SLOT	Room T27 ·	Room T30 ·	Room T31 ·	Room T32 ·	Room T33 ·	Room T36 ·	Room T37 ·
		General Track A	General Track B	Resilience and Antifragility in Business Networks	Linking Business Networks and Society for Sustainability & Circularity	The role of the B2B sales function in building business relationships to contribute to a sustainable world AND Simulating Industrial Networks: from ideas and concepts to practice and action	Resource interaction for sustainability in business networks AND Network effect on sustainability, the role of actors and legislation	Artificial Intelligence in Challenging or Enhancing Resilient Business Relationships and Networks
Wednesday, 2 Sep	14:00 – 15:30	Session 1A · General Track	Session 1B · General Track	Session 1C · Resilience & Antifragility	Session 1D · Business Networks & Society	Session 1E · B2B Sales & Sustainability	Session 1F · Resource Interaction & Sustainability	Session 1G · AI & Business Relationships
		#0117 The paradox of actor heterogeneity: With whom should firms collaborate and how? <i>Yoritoshi Hara and Chihiro Nakayama</i>	#4313 Design Roadmapping for Network-Level Servitization: Exploring Actor–Resource–Activity Reconfiguration through The Long Now <i>Bart Bluemink, Sicco Santema and Lianne Simonse</i>	#7845 Orchestrating project (policy-driven) ecosystems: balancing resilience and fragility in business networks <i>Jose Novais Santos and Francesco Petrucci</i>	#3714 Market shaping through public government procurement <i>Per Andersson and Katarina Arbin</i>	#0469 Institutional Value-Based Selling (IVBS): Linking Value Quantification, Institutional Learning and Commercialization in B2B Sustainability <i>Fares Georges Khalil, Sonja Sarasvua, Mekhail Mustak, Kaj Storbacka and Mika Gabrielsson</i>	#3220 Resource interaction in digital innovation: environmental sustainability data as an embedded resource <i>Madhushree Mrutyunjaya Happalad, Viktoria Sundquist and Petra Bosch-Sijtsema</i>	#7452 Artificial intelligence in supply chain risk identification: performance and sustainability implications <i>Leo Mulari, Ella Koivisto, Aki Jääskeläinen and Tommi Mahlamäki</i>
		#0123 Financing Networks in the Green Transition: The Ørsted–Danske Bank Relationship as a Case of Network Reconfiguration <i>Jari Ruokolainen and Nasim Mahmoudi Moghaddam</i>	#4336 Interactive strategy formation for energy innovation – the role of public property owners of hospital facilities <i>Johanna Håkanson and Malena Havenvid</i>	#1293 Innovative but Invisible: A Longitudinal Case Study of Business Network Resilience in Peripheral Industrial Regions <i>Alessandro Cinti, Nicole Lillini, Nadia Ricci and Federica Pascucci</i>	#3770 How tensions in charity retail networks undermine circular intent <i>Nazifa Nisha, Jamie Burton and Judy Zolkiewski</i>	#3429 ‘It makes such a difference’ said Pooh: The role of the sales function in sustainalizing business networks <i>Arend-Jan Diephuis and Sicco Santema</i>	#3435 Embedding a new critical sustainability-oriented resource within the business network: The case of sustainable aviation fuel within aviation in Sweden <i>Sofia Zetterlund and León Poblete</i>	#8300 Marketing Automation and Buyer-Supplier Relationships: A Case Study in the Fashion Retail Sector <i>Simone Guercini, Sorrentino Alessio and Matilde Milanesi</i>
		#0638 Activating digital innovation value in indirect procurement: the role of buyer-side governance <i>Emanuela Delbufala, Paul Matthyssens and Laura Morandi</i>	#4365 Network position and identity development of digital start-ups within the Swedish Construction and Real Estate Sectors <i>Ase Linné and Malena I. Havenvid</i>	#2784 Resilience of small business-to-business firms: understanding the key building blocks <i>Jussi Tornberg, Nikolina Koporcic-Nietola and Johanna Frösén</i>	#4089 Creating social impact in issue-based networks: the interplay of knowledge-based dynamic capabilities and network capability <i>Anna Sibińska and Milena Ratajczak-Mrozek</i>	#3437 The role of salespeople in buyer-seller relationship initiation in turbulent business networks: evidence from an automotive dealer-car brand case <i>Pier Franco Luigi Fraboni, Andrea Sabatini, Lucia Pizzichini and Gian Luca Gregori</i>	#4256 Navigating the Circular Plastic Paradox: Resource Interaction and Paradox Navigation in Sustainability Transitions <i>Hannu Makkonen, Erwan Mouazan and Tiia Vuorinen</i>	#8648 Industrial metaverse adoption: Enablers, barriers, and strategic marketing implications in B2B relationships <i>Zinhle Lindani Dlamini and Raesah Chohan</i>
15:30 – 16:00		☕ Coffee Break						

DAY	TIME SLOT	Room T27 · General Track A	Room T30 · General Track B	Room T31 · Resilience and Antifragility in Business Networks	Room T32 · Linking Business Networks and Society for Sustainability & Circularity	Room T33 · The role of the B2B sales function in building business relationships to contribute to a sustainable world AND Simulating Industrial Networks: from ideas and concepts to practice and action	Room T36 · Resource interaction for sustainability in business networks AND Network effect on sustainability, the role of actors and legislation	Room T37 · Artificial Intelligence in Challenging or Enhancing Resilient Business Relationships and Networks
Wednesday, 2 Sep	16:00 – 17:30	Session 2A · General Track	Session 2B · General Track	Session 2C · Resilience & Antifragility	Session 2D · Business Networks & Society	Session 2E · B2B Sales & Sustainability	Session 2F · Resource Interaction & Sustainability	Session 2G · AI & Business Relationships
		#3099 Action research as in-case study methodology: Extending IMP case research through engaged interaction <i>Michelle Clancy and Thomas O'Toole</i>	#5147 The Development of University Spin-Offs: Bridging Founder Agency and Relationship Perspectives <i>Antonella La Rocca, Andrea Perna, Cristina Cristalli and Martina Marincioni</i>	#3190 Resource upgrading in turbulent markets: young hires as (individual) resources for innovation <i>Alessandro Pagano and Roberta Bocconcelli</i>	#4813 Circularity in industrial marketing: Conceptualizations across relationships, networks, and society <i>Ann Vellesalu, Outi Keränen, Tuula Lehtimäki, Hanna Komulainen, Ilkka Ojansivu, Nina Hasche, Matteo Dominidiato and Björn Ivens</i>	#7148 Understanding the role of sales in sustainability transitions <i>Alessia Anzivino, Chiara Cantù, Antonella La Rocca and Roberta Sebastiani</i>	#5976 Digital tools and resource interaction processes for sustainability <i>Elisa Carloni and Matin Taheriruh</i>	#9267 AI and power in buyer-supplier relationships – a microfoundational perspective <i>Annika Laine-Kronberg, Anni Rajala and Solveig Molander</i>
		#1268 Business Marketing Research: On Sociological Paradigms <i>Olof Wadell</i>	#5163 Working out Market Work <i>Mariia Syväri and Sini Nordberg-Davies</i>	#3751 Business networks at the crossroads of resilience and antifragility: genuine effort or tacit fast-track? <i>Piotr Kwiatek and Sławomir Zapłata</i>	#5207 Standards in Interaction: The Production of Sustainability Claims in Supply Networks <i>Peter Kumlin</i>	#9099 Sales Practices in the Shaping of B2B Customer Journeys <i>Chiara Ancillai and Sara Bartoloni</i>	#6334 How Resource Complementarities Are Produced, Maintained, or Degraded: Analyzing Resource Interfaces and Cogency Effects <i>Lars Huemer</i>	#9869 Capabilities Needed to Work with AI in Marketing: Human-Resource Management Perspective <i>Piotr Kwiatek, Grzegorz Leszczyński, Maciej Ławryniewicz and Anna Rogala</i>
	#1274 Strengthening sustainability and security in sync? Collective sensemaking in business networks amid geopolitical turbulence <i>Eini Haaja</i>	#5339 Orchestrating Change in Hegemonic Business Networks <i>Lisa Asher and Catherine Sutton-Brady</i>	#3936 Crisis what crisis revisited: network perspectives on organizational resilience <i>Sicco Santema and Alexander Nieuwborg</i>	#7802 Transitioning to a Circular Economy through Network Governance. The Case of the Nigerian Oil and Gas Sector <i>Asma'U Muhammad Usman, Maurizio Catulli, Amin Hosseinian Far and Pfavai Nyajeka</i>		#6445 Businesses' Interactions Under Pressure: Barriers to Interfirm Interactions and Collaborative Response to External Circular Economy Pressures <i>Emmanuel Tawiah Bissah</i>	#0896 AI-Enabled Interaction Simulators for Researching Business Networks <i>Matin Taheriruh, Elisa Carloni, Aleksandra Hauke-Lopes and Tuukka Ahoniemi</i>	
	17:30 – 19:00	Room T27· Panel Discussion run by IMPEC: Career Development and Funding Opportunities for Early-Career Researchers						
🍷 Welcome Reception, Drinks & Light Dinner · 19:30 onwards								
THURSDAY3 Sep 2026		— Conference Day 2 —						
Thursday, 3 Sep	09:00 – 10:30	Session 3A · General Track	Session 3B · General Track	Session 3C · Resilience & Antifragility	Session 3D · Business Networks & Society	Session 3E · Simulating Industrial Networks	Session 3F · Resource Interaction & Sustainability	— No session —
		#1310 Fifty Shades of Interactive Grey: Reconsidering the Dynamics of Relational Governance in B2B Markets <i>Roberta Bocconcelli, Debbie Harrison, Klas Hedvall and Helen McGrath</i>	#5492 Reshoring Outsourcing: Mediation and Knowledge Brokering in a Triad <i>Francesco Ciabuschi, Daniel Pedroletti, Enrico Baraldi and Andrea Perna</i>	#4438 Staying in the game: Small-firm resilience and value creation in asymmetrical business relationships <i>Aleksandra Hauke-Lopes</i>	#8312 Social enterprise internationalization in business markets: insights emerging from a case analysis <i>Simone Poledrini and Simone Guercini</i>	#1372 Simulating sustainability transitions in open industrial networks: applying network horizon approach in the NWOW collaborative business simulation <i>Eeli Saarinen</i>	#7224 Unchaining the Network: Resolving the Paradox between Network Orchestration and Unbound Curiosity in Sustainability Transitions <i>Elizabeth Edgal, Jan Hermes and Rummy Narayan</i>	
		#1581 Key Account Segmentation: Evidence from the Arab World <i>Vajiheh Javani, Fawaz Alhussan and Faten Baddar Alhusan</i>	#6001 Turbulence and business relationships <i>Matteo Dominidiato and Annalisa Tunisini</i>	#5313 Co-creation under uncertainty: addressing co-working preference gaps to foster resilience in client–consultant interactions <i>Katalin Varga-Toldi</i>	#8674 Temporal sustainability work in relationships: the missing link in market shaping? <i>Debbie Harrison, Björn Ivens, Catherine Pardo and Pauliina Ulkuniemi</i>	#4192 Making B2B Relationships Runnable: An Agentic Simulation Framework for Dynamic Interdependence, Governance, and AI Mediation <i>Piotr Kwiatek, Grzegorz Leszczyński and Amira Mouakher</i>	#8389 Building an Ecosystem for Circular Textile Flows <i>Olga Dziubaniuk and Johan Kask</i>	
	#1662 Non-human species as ‘actors’ - invasive species, agency and business networks <i>Debbie Harrison, Leanne Johnstone and Asta Salmi</i>	#6237 Transrelating <i>Olof Wadell</i>	#6688 Resilience and Antifragility in Seismic-Prone Business Networks: a territorial empirical perspective <i>Andrea Sabatini, Luca Domenella, Grace Rigamonti Osorno and Diego Borghi</i>		#7113 How scenarios-based studies can benefit from AI technology: The case of AI-assisted scenarios of the future of work in the marketing sector <i>Dubravka Sincic, Grzegorz Leszczynski, Maciej Ławryniewicz, Amira Mouakher and Piotr Gaczek</i>			
10:30 – 11:00		☕ Coffee Break						
Thursday, 3 Sep	11:00 – 12:30	Session 4A · General Track	Session 4B · General Track	Session 4C · Resilience & Antifragility	Session 4D · Business Networks & Society	Session 4E · Simulating Industrial Networks	Session 4F · Network, Sustainability & Legislation	— No session —
		#1859 Interactive Research Designs and Pathways to Impact in University–Industry Collaboration <i>Ann Clarke, Per Vagn Freytag and Majbritt Rostegaard Evald</i>	#6400 The Sustainability Challenge of Digital Health: Institutional Fragmentation and Interaction in Public Care <i>Sofia Wagrell, Jens Eklinder Frick and Alex Ljung</i>	#7034 Managing Relationship Violations through Prevention and Response in SME Cross-Border B2B Exchanges <i>Lidia Danik, Izabela Kowalik, Agnieszka Pleśniak, Desislava Dikova, Attila Zsolt Berký and Edith Ipsmiller</i>	#9349 The Complexity Trap: Value Interference and Network Formation in Circular Business Models <i>Mark Ryan, Alan Gilchrist and Alison Stowell</i>	#8297 Key Enabling Technologies and Network Paradoxes <i>Heli Aramo-Immonen, Janne Siivonen, Chema Abdennadher, Kimmo Tarkkanen, Pertti Ranttila and Mikko Pohjola</i>	#0091 The shape of sustainable water treatment: Reconfiguring side stream circulation through institutional work <i>Hannu Torvinen and Tuula Lehtimäki</i>	
		#2147 Networking at multiple levels to govern transitions to resource efficient mobility: A novel analytical framework drawing on the Multi-Level Perspective and the Industrial Interaction Framework <i>Maurizio Catulli</i>	#6529 The Value of Nothing: Value Creation in Industrial Markets and the Organizing Effects of CO ₂ Absence <i>Torkel Strömsten and Paolo Quattrone</i>	#7647 The resilience of multinational enterprises in peripheral areas during times of turbulence: a double complexity <i>Francesco Mutignani and Antonella Zucchella</i>	#9657 When Power Meets Sustainability: Paradoxes in Interorganizational Relationships <i>Dariusz Siemieniako</i>	#9998 Exploring and evaluating Agent-Based Modeling (ABM) software for simulating industrial networks <i>Enrico Baraldi, Simone Callegari, Simone Guercini, Andrea Perna and Frans Prenkert</i>	#0156 Towards circularity in the fashion industry: a network approach <i>Jose Novais Santos, Joao Mota and Cristina Baptista</i>	
		#2592 The attitude of future leaders towards a societal responsibility of companies – theory-based approach, empirical results, insights for business networks and relationships <i>Claudia Kreipl</i>	#6949 Functional asymmetry in buyer-dominated networks <i>Zsuzsanna Szalkai, Tibor Mandjak, Erika Hlédik, Edit Neumann-Bódi and Attila Tollas</i>				#1313 When actors do not act: the environment in the Kimberly Process scheme, sustainability and the environment in a large-scale multi-party treaty. <i>Abdul Hajee, Fahri Karakas, Kenneth Le Meunier-Fitzhugh and Lucill Curtis</i>	
							#2363 Shaping hydrogen truck markets in Europe: regulatory ambition and misalignment <i>Marjaana Komi, Satu Nätti and Timo Pohjosenperä</i>	

