

IMP CONFERENCE 2026 — Full Programme Schedule				
TUESDAY 1 Sep 2026		Room T37 · Room T36 IMP DOCTORAL COLLOQUIUM · 08:30 – 16:30		
DAY	TIME SLOT		Room T36 · Doctoral Colloquium	Room T37 · Doctoral Colloquium
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
	09:15 – 09:45			
	09:45 – 10:15			
	10:15 – 10:45			
	10:45 – 11:15	Coffee Break		
	11:15 – 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 – 14:30			
	14:30 – 15:00			
	15:00-15:30	Coffee Break		
	15:30 – 15:45			Concluding Remarks Catherine Sutton-Brady
16:15 – 17:45		 City Tour		

WEDNESDAY 2 Sep 2026		— Conference Day 1 —						
9:00 – 11:00		Registration and welcome						
11:00 - 12.30		ROOM A · CONFERENCE OPENING PLENARY SESSION & KEYNOTE SPEAKER EZIO MARINATO, HEAD OF INNOVATION ECOSYSTEM MANAGEMENT - TERNA SpA						
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	Resource interaction for sustainability in business networks	Artificial Intelligence in Challenging or Enhancing Resilient Business Relationships and Networks
		Track chair: Alessandro Pagano	Track chair: Malena Havenvid	Track chair: Satu Nätti	Track chair: Outi Keränen	Track chair: Arend-jan Diephuis	Track chair: Tibor Mandjak	Track chair: Grzegorz Leszczyński
Wednesday, 2 Sep	14:00 – 15:30	Session 1A	Session 1B	Session 1C	Session 1D	Session 1E	Session 1F	Session 1G
		#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 Sarasvuo, 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>	#0896 AI-Enabled Interaction Simulators for Researching Business Networks <i>Matin Taheriruh, Elisa Carloni, Aleksandra Hauke-Lopes and Tuukka Ahoniemi</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>	#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>	#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 Technology as a Relational Device: How a Customer Data Platform Implementation Transformed a Buyer–Supplier Relationship in Fashion <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 Delbufalo, Paul Matthysens 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>		#4256 Navigating the Circular Plastic Paradox: Resource Interaction and Paradox Navigation in Sustainability Transitions <i>Hannu Makkonen, Erwan Mouazan and Tiia Vuorinen</i>	#9869 Capabilities Needed to Work with AI in Marketing: Human-Resource Management Perspective <i>Piotr Kwiatek, Grzegorz Leszczyński, Maciej Ławrnnowicz and Anna Raala</i>
15:30 – 16:00		☕ Coffee Break						
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	Resource interaction for sustainability in business networks	Artificial Intelligence in Challenging or Enhancing Resilient Business Relationships and Networks
		Track chair: Sofia Wagrell	Track chair: Debbie Harrison	Track chair: Andrea Sabatini	Track chair: Catherine Pardo	Track chair: Antonella La Rocca	Track chair: Viktoria Sundquist	Track chair: Piotr Kwiatek
Wednesday, 2 Sep	16:00 – 17:30	Session 2A	Session 2B	Session 2C	Session 2D	Session 2E	Session 2F	Session 2G
		#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>	#4176 Integrating customer knowledge in healthcare innovation networks: From individual to network-level knowledge through interaction episodes <i>Anastasia Pojiltov and Tuija Mainela</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>	#8648 Industrial metaverse adoption: Enablers, barriers, and strategic marketing implications in B2B relationships <i>Zinhle Lindani Dlamini and Raeesah Chohan</i>
	#3846 The key activities of Venture builders in the entrepreneurial network <i>Chiara Cantù, Lala Hu and Mirko Olivieri</i>	#5492 Reshoring Outsourcing: Mediation and Knowledge Brokering in a Triad <i>Francesco Ciabuschi, Daniel Pedroletti, Enrico Baraldi and Andrea Perna</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>	#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>	#6445 Businesses' Interactions Under Pressure: Barriers to Interfirm Interactions and Collaborative Response to External Circular Economy Pressures <i>Emmanuel Tawiah Bissah</i>	#7452 Artificial intelligence in supply chain risk identification: performance and sustainability implications <i>Leo Mulari, Ella Koivisto, Aki Jääskeläinen and Tommi Mahlamäki</i>	
	17:30 – 19:00	Room T27· Panel Discussion run by IMPEC: Career Development and Funding Opportunities for Early-Career Researchers						
19.30		🍽️ Light Dinner @ Faculty						

Page 2 of 4

THURSDAY 3 Sep 2026		— Conference Day 2 —						
DAY	TIME SLOT	Room T27 ·	Room T30 ·	Room T31 ·	Room T32 ·	Room T33 ·	Room T36 ·	
		General Track A	General Track B	Resilience and Antifragility in Business Networks	Linking Business Networks and Society for Sustainability & Circularity	Simulating Industrial Networks: from ideas and concepts to practice and action	Resource interaction for sustainability in business networks	
		Track chair: Annalisa Tunisini	Track chair: Chiara Ancillai	Track chair: Judy Zolkiewski	Track chair: Hanna Komulainen	Track chair: Enrico Baraldi	Track chair: Elisa Carloni	
Thursday, 3 Sep	09:00 – 10:30	Session 3A	Session 3B	Session 3C	Session 3D	Session 3E	Session 3F	
		#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>	#1581 Key Account Segmentation: Evidence from the Arab World <i>Vajiheh Javani, Fawaz Alhussan and Faten Baddar Alhusan</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 Romy Narayan</i>	
		#6001 Turbulence and business relationships <i>Matteo Dominidiato and Annalisa Tunisini</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>	#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>	#6949 Functional asymmetry in buyer-dominated networks <i>Zsuzsanna Szalkai, Tibor Mandjak, Erika Hlédik, Edit Neumann-Bódi and Attila Tollas</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 Ławrynowicz, Amira Mouakher and Piotr Gaczek</i>	#2363 Shaping hydrogen truck markets in Europe: regulatory ambition and misalignment <i>Marjaana Komi, Satu Nätti and Timo Pohjosenperä</i>	
10:30 – 11:00		☕ Coffee Break						
Thursday, 3 Sep	11:00 – 12:30	Room T27 ·	Room T30 ·	Room T31 ·	Room T32 ·	Room T33 ·	Room T36 ·	
		Track chair: Roberta Bocconcelli	Track chair: Kajsa Hulthén	Track chair: Milena Ratajczak-Mrozek	Track chair: Hanna Komulainen	Track chair: Frans Prenkert	Track chair: Sicco Santema	
		Session 4A	Session 4B	Session 4C	Session 4D	Session 4E	Session 4F	
		#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 Berky 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>	
12:30 – 14:00		🍽 Lunch — Faculty						

14:00 - 15:00		ROOM A · MEET THE EDITORS · 14:00 – 15:00						
15:00 – 15:30		☕ Coffee Break						
Thursday, 3 Sep	15:30 – 17:00	Room T27 ·	Room T30 ·	Room T31 ·	— No session —		Room T36 ·	
		General Track A	General Track B	Resilience and Antifragility in Business Networks			Network effect on sustainability, the role of actors and legislation	
		Track chair: Per Vagn Freytag	Track chair: Morten H. Abrahamsen	Track chair: Pauliina Ulkuniemi			Track chair: Bart Bluemink	
		Session 5A	Session 5B	Session 5C	Session 5F			
		#3465 Big Brother in the Business Network: A Conceptual IMP Perspective on Populism and Business Relationships <i>Baróthy Zoltán and Tibor Mandjak</i>	#7253 Re-organising supply networks for reduced transport emissions: The role of firm-internal and external interaction <i>Luciana Alcantara, Anna Dubois and Kajsa Hulthén</i>	#8257 Bouncing Forward Together: Antifragility and the Evolution of Buyer-Supplier Relationships Through Disruption <i>Helen McGrath, Carolina Belotti Pedroso and Matin Taheriruh</i>	#8115 Industrial procurement and the adoption of bio-based plastics: how business networks enable or constrain sustainability transitions? <i>Nathalie Touratier-Muller and Amel Ahras</i>			
#7903 Heaviness and innovation space – evolving actor roles and resource structures in a digitalization journey <i>Björn Boberg, Malena I. Havenvid and Tina Karrbom Gustavsson</i>	#7552 Internal and External Aspects of Sustainability Orientation in Organizations: A Bibliometric Analysis <i>Annasofia Grönholm and Johanna Frösén</i>	#0663 Coopetition Dynamics in Agricultural Data Sharing <i>Sean Tanner and Helen McGrath</i>	#8141 Do Business Actors View Sustainability as a By-product or Motivator of Servitization? <i>Judy Zolkiewski, Jamie Burton and Vicky Story</i>					
#5461 Sustaining Business Networks Through Digital Interaction: The Role of WeChat in Chinese Wine Trade <i>Yanni Du, Sussie Morrish and Anna Earl</i>		#3936 Crisis what crisis revisited: network perspectives on organizational resilience <i>Sicco Santema and Alexander Nieuwborg</i>	#8174 From products to "product + carbon biography": how EU CBAM reconfigures B2B business networks through data, verification, and new intermediaries					
19:30		🍷 Gala Dinner — Portonovo Bay, Riviera del Conero · Transfer provided at 19.00 (see instructions on the invitation)						
FRIDAY 4 Sep 2026		— Conference Day 3 —						
DAY	TIME SLOT	Room T27 ·	Room T30 ·					
		General Track A	General Track B					
		Track chair: Alessandro Cinti	Track chair: Zsuzsanna Szalkai					
Friday, 4 Sep	09:30– 11:00	Session 6A	Session 6B					
		#3606 An investigation of multi-level circular economy paralysis <i>Ena Vejnovic, Sharon Purchase, Daniel Schepis and Liudmila Tarabashkina</i>	#8167 Interaction Within Constraints: A Systematic Literature Review of Public Buyer–Supplier Relationships <i>Matin Taheriruh, Hannu Torvinen, Zsuzsanna Szalkai and Carolina Belotti Pedroso</i>					
		#4275 Governance forms and the use of charging infrastructures for electric heavy-duty transport <i>Jonathan Stål, Anna Dubois and Frida Lind</i>	#9559 Clearing the Paradigmatic Fog: On Systematic Disruption <i>Olof Wadell and Peter Kumlin</i>					
		#4301 Exploring the connections among embeddedness, sustainability, and competitiveness: evidence from a questionnaire-based study of Hungarian enterprises <i>Juliana Kiss, Ágnes Wimmer, Noémi Krátki and Anita Oroszné Csesznák</i>						
11:00-12:30		🍽️ Farewell Light Lunch						